



Dear Exhibitor:

Welcome to The Los Angeles Fitness Expo, California's Premier Health and Fitness Event. The enclosed information is to help you plan your participation in the show, January 29-30th, 2011 at the Los Angeles Convention Center. Please read this material carefully as it contains important information about policies and registration that will help streamline your participation in The Los Angeles Fitness Expo.

The booth price includes one table, two chairs, and one wastebasket. All additional furnishings and/or services you require should be ordered in ADVANCE. These forms may be found in the GES Exhibitor Service Kit which can be viewed and downloaded on-line at www.thefitexpo.com and www.ges.com starting Sept 1st, 2010. Orders placed on-site are subject to a surcharge fee and will not be processed until advance orders have been fulfilled. To save time and money, place your order early.

- Return all relevant Exhibitor Services forms directly to GES, or the designated provider located at the top of each form, by the deadline dates indicated. Forms may be downloaded at: www.thefitexpo.com/exhibitors.asp or www.ges.com and will be available September 1st, 2010
- Insurance: All Exhibitors at the 2011 Los Angeles Fitness Expo must hold comprehensive general liability or commercial general liability insurance that names "National Fitness Productions, The Los Angeles Fitness Expo, Iron Man Magazine, The City of Los Angeles, and The Los Angeles Convention Center" as additional insured. Exhibitors must also provide all-risk property insurance to protect any property brought into The Los Angeles Fitness Expo. Both forms of insurance should cover the entire show including the move-in and move-out periods.

- Discounted hotel rooms for the Luxe City Centre Hotel (formerly the Holiday Inn LA City Center) and Millennium Biltmore are available by visiting www.thefitexpo.com/hotel. The deadline for reserving these special discounted rates is January 8th, 2011.

We are particularly mindful of the look and feel of The Los Angeles Fitness Expo. Therefore, if you are selling goods, please be certain they are displayed professionally and properly within your exhibit. Please be certain that you obtain a seller's license for this event. If you have storage boxes or containers, these should be kept out of sight. The Los Angeles City Fire Marshall will be strictly enforcing city regulations. Please inform GES Exposition Services if you require accessible storage for your goods. They will gladly make the proper arrangements.

If for any reason you require assistance with the presentation of your product or services, please don't hesitate to contact us. We want you and the overall show to look great. Our service contractor, GES, has a vast inventory of display and presentation materials and equipment to assist your marketing efforts.

We look forward to meeting you at the show.

Best regards,

Erin Ferries
Executive Director