



TRADE SHOW INFORMATION

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|---------------------|---|
| DATE | Saturday and Sunday, March 27-28, 2010 |
| LOCATION | San Diego, California (Mission Bay) |
| EVENT | 2,000 meter in-lane rowing exclusively for eights |
| PARTICIPANTS | Juniors (14 -18 yrs) 625 Collegiate 1,500 Open Events 400 Masters (21+ yrs) 925 TOTAL 3,400 |
| DEMOGRAPHICS | High proportion of professional, educational, and economic achievement. |
| SPECTATORS | 15,000 - 25,000 within a half-square-mile venue |
| IMPORTANCE | Considered one of the finest races in North America and “America’s Premier Spring Regatta.” |
| MEDIA | Continued sports coverage by regional television affiliates, cable, AP, UPI and major coverage in regional (San Diego and in the competitors’ regions) and national print media. Live Webcast. And one hour ESPNU special approximately two weeks post event. |
| NON-PROFIT | 501(c) (3) Tax Exempt Organization |
| CONTACT | Martha Shumaker, Executive Director Beth Kiernan, Project Manager San Diego Crew Classic® 1875 Quivira Way, C-6 San Diego, CA 92109 (619) 225-0300 Martha@crewclassic.org or Beth@crewclassic.org Ann Hill, Chief Advancement Officer (619) 225-0305 AnnHill@crewclassic.org |
| WEB SITE | www.CrewClassic.org |



TRADE SHOW GENERAL INFORMATION

“America’s Premier Spring Regatta.” offers:

- ❖ 90+ races in 2 days of 2,000 meter racing exclusively for eights.
- ❖ 3,400 of the nation’s most competitive collegiate, junior and master rowers
- ❖ As many as 15,000 alumni, family, friends and spectators
- ❖ High proportion of professional, educational and economic achievement among rowers
- ❖ Directed by 501 (c) (3) tax exempt organization
- ❖ Continued sports coverage by regional television affiliates, cable, AP, UPI and major coverage in the regional (San Diego and in the competitors’ regions) and national print media plus live Webcast and one hour ESPNU special.

The following is an overview of important information and how you can become a vendor at this year’s event.

THE LAYOUT – The Trade Show is located at the north end of the public area near the crews and the finish line. We provide individual tents starting on each side of the main entrance, subject to conditions and number of participants. A special boat display area will be between the sidewalk and Brunch tent.

A Food Court will be adjacent to this area to promote customer flow into the Trade Show “marketplace.” You are welcome to open on Friday when there are large numbers of participants and family members on-site. We will make every effort to accommodate your location choice; however, the final placement of each vendor will be at the discretion of the San Diego Crew Classic. Sponsors have a priority and space is limited.

As in the past, the Crew Classic® Merchandise Tent and other food concession booths will be located to the south toward the Alumni tents.

PRICING – On the anticipated Trade Show layout, the access and appeal of the spaces is nearly equal. However, the end locations are considered “prime” and therefore priced accordingly.

TENT SPACE – Tents are 10’ x 10’, 10’ x 20’, and 20’ x 20’, with common walls with the tent next door. **Please note that the Trade Show configuration does not allow for overflow merchandising at most booths. If you plan to overflow in front of your tent more than five feet we will be charging the same rate per square foot of tent space - \$5 per square foot.**

BOAT EXHIBITORS: In an effort to best accommodate vendors displaying boats, we will follow the same plan as last year. If you wish to display a boat, you have two choices. A 10x20 tent space will hold most singles, within the tent, set up on the diagonal. Singles cannot be accommodated in front of your tent due to their length and blocking of the space of your neighbor. If you wish to display a boat in the boat display area across the sidewalk from your tent, in front of the main tent, you may do so for an additional charge. You must have a 10x10 tent. The first boat of any size will be \$500. Each additional boat will be \$250, with a maximum of three boats.

CERTIFICATE OF INSURANCE The Crew Classic is held on City of San Diego land operated by the Park and Recreation Department. Our permit requires that we obtain a certificate of Insurance showing \$1million liability naming:

City of San Diego, its officer, employees and agents

Please send the certificate to the Crew Classic Office by one of the following methods:

San Diego Crew Classic
1875 Quivira Way C-6
San Diego, CA 92109

Fax 619 225-0301

E-mail: Martha@crewclassic.org

EQUIPMENT - Each 10' x 10' space includes one eight-foot table and two chairs. Electricity is available for an additional cost of \$50.00 per space. To direct-order any additional equipment or amenities such as table skirts, cloth covers and easels, please see the Furnishing and Equipment Form and contact Willie Williams of Classic Party Rentals at wwilliams@classicpartyrentals.com or (858) 496-9700.

