

The Atlanta Spa Expo

May 19 - 21, 2006

Georgia World Congress Center

Dear Atlanta Spa Expo Sponsor,

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 sponsor opportunities that are designed specifically to increase your visibility by optimizing your integrated marketing program, putting your customers directly in front of you!

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



Benchmark360°
INCORPORATED

Strategic Solutions That Produce Results

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@atlantaspaeexpo.com

Atlanta Spa Expo Sponsorship Packages

In addition to giving your company an enormous competitive edge, Atlanta Expo sponsorships are unique and exclusive opportunities that showcase your company's commitment and support to the consumers and spa owners within your industry. From creating brand awareness to increasing sales, your company's participation at the 2006 Atlanta Spa Expo creates the ideal platform to affect your target audience. Reach out to your future customers through one of these unique opportunities!

All ASE 2006 Sponsorship Packages include the following in addition to the benefits listed under each package:

- Company Logo Placed on ASE Website (linkable to company website)
- Company Logo Printed on all ASE Printed Materials
- Complimentary Literature Distribution in the ASE Registration area.

ULTIMATE EXCLUSIVE PACKAGE \$20,000

Category Exclusivity (*Only Three Exclusive Ultimate Sponsor Available*)

20 x 20 Booth Space (*Priority Booth Selection*)

(50) All-Access ASE Passes (Each pass is good for both days)

(100) Complimentary Expo Tickets

(10) Radio Spots

Logo Placed on Local Area Magazine Print Ads (*See explanation of ad benefits below)

Full Cover Ad - ASE Guide Book (*Choice of Back, or Inside Cover*)

Full Page Ad - ASE Guide Book

Exhibit Hall Entrance Banner (Company Name & Logo)

(2) Directional Ceiling Banners (Company Name & Logo) - Placed in walkway to GWCC

ASE Driveway Banners (Company Name & Logo) – Placed outside GWCC

Expo Entrance Unit (Company Name & Logo) – Placed at the top

(2) Standing Banners (Company Name/Logo) – Exhibit Entrance Walkway Placement

Company Logo displayed in all E-marketing Campaigns

Post-show Attendee List – *Note: one time usage within 30 days of the show's close*

First Right of Refusal - Future Atlanta Spa Expo (2 Year Term)

***Explanation of Ad Benefits:**

- Creative Loafing – Logo placed on ASE's ½ page ad (April and May)
- Atlanta Sports and Fitness - Logo placed on ASE's ½ page ad (April and May)
- Deep Magazine - Logo placed on ASE's full page ad (April and May)
- Atlanta Metro Woman's Directory - Logo placed on ASE's full page ad (April and May)
- The Piedmont Review * - Logo placed on ASE's ½ page ad (April and May)
- Jezebel (Atlanta, New York, Detroit and Chicago)* - Logo placed on ASE's ½ page ad (April and May)

This means that the sponsors in this categories logo will appear in these ads leading up to the Expo. The space allocated for each sponsor is 1/10 of each of the ads we place, so there will be room for the logo and contact information. The majority of these magazines we are already placing ads in but come April and May our ads will focus on the sponsors of the Expo. Any editorials written will involve these sponsors names and information. With their permission we will put sponsor's logo on any information, ad, articles that apply.

*Coming Soon

Benchmark360°, Inc., Atlanta Spa Expo Producer & Management Company 2

3220 Pointe Parkway – Suite 500 – Atlanta, GA 30092-3346
Phone: 678-291-0011 x117 - Fax: 678-291-9731
sponsor@atlantaspaexpo.com

ULTIMATE PACKAGE \$15,000

- **10x20 Exhibit Booth Space** (*Priority Booth Selection*)
- (25) All-Access ASE Passes (Each pass is good for both days)
- (75) Complimentary Expo Tickets
- Full Page Ad - ASE Guide Book
- Exhibit Hall Signage (Company Name & Logo) - Suspended Sign in Middle of Hall
- (1) Directional Ceiling Banner (Company Name & Logo) - Placed in walkway to GWCC
- Expo Entrance Unit – (Company Logo Listed)
- (2) Standing Banners (Company Name/Logo) – Exhibit Entrance Walkway Placement
- Post-show Attendee List – *Note: one time usage within 30 days of the show's close*
- First Right of Refusal - Future Atlanta Spa Expo (2 Year Term)

