

The Atlanta Spa Expo

May 20 - 21, 2006

Georgia World Congress Center

Dear Atlanta Spa Expo Exhibitor,

The Atlanta Spa Expo is the premier global event featuring the most luxurious and exclusive spas, resorts and spa/wellness-related products & services from around the world, including our great city of Atlanta. This expo is the first of its kind, and is already drawing attention from spa industry connoisseurs from New York to L.A.

The Expo will bring together state-of-the-art products & services from day spas, spa resorts, destination spas, plastic and cosmetic surgeons, fitness trainers, wellness professionals, health & beauty experts, relaxation & healing specialists, spa cuisine, spa products and much more!

On the following pages you will find demographics about projected attendance at the Atlanta Spa Expo as well as exhibit opportunities that are designed specifically to increase your visibility by optimizing your integrated marketing program, putting your customers directly in front of you!

Prime exhibit booths are selling quickly so hurry to complete the enclosed application to reserve your space today! We hope to see you and your company at the Atlanta Spa Expo 2006 and beyond!

Please contact Benchmark360°, Inc., the Atlanta Spa Expo's Producer & Management Company, if you have any questions, 678-291-0011 x117 or exhibit@atlantaspexpo.com



Benchmark360 °, Inc., the Atlanta Spa Expo Producer & Management Company

3220 Pointe Parkway – Suite 500 – Atlanta, GA 30092-3346

Phone: 678-291-0011 x117 - Fax: 678-291-9731

exhibit@atlantaspexpo.com

The Atlanta Spa Expo

Details & Information

ABOUT US

The Atlanta Spa Expo (The Expo) is designed to educate consumers in search of a happier, healthier, more beautiful lifestyle derived from natural, surgical or cosmetic synthetic means by introducing the rapidly growing spa industry. The Expo will create an entire weekend of events and exhibits to benefit both the business and consumer side of the spa industry. Please visit our website www.atlantaspexpo.com for more details.

LOCATION & DATE

Georgia World Congress Center: May 20 - 21, 2006

SPA INDUSTRY FACTS

The spa services industry is an \$11 billion dollar a year industry with a growth rate of 20% per year (*according to ISPA*). This makes the spa industry one of the most rapidly growing industries in the U.S. with over \$180 billion in annual sales in the total health & wellness industry. Companies that partner themselves with the spa and wellness industries have been able to experience some of the same growth in sales of product with images of the spa lifestyle.

ATTENDANCE DEMOGRAPHICS

The ASE is open to the public and will bring together state-of-the-art products & services from day spas, spa resorts, destination spas, plastic and cosmetic surgeons, fitness trainers, wellness professionals, health & beauty experts, relaxation & healing specialists, spa cuisine, spa products and much more! We expect over 15,000 during the three day weekend of events. We will be marketing to 40,000 consumers.

The current population of Metro Atlanta is 4.8 Million in which 15% (720,000) participate in spa like activities and 17% (120,000) are men. Atlanta ranks #1 among top 10 markets in annual retail sales per household spending, and ranks second in the number of health clubs, gyms and aerobics facilities per capita in the US. Atlanta's mild climate throughout the year results in many outdoor activities including walking, jogging, running, football, basketball, golf, tennis and many other health-oriented activities. Atlanta ranks in the top 5 cities for plastic and cosmetic surgery procedures.

MEDIA COVERAGE

We are inviting local and national media to cover this exciting event! Initial response has been overwhelmingly positive and expectations are high!

GIVING BACK TO OUR COMMUNITY

One dollar from every ticket sold will be donated to each of the following groups; The Blue Ribbon Prostate Cancer Initiative, Breast Health Institute, Boys and Girls Club of Metro Atlanta and Salon Harmony at the Gateway Homeless Resource Center.