RESERVATIONS - Spaces are limited and last year we could not accommodate all vendors who applied. To reserve your space, please fill out and send in the reservation form below, the contract and fee.

If you need further assistance or have additional questions, you can contact the Crew Classic® Office – martha@crewclassic.org or by phone at 619 225-0300.

CANCELLATIONS - Should it become necessary to cancel your reservation, immediately notify the San Diego Crew Classic® in writing. Fees will **not** be refunded if notification is received after March 5, 2010. Remember that the event is a GO, rain or shine!

PARKING & ACCESS – Given the layout and considerable space constraints of the site, it is not possible for Trade Show participants to park vehicles adjacent to their spaces, and parking within the fenced area is prohibited in our City permit. Free parking is provided in the “Green Parking” lot a short distance from the Trade Show area. Free parking is not provided in the lot immediately adjacent to the Trade Show. The San Diego Police on site will prohibit you from driving inside the venue during regatta hours. Please plan accordingly.

MISCELLANEOUS

- Trade Show Director Mike Cully will be available Friday at the Information Tent for vendors to pick up their four admission, two parking passes and tent location. He will assist where possible throughout the weekend.
- The San Diego Crew Classic® cannot be responsible for damage or loss.
- Please put all trash in trash containers provided. There are larger dumpsters nearby for boxes and crates. We do remember who leaves trash for us to collect on Sunday!

- Please read the “Official Regulations and Conditions of Contract” and review the other documents for further information regarding the Trade Show.

ADVERTISING

- Please see the Advertising Rate Sheet should you be interested in advertising space in our Official Regatta Program.
- Individual corporate banners must be kept inside your space. For those vendors who would like to upgrade their support of the San Diego Crew Classic® sponsorships begin at \$1,500. Benefits include vendor space in a premium location, signage, PA announcements, VIP privileges and advertising. If you are interested in getting a sponsorship proposal outlining the full range of options, please contact our Chief Advancement Officer Ann Hill, at AnnHill@crewclassic.org or (619) 225-0305.

We hope your experience at the San Diego Crew Classic® is both pleasant and profitable! We look forward to welcoming you to the regatta.

Mike Cully , Trade Show Director
Martha Shumaker, Executive Director
Beth Kiernan, Project Manager



TRADE SHOW SPACE RESERVATION REQUEST FORM

March 27 & 28, 2010

Due March 5, 2010 +\$250 if received after March 5

Company Name: _____

Contact: _____

Address: _____

Telephone: _____ Fax: _____

Email: _____

Product Line Description: _____

| TENT | | | | TOTAL |
|---|----|---|----------------------|-------|
| 10' x 10' | | | \$ 500.00 | |
| 10' x 20' | | | \$ 1,000.00 | |
| 20' x 20' | | | \$ 2,000.00 | |
| End Unit, additional charge | | | \$ 250.00 | |
| Square feet in front of tent in addition to the five feet allowed | Ft | @ | \$5/square Ft | |
| AFTER March 4, 2010 | | | + \$ 250.00 per tent | |
| ELECTRICITY | | | \$ 50.00 | |
| | | | | |
| BOAT DISPLAY | | | | |
| 1 boat | | | \$ 500.00 | |
| 2 boats | | | \$ 750.00 | |
| 3 boats | | | \$ 1,000.00 | |

| | |
|------------------|-----------|
| TOTAL DUE | \$ |
|------------------|-----------|

Check # _____ enclosed made payable to San Diego Crew Classic®

Please charge total due to Visa MasterCharge AMEX # _____

Name on Card _____

Signature _____

Expiration Date _____

Send or fax to: San Diego Crew Classic®
 1875 Quivira Way, C-6
 San Diego, CA 92109
 Fax: 619 225-0301

SAN DIEGO CREW CLASSIC®, INC.

2010 Crew Classic® Event

Official Regulations and Conditions of Contract

Contract for Exhibit Space: By submitting an application for exhibitor space and acceptance of application, the application becomes a binding contract between Exhibitor's company (hereafter called "Exhibitor") and the San Diego Crew Classic® Inc. (hereafter called "Crew Classic®").

Hold Harmless: Exhibitor agrees to hold harmless Crew Classic® and the San Diego Crew Classic® Foundation, its Board of Directors, Committee members, sponsors and co-sponsors, agents, employees, and licensees from any and all liabilities which may arise as a result of Exhibitor's operation of Exhibitor space or performance under this contract. Exhibitor understands that no insurance is offered by Crew Classic® and that insurance must be obtained by and at the expense of the Exhibitor. Exhibitor shall maintain liability insurance in an amount not less than \$100,000, and shall name Crew Classic® and the San Diego Crew Classic® Foundation as an additionally insured on the liability policy.