EXECUTIVE PACKAGE \$10,000

- **10x10 Exhibit Booth Space** (*Priority Booth Selection*)
- (20) All-Access ASE Passes (Each pass is good for both days)
- (50) Complimentary Expo Tickets
- Full Page Ad - ASE Guide Book
- Expo Entrance Unit – (Company Logo Listed)
- Post-show Attendee List – *Note: one time usage within 30 days of the show's close*
- First Right of Refusal - Future Atlanta Spa Expo (2 Year Term)

PREMIER PACKAGE \$5,000

- **10x10 Exhibit Booth Space** (*Priority Booth Selection*)
- Half Page Ad - ASE Guide Book
- (10) All-Access ASE Passes (Each pass is good for both days)
- (25) Complimentary Expo Tickets
- Post-show Attendee List – *Note: one time usage within 30 days of the show's close*
- First Right of Refusal - Future Atlanta Spa Expo (2 Year Term)

Atlanta Spa Expo Segment Sponsorships

Many companies have requested information on how to gain exclusive sponsorship rights to specific Atlanta Spa Expo segments so that they can target a captivated audience in a more exclusive setting. (i.e. Launch Party, Executive Lounge, Men's Sports Den). The ASE team has created packages around each of their specialized segments of the Atlanta Spa Expo. Your company name will be included as the official name of that particular ASE segment.

Example: *ABC Company presents the Atlanta Spa Expo Launch Party - The Ultimate Indulgence in the Spa Lifestyle*".

Available Exclusive Segment Packages:

- ASE Launch Party Headliner
- Men's Spa & Sports Den
- Executive Club Lounge

ASE LAUNCH PARTY HEADLINER

Segment Pricing: **Exclusive Event Headliner - \$30,000; Co-Partnered - \$17,500** each

With this package your company becomes the Premiere Partner of the Atlanta Spa Expo and will have exclusive benefits and exposure.

Launch Party Description:

It's the hottest ticket in town if you can get one!!! The Atlanta Spa Expo Launch Party has already been slated as one of the hottest events to hit Atlanta. If you've got a product or service to announce to the elite this is the sponsorship for you. The slated theme for this exclusive event is "Miami meets The Hamptons. A White party with a Tropical feel"

ASE Launch Party Guests will enjoy a Friday night stay at the Omni Hotel - CNN Center. Guests will begin their ASE ultimate experience by wearing their plush white bathrobe and slippers as they indulge in great food, drinks and jazz. Guests may also opt to take in a specialty aromatherapy massage, or relax in a Jacuzzi, or perhaps just enjoy lounging before the midnight party begins. During this midnight party, guests will mingle with celebrities, enjoy live performances and watch a fashion show. In the morning, the Launch Party Guests will wake up refreshed and continue their ASE experience as they peruse the Atlanta Spa Expo show floor, Executive Club Lounge and Men's Sports Den. The ASE Launch Party is a great getaway for friends, groups, singles and couples alike.

Event Date: Friday, May 19, 2006

Expected Attendance: 350 + Invitation-Only Guests

Media: Local and National Coverage of Television and Print

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

4

3220 Pointe Parkway – Suite 500 – Atlanta, GA 30092-3346
Phone: 678-291-0011 x117 - Fax: 678-291-9731
sponsor@atlantaspaexpo.com

ADDITIONAL LAUNCH PARTY SPONSORSHIPS

LAUNCH PARTY CABANA'S - \$7,500 (8 Available)

- Your company can have its very own 20 X 20 Cabana space at the Launch Party. You can decorate the inside of your Cabana however you desire. Showcasing your product(s) and/or services will be the key as Launch Party Guests will be encouraged to visit each cabana as they mingle and enjoy themselves throughout the evening. Note: this will be very similar to an exhibit booth, but exclusive for the Launch Party Guests only and limited Cabana's are available to enhance your exposure and sponsorship.