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The Atlanta Spa Expo Exhibit Booth Packages

Exhibit Booth Packages official general contractor Include:

Appropriate Floor Space - 8' High Back Pipe/Drape - 3' High Side Pipe/Drape – Standard Booth Carpet & Chairs - 6' Skirted Table & Waste Can - ID Sign – Company Listing in ASE Guide Book – Listing on ASE Website – Access to the Executive Club Lounge

To receive the **Early Bird Exhibit Rate** exhibit applications must be received **by March 1, 2006**.

ULTIMATE EXHIBIT PACKAGE **Early Bird Rate - \$2,050** **Regular Rate (After March 1) - \$2255**

- 20x20 booth space
- 20 Complimentary Expo Tickets
- (1) Full Page Ad - Atlanta Spa Expo Guidebook
- (6) Exhibit Staff Passes
- Post-show Attendee List – *Note: one time usage within 30 days of the show's close*
- Special Ceiling Sign suspended over booth area
- First Right of Refusal - Future Atlanta Spa Expo (2 Year Term)

EXECUTIVE EXHIBIT PACKAGE **\$1,425** **Regular Rate (After March 1) - \$1565**

- 10x20 booth space
- 10 Complimentary Expo Tickets
- (1) Half Page Ad - Atlanta Spa Expo Guidebook
- (4) Exhibit Staff Passes
- First Right of Refusal - Future Atlanta Spa Expo (2 Year Term)

PREMIER EXHIBIT PACKAGE **\$925** **Regular Rate (After March 1) - \$1010**

- 10x10 booth space
- 5 Complimentary Expo Tickets
- (2) Exhibit Staff Passes
- First Right of Refusal - Future Atlanta Spa Expo (2 Year Term)

Note: The sale of goods or services and the consummation of orders by representatives of exhibiting or sponsoring organizations will be encouraged and permitted during the hours of the Expo.

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The Atlanta Spa Expo Exhibit Hall Schedule

Exhibitor Set Up:

Friday, May 19: 8:00 am – 8:00 pm

Expo Hours of Operation:

Saturday, May 20: *10:00 am – 8:00 pm

Sunday, May 21: *10:00 am – 6:30 pm

**The hall will open one hour early, each day, for Executive Guests only!*

Exhibitor Dismantle:

Sunday, May 21: 7:00 pm – Midnight

***This is a preliminary schedule. Exhibitors will be notified of any change made to this schedule.*

ADDITIONAL EXHIBITOR SERVICES & FURNISHINGS – Benchmarc360°, Inc., the Atlanta Spa Expo Producer & Management Company, will work with the official general contractor for the Atlanta Spa Expo. The official general contractor will be responsible to set up the pipe, drape, carpet, table, chairs and ID sign that are included in your booth package. The official general contractor also offers shipping, drayage, storage, and additional booth services and furnishings. An exhibitor manual, containing all of these offerings, as well as complete show information, shipping instructions, and order forms for electrical, audio/visual and internet will be emailed to you upon our receipt of a fully executed exhibit application.

Sponsorship Opportunities

There are many Atlanta Spa Expo sponsorship packages available. Please contact the Atlanta Spa Expo Producer & Management Company, Benchmarc360°, Inc., if interested in sponsorship opportunities, 678.291.0011 x117 or exhibit@atlantaspexpo.com.

Lectures & Class Opportunities

There is no cost to lecture, but you MUST be an exhibitor. All lectures will be 45 minutes and scheduled on the half hour. If you would like to become a lecturer, please submit your topic and brief summary to exhibit@atlantaspexpo.com.

FIVE LECTURE ROOMS:

1. **Spa Services** – Covers the latest and greatest spa services available. The pros and cons, the benefits, the cost, the procedures, etc. Type of Speaker: Therapists, Spa Owners, Equipment Companies, Laser Companies, Physicians.
2. **Spa Careers** – Covers the different careers available within the spa industry and what it takes to do it. Type of Speakers: Spa Owners, Educators in the Industry, Unique businesses in the Industry/ Owners.
3. **Wellness** - Products, services, nutrients, wellness techniques
4. **Cosmetic and Plastic Surgery** – Covers different products, services, nutrients, wellness techniques, etc.
5. **Sports and Recreation** – Covers different products, services, nutrients, wellness techniques, etc.