Acceptance of Application: Acceptance of the application by Crew Classic® does not in any way imply an endorsement of the Exhibitor's service or product. Rejection of an application by Crew Classic® does not in any way imply lack of merit of the Exhibitor's service or product.

Use of Space: No Exhibitor may sublet, assign, or apportion any portion of the space assigned to that Exhibitor. No Exhibitor may exceed its assigned space dimensions in any manner. No Exhibitor may advertise or distribute outside of the space dimensions assigned to that Exhibitor. This includes interfering with traffic in the exhibit area.

Restrictions: Crew Classic® reserves the right to restrict and/or have removed an exhibit because of noise, objectionable method of operation, lewd or unacceptable conduct, or other reasons which violate the terms of these Regulations and Conditions. In the event of such a removal, restriction of exhibit, or discontinuance of set-up, Crew Classic® will not issue any refund of rental, expenses, or other damages.

Samples and Souvenirs: Distribution of samples and souvenirs in a restrained manner is permitted with permission, provided there is no interference with other exhibit spaces or the aisle movement. Crew Classic® may remove or withdraw permission to advertise and/or distribute any material it considers objectionable. Games of chance involving the exchange of money are not allowed.

Care of Premises: No part of an exhibit, nor any sign or other materials, may be taped, pasted, nailed, or otherwise affixed to any wall or ceiling within the exhibit area. The cost for any repairs due to Exhibitor's negligence or violation of this rule will be the responsibility of the Exhibitor.

Fire Regulations: Decorations and exhibit construction furnished by Exhibitor must conform to any and all fire regulations. All materials used by Exhibitor must be flameproof. Combustible or other flammable materials may not be used.

Exhibit Set-Up and Breakdown: Exhibitor understands that set-up shall not commence before 10 A. M. Friday, April 4, 2008, and that exhibits must be broken down and removed from the premises by 5 P.M. Sunday April 6, 2008. No vehicles may be driven inside the gates during regatta hours.

Refunds: Exhibitor understands that refunds will be honored under the following circumstances only: A full refund of fees if cancellation is received in writing at the Crew Classic® office no later than March 14, 2008. No refunds will be given for cancellations after March 14, 2008.

Interpretation and Enforcement: These Regulations and Conditions become a part of the contract between Exhibitor and Crew Classic®. All matters in question not covered by these Regulations and Conditions are subject to the decision of Crew Classic®, and all decisions made shall be so binding on all parties affected by them. Authority to enforce these Regulations and Conditions under the Crew Classic® is vested in the President of the Crew Classic®, the Crew Classic® Board of Directors, and the Crew Classic® Executive Director.

Crew Classic® shall not be liable for failure to perform its obligations under this contract due to acts of God or any causes beyond its control.

The undersigned agrees to the terms of these Regulations and Conditions, and states that he or she is a fully authorized representative of Exhibitor, with full authority to sign on behalf of Exhibitor's company.

Authorized Exhibitor Representative

Position/Title

Date

Print Name

Rec'd By: _____

Crew Classic®

Date



SAN DIEGO CREW CLASSIC®

March 27 & 28, 2010

2010 PROGRAM ADVERTISING RATES

ADVERTISING DEADLINE: MARCH 1, 2010

Advertising Rates

4-Color Rates:

- | | | |
|----------------------|-----------|---------|
| • Back Cover | 7 ½ x 10" | \$1,500 |
| • Inside Front Cover | 7 ½ x 10" | \$1,100 |
| • Inside Back Cover | 7 ½ x 10" | \$1,000 |

Black & White Rates:

- | | | |
|--------------------------|----------------|-------|
| • Full Page | 7 ½ x 10" | \$800 |
| • ½ Page (Horizontal) | 7 ½ x 4 7/8" | \$400 |
| • ¼ Page (Vertical) | 3 7/8 x 4 7/8" | \$200 |
| • ⅛ Page (Business Card) | 3 7/8 x 2 3/8" | \$100 |
| • Sunday Insert | 7 ½ x 10" | \$650 |

Format in Illustrator or PhotoShop

Preferably on Mac, but can take PC

No bleeds

Include hard copy of ad for comparison

Send a ZIP or CD to San Diego Crew Classic®

Email to martha@crewclassic.org

Make checks payable to:

San Diego Crew Classic®

1875 Quivira Way C-6

San Diego, CA 92109