LAUNCH PARTY AROMATHERAPY MASSAGE CABANA'S - \$5,000 (15 Available)

- Each guest will have the opportunity to partake in massage in an 8x10 space with the aromatherapy of their choice and one of these with your company name, product display and information. We will provide the massage therapists. The massage cabana is another way to showcase and expose your company and provides a great memorable experience to associate your product.

LAUNCH PARTY GIFT BOXES - \$1,500

- Each guest will be given an ASE Launch Party Gift Box or Bag. Each bag will contain gifts provided by the gift box sponsors. (*Gift Examples: Plush Robes - Spa Products - Gift Certificates - Jewelry/Clothing – Other*)

MEN'S SPA & SPORTS DEN

Segment Pricing: Exclusive - \$20,000; Co-Partnered - \$12,500 each

Men's Spa & Sports Den Description: The Den will be located on the Expo Show floor both Saturday and Sunday. Den guests will enjoy sipping on a drink, and nibbling on a snack, while they catch the latest action packed sports action. This sports fan oasis will offer many things from big screen televisions, play station games to pro-athlete appearances. Manicures, pedicures and massages will be available for those sports fan enthusiasts wanting to experience a little sample of the spa-life.

ADDITIONAL MEN'S SPA & SPORTS DEN SPONSORSHIPS

FLAT SCREEN TELEVISIONS - \$1500 (20 Available)

- Sponsor will have a ceiling banner over the flat screen and a half page ad in the ASE segment section of the Guide Book. The design is a flat screen and two.
-

BARSTOOL & TABLE SPONSOR - \$1000 (20 Available)

- Sponsor will get tabletop logo on the round bar table, half page ad in segment section of ASE Guide Book. The design is tall barstool set with four stools.

EXECUTIVE CLUB LOUNGE

Segment Pricing: Exclusive - \$15,000; Co-Partnered - \$10,000 each

Executive Club Lounge Description: The Lounge will be located on the Expo Show floor both Saturday and Sunday. This lounge will be a quiet escape from the crowds offering refreshments, giveaways and light entertainment all day for our special guests of sponsors, celebrities, all access pass holders, and previous night's launch party guests. This lounge will be hosted by a Celebrity Concierge Service.

ADDITIONAL EXECUTIVE CLUB LOUNGE SPONSORSHIP

Performance Stage - \$10,000 (One Available)

- Sponsor will have the full wall backdrop behind stage, back cover of the Executive Club Lounge segment in the Guide Book, entrance /walkway standing banners, ASE guidebook page

SPONSOR BENEFITS

Each of the main segment sponsors will receive the following benefits. If co-partnering, most benefits below will be shared.

- Segment Exclusivity
- Advertisement run of the house for your segment
- 10-Radio Tags and Print Ads for segment
- Company Logo in Segment Info. Book & Invitations
- (1) Full Page Ad in the official Atlanta Spa Expo - (1 half page) if Co-Partnering
- (2) Ceiling Banners (Company Name & Logo)
- Expo Entrance Unit (Company Name & Logo) – Placed at the top
- (2) Standing Banners (Company Name & Logo) – Placed throughout Exhibit Hall
- (50) All-Access ASE Passes (Each pass is good for both days)
- (100) Complimentary Expo Tickets
- Company logo displayed in all E-marketing campaigns for segment
- Post-show Attendee List – *Note: one time usage within 30 days of the show's close*
- First Right of Refusal - Future Atlanta Spa Expo (2 Year Term)

Atlanta Spa Expo *Additional Marketing Opportunities*

The following opportunities were created for those companies that would like to enhance their visibility at the ASE Expo, as well as for those companies that are unable to attend the ASE Expo, but would still like to have a presence.