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Exhibit Application & Agreement

In order for this application to be accepted for exhibit space or sponsorship at the 2006 Atlanta Spa Expo the following form must be completed in full and faxed or mailed in with full payment.

CONTACT INFORMATION (PLEASE TYPE OR PRINT CLEARLY)		
COMPANY NAME:		
MAIN CONTACT PERSON: (This person will receive all exhibit related information via email)		
CONTACTS EMAIL ADDRESS: (Required)		
*COMPANY ADDRESS:		
*CITY:	*STATE/PROVINCE:	*ZIP CODE:
*COUNTRY:	*PHONE NUMBER:	
*WEB SITE ADDRESS :		

*Company name, address, phone and website, as listed above, will be published in the ASE Expo Guide Book along with a 25 word company/product description.

ASE EXHIBIT PACKAGE SELECTION - *Early Bird Rate deadline is March 1, 2006.*

Ultimate Exhibit Package

Early Bird - \$2,050 Regular - \$2255

Executive Exhibit Package

Early Bird- \$1,425 Regular - \$1565

Premier Exhibit Package

Early Bird- \$925 Regular - \$1010

Please include a 25 word (or less) company, product or service description. We will publish this in the official ASE Expo Guide Book in addition to the contact information above. Or you may email your description to exhibit@atlantaspexpo.com. Thank You!

Interested in giving a lecture? If so, please submit your topic and brief discussion summary to exhibit@atlantaspexpo.com. You MUST be a fully paid Atlanta Spa Expo exhibitor to take advantage of this opportunity.

BOOTH SELECTION

Booths are assigned on a first come, first served basis according to exhibit or sponsor package priority then by date of receipt and payment. We will make every effort to accommodate your request(s). However, we cannot offer a guarantee.

A floor plan will be emailed to you upon your request. You may visit the exhibitor page of the Atlanta Spa Expo website at www.atlantaspexpo.com to download the floor plan.

1st _____ 2nd _____ 3rd _____ 4th _____ 5th _____

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CONTRACT TERMS & AGREEMENT – This section must be read and signed

We hereby make application for the 2006 Atlanta Spa Expo (ASE) exhibit booth selected within this contract. We understand that the Atlanta Spa Expo will be held May 20 - 21, 2006. We understand that payment in full is required to guarantee the selected exhibit space and a confirmation will be sent upon receipt of this contract and payment. All payments must be in U.S currency. We understand booth space is selected on a first-come, first-served basis giving priority first to top sponsors, then by level of exhibit package, then by date of receipt and payment. We understand that ASE management reserves the right to assign exhibitors to the best alternate space as they deem appropriate.

We understand that it is for the mutual benefit of all parties involved from exhibitors, and demonstrators etc. to remain confined to the exhibit show floor, classrooms and/or auditorium. We further agree in consideration of the mutual agreement of all exhibitors that we will not directly or indirectly hold any exhibitions or demonstrations or similar activities in the vicinity of Atlanta except in the space rented by us via Atlanta Spa Expo during the period of May 20 - 21, 2006. Failure to adhere to these rules are cause for immediate removal from the show, any fines incurred by Atlanta Spa Expo as a result will result in termination of any future contractual agreements between your company and Atlanta Spa Expo, LLC.

We agree to abide by the established rules and regulations, which are included on page 11 of this prospectus for the 2006 Atlanta Spa Expo and made a part of this contract. We understand that ASE management, at its discretion, may make reasonable changes, amendments or additions to these terms, rules and regulations.

We understand that if we chose to cancel our exhibit up to 3 months (90 days) prior to exhibitor setup, we will receive a refund of 50% of deposited fees. Because contracts are legal and binding documents, all requests for refunds must be made in writing by the person whose name appears on the contract (or, in the case of a change in employment status, by an authorized agent of the Exhibiting Company). Exhibitors canceling within the 3 months (89 days) prior to exhibitor setup will receive no refund.

In conclusion, we understand that the signature below acknowledges agreement to these terms on behalf of the exhibiting company. The terms of this agreement shall be in full force and effect upon signature, and receipt, of this contract.

Signature: _____

Date: _____

METHOD OF PAYMENT

Payment MUST accompany all contracts. ASE exhibit contracts will not be processed without full payment. Please select method of payment below.

Payment by Check

Please make check payable to:
Atlanta Spa Expo, LLC
ID #: 20-1585962

Mail check and contract to:

Atlanta Spa Expo Show Office
c/o Benchmarc360, Inc.
3220 Pointe Parkway, Suite 500
Atlanta, GA 30092-3346

CONTRACT TOTAL: \$ _____

Payment by Credit Card

Provide Credit Card Information in this section and fax completed and signed contract to 678-291-9731

- Visa MasterCard American Express Diners

Credit Card Number

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Security Code *(Required)*

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Expiration Date

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Cardholder Signature: _____
This signature authorizes the above registration fees to be charged to the credit card provided

Credit Card Billing Address:

Please provide the correct billing address for this credit card, *if different than above*.

Street Address City State/Province Zip Country

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Atlanta Spa Expo Rules & Regulations