ADVERTISING

The ASE Promotional Brochure will promote all manufacturers, sponsors and educators from materials provided before December 1, 2005. We are printing 150,000 color brochures for distribution. These brochures will be mailed to potential attendees both national and international including; demographically targeted consumers, groups and organizations, salon and spa owners, directors, managers, major media and publications, celebrities, spa industry therapists and students. **Limited Space is Available!**

Benchmark360°, Inc., Atlanta Spa Expo Producer & Management Company 6

3220 Pointe Parkway – Suite 500 – Atlanta, GA 30092-3346
Phone: 678-291-0011 x117 - Fax: 678-291-9731
sponsor@atlantaspaexpo.com

Ad Rates & Dates:

Rates: Inside Cover: \$2500 - Full: \$1500 - Half: \$1000 - Quarter: \$750

Submission Deadline: December 1, 2005

Distribution Date: March 1, 2006

The ASE Guidebook will promote all show activities, exhibitors, contributors, sponsors, and educators from materials provided before March 31, 2006. We are printing 150,000 color guidebooks for distribution at ASE. The Guidebook will be used to assist the attendees in their navigation through the show as well as provide a quality memorable keepsake. Remaining books will be mailed out to the 2007 prospective attendees both national and international including; demographically targeted consumers, groups and organizations, salon and spa owners, directors, managers, major media and publications, celebrities, spa industry therapists and students.

Ad Rates & Dates:

Rates: Full Page: \$1500 - Half Page: \$1000 - Quarter: \$750

Note: Covers are reserved for sponsors only!

Submission Deadline: March 1, 2006.

Distribution Date: May 19 - 21, 2006

IN-KIND SPONSORSHIPS

If your company would like to give a product as an in-kind sponsorship to the Atlanta Spa Expo or any of the special ASE segments it is required that a proposal is sent to the ASE Offices. Please include a full description and value of your offer. The ASE Team will review all proposals and contact you regarding their decision.

Examples of In-Kind: Launch Party Gift Boxes or Bags, Executive Lounge Food, Segment Gift Give-aways, Atlanta Expo Attendee Bags, etc...etc.... Other ideas are welcome.

ASE CLASSROOM SPONSOR - \$3500 (5 Available)

Your company name will appear as the sponsor for the designated classroom topic. There will be five classrooms hosting specific topics:

1. **Spa Services Classroom**
2. **Spa Careers Classroom**
3. **Health and Wellness Classroom**
4. **Cosmetic and Plastic Surgery Classroom**
5. **Sports and Recreation Classroom**

Our lectures and classes will be designed to educate the consumer or spa business owner, therapist or student, so heavy sales content is discouraged. Your company will receive recognition and marketing through the benefits provided below as sponsoring company. We encourage you to submit a topic and brief abstract for consideration.

- Sponsor Standing Banner at Classroom Entrance (will include classroom schedule)
- Sponsoring Company Recognition in ASE Guide Book by Specific Classroom & Schedule
- Company Marketing Material Displayed in Session Room
- 45 Minute Lecture

Note: Only the sponsoring company of the specified classroom and Atlanta Spa Expo exhibitors will be allowed to submit proposals to host lectures within these classrooms.

Benchmark360°, Inc., Atlanta Spa Expo Producer & Management Company 7

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

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

sponsor@atlantaspaexpo.com

Atlanta Spa Expo

Sponsor Application & Agreement

In order for this application to be accepted for sponsorship at the 2006 Atlanta Spa Expo the following pages 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:		
<small>(This person will receive all exhibit or sponsorship related information via email)</small>		
CONTACTS EMAIL ADDRESS: (Mandatory)		
*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 description.

SPONSORSHIP PACKAGE SELECTION

Please choose the sponsorship package that your company would like to take advantage of by checking the appropriate box. Please see pages 3- 7 for full package details.

ASE SPONSORSHIP PACKAGES:

- | | |
|---|--|
| <input type="checkbox"/> Ultimate Exclusive Package: \$20,000 | <input type="checkbox"/> Executive Package: \$10,000 |
| <input type="checkbox"/> Ultimate Package: \$15,000 | <input type="checkbox"/> Premier Package: \$5,000 |

ASE SEGMENT SPONSORSHIP PACKAGES

LAUNCH PARTY

- | | |
|--|---|
| <input type="checkbox"/> Headliner: \$30,000 | <input type="checkbox"/> Co-Partnered: \$12,500 each |
| <input type="checkbox"/> Co-Partnered: \$17,500 each | <input type="checkbox"/> Flat Screen TV: \$1,500 each |
| <input type="checkbox"/> Cabana Package: \$7,500 | <input type="checkbox"/> Barstool & Table: \$1,000 each |
| <input type="checkbox"/> Massage Cabana Package: \$5,000 | |
| <input type="checkbox"/> Gift Box Package: \$1,500 | |

EXECUTIVE CLUB LOUNGE

- Exclusive: \$15,000
- Co-Partnered: \$10,000 each
- Performance Stage: \$10,000

MEN'S SPA & SPORTS DEN

- Exclusive: \$20,000

Questions: Call 678-291-0011 x117 or Email: sponsor@atlantaspexpo.com

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

3220 Pointe Parkway – Suite 500 – Atlanta, GA 30092-3346
 Phone: 678-291-0011 x117 - Fax: 678-291-9731
sponsor@atlantaspexpo.com

BOOTH SELECTION

Booth Selection is for those sponsorship packages that include an exhibit space.

Please indicate your top five (5) booth locations from the floor plan. 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.atlantaspaexpo.com to download the floor plan.

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

ADDITIONAL MARKETING OPPORTUNITIES

ADVERTISING:

ASE Promotional Brochure:

Inside Cover \$2500 Full Page: \$1500 Half: \$1000 Quarter: \$ 750

ASE Guide Book:

Full Page \$1500 Half Page: \$1000 Quarter: \$750

IN-KIND SPONSORSHIP:

Provide Full Description: _____

Value: _____ Other Comments: _____

(Launch Party Gift Boxes, Executive Lounge Food, Segment Gift Give-a-ways, Atlanta Expo Attendee Bags, etc...etc.... Other ideas are welcome.)

ASE CLASSROOM SPONSOR: See Page 8 for Package Details and Benefits.

- Spa Services Classroom - \$3500
- Spa Careers Classroom - \$3500
- Health and Wellness Classroom - \$3500
- Cosmetic and Plastic Surgery Classroom - \$3500
- Sports and Recreation Classroom - \$3500

Lecture or Class Topic: _____

Brief Topic Summary: _____

Benchmark360°, Inc., Atlanta Spa Expo Producer & Management Company 9

3220 Pointe Parkway – Suite 500 – Atlanta, GA 30092-3346
Phone: 678-291-0011 x117 - Fax: 678-291-9731
sponsor@atlantaspaexpo.com

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

We hereby make application for the 2006 Atlanta Spa Expo (ASE) sponsorship package 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 sponsorship package and a confirmation will be sent upon receipt of this contract and payment. All payments must be in U.S currency. We understand that within those packages that include an exhibit booth that 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. In conclusion, we understand that the signature below acknowledges agreement to these terms on behalf of the sponsoring 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 sponsor 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:
3220 Pointe Parkway, Suite 500
Atlanta, GA 30092-3346

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

Security Code (**Mandatory**)

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

--	--	--	--

Expiration Date: _____ Name on Credit Card: _____

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

Benchmark360°, Inc., Atlanta Spa Expo Producer & Management Company 10

3220 Pointe Parkway – Suite 500 – Atlanta, GA 30092-3346
Phone: 678-291-0011 x117 - Fax: 678-291-9731
sponsor@atlantaspaexpo.com

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** - Hazardous materials may not be stored or displayed 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, 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 official general contractor 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.

Benchmark360°, Inc., Atlanta Spa Expo Producer & Management Company 11

3220 Pointe Parkway – Suite 500 – Atlanta, GA 30092-3346
Phone: 678-291-0011 x117 - Fax: 678-291-9731
sponsor@atlantaspaexpo.com

•**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.