- Additional Exhibitor Services/Equipment** - It is expressly understood that ASE, Benchmark360°, Inc., the official general contractor or venue will not pay for special equipment, services requested or arranged for by a participating exhibiting or sponsoring company. Arrangements and payments must be made directly with the official general contractor, the venue, and/or the specific vendor by which products or services are contracted.
- Cancellation and Refunds:** Exhibitors canceling up to 3 months (90 days) prior to exhibitor setup may receive 50% of deposited fees as refund. Because contracts are legal and binding documents, all requests for refunds must be made in writing by the person whose name appears on the contract (or, in the case of a change in employment status, by an authorized agent of the Exhibiting Company). Exhibitors canceling within the 3 months (89 days) prior to exhibitor setup will receive no refund.
- Compliance with Schedule** - All exhibits must be installed during the times designated. Any space not occupied one hour prior to opening of the show will forfeit the space without a refund and is not relieved of the obligation for payment of the full exhibit or sponsorship package. Exhibit staff must be in charge of all display during the hours when the show floor is open. Each exhibitor agrees to maintain installed exhibit space during all hours stated within this prospectus and any other official publication for this event. Exhibitors will be notified, via email, of any significant change in the official general contractor to the show schedule.
- Displays** - No hazardous materials may be stored or placed on display in the booth. All showcase materials and structures must be contained within the contracted showcase space. No items (furniture, etc.) may be placed in the aisles. All displays must be free-standing and self-supporting. No activity of sponsoring organization's representatives or functions of a display should in any manner interfere or disturb other participants. It shall be the responsibility of exhibiting or sponsoring company's representatives to report or call to the attention of show management any questionable activity or disturbing influence which should be corrected or eliminated.
- Exhibit Floor Plan** - Exhibit space is assigned on a first-come, first-served basis giving priority to top level sponsors, exhibit level then based on time of receipt of application and payment. Show management reserves the right to add additional booths, and/or change the exhibit floor plan as needed. Exhibitors will be notified of any significant change to the floor plan.
- Fire Protection** - All electrically wired display material must comply with requirements of the National Board of Fire Underwriters. Display fabrics must be flame-proof and must comply with any and all Atlanta area laws, and are subject to the approval of any and all Atlanta local authorities. No flammable fluids or substances may be used or shown in the Exhibit area. • **Food & Beverage** - Serving alcoholic beverage by exhibiting or sponsoring organizations is prohibited except in unopened bottles for display or giveaways.
- Installation/Dismantling** - No booth shall be dismantled until after the conclusion of the show as outlined within this prospectus. Each exhibiting company is solely responsible for placing its display(s) in its designated booth space and removing it from their respective booth space on the final show date. The Atlanta Spa Expo, Benchmark360°, Inc. or the official general contractor, reserves the right to remove all effects remaining afterwards and store them at the participating exhibiting company's expense.
- Insurance & Liability** - Exhibiting or Sponsoring companies are urged to carry their own insurance for purposes of liability coverage on their personal property during the period of their attendance at the show. Exhibitors and sponsors agree to protect, save and hold ASE, Benchmark360°, Inc., the official general contractor, venue and all agents and employees thereof (collectively called Indemnities) forever harmless for any damage the official general contractor imposed for violations of any law or ordinance, whether occasioned by the negligence of the exhibitors, sponsors or holding under the exhibitors or sponsors. Furthermore, exhibitors and sponsors shall at all times protect, indemnify, save and hold harmless the indemnities against and from any and all losses, costs (including attorneys' fees), damage the official general contractor, liabilities and/or expenses arising from or out of occurrence to any person or persons, including the exhibitors or sponsors, it's agents, employees, business agents, and business guests which arise from out of, or by reason of said exhibitors or sponsors occupancy and use of all or part of the exhibition/show premises.
- Lighting/Audio Devices/Demonstrations** - Overstated lighting is to be avoided. It is understood that if you plan to play any pre-recorded music in your space, lecture or demonstration that the exhibiting company is responsible for obtaining and filing an agreement form with ASCAP/BMI. Failure to do so will result in the payment of any fines incurred by Atlanta Spa Expo, LLC for your actions, or lack thereof.
- Right to Approve or Deny** - Show management reserves the right to accept or deny any exhibit or sponsor application. Applications are not considered final contracts until a confirmation of acceptance has been issued by show management. In addition, show management reserves the right to decline exhibit space, to any exhibiting sponsor, if in its judgment the proposed display would not enhance the showcase or carry out the intent as viewed by show management. Show management also reserves the right to evict participants whose presentation is in any manner deemed by show management as offensive. In the event of such prohibition or eviction, show management shall not be liable to sponsoring organization for refund of any showcase or sponsorship fees.
- Sale of Goods & Services** - The sale of goods or services and the consummation of orders, by representatives of exhibiting or sponsoring organizations will be encouraged and permitted during the hours of the Expo.
- Security** - Show management will provide security as outlined in your Exhibitor Service Kit. However, ASE, Benchmark360°, Inc., the official general contractor, or the venue shall not be liable for any damage to or for the loss of destruction of any exhibit, or from the theft or disappearance of any of the property contained in or about the booth space of any exhibiting or sponsoring company. We highly recommend all personal and valuable items such as laptops, products etc. be removed from your booth when not occupied by exhibit staff.
- Signage** - Absolutely no company identification may be placed outside your specific booth area (i.e., on posts, pillars, walls, tables, ceilings, etc.)
- Sponsor and Exhibit Staff Registration & Identification** - All exhibit representatives must check-in, upon arrival to the Expo, at the registration desk and must wear their identification badges at all times. All persons working in the exhibit booth must be registered as an attendee or exhibit staff. Badge trading is not permitted.
- Storage** - Storage of additional literature, storage crates, or packaging materials behind the back drape is strictly prohibited in every major exhibit facility in the U.S. If such items are stored behind the booth, the exhibiting company will be required to remove them immediately and pay for storage with the service contractor.
- Subletting Exhibit Space** - There is no subletting of space allowed without prior permission from Atlanta Spa Expo, LLC.
- Other Matters** - Any matters arising, not specifically provided herein, shall be cared for at the discretion of ASE, Benchmark360°, Inc., the official general contractor, and the contracted venue.

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