



TULIP TIME RUN

presented by



TULIP TIME RUN

2018 Race & Fitness Expo
Exhibitor Application

Application Deadline: March 31, 2018 OR until full

ABOUT THE TULIP TIME RUN

The Tulip Time Run offers a Kids' Fun Run, 5K, 10K, 15K (run both the 5K & 10K) and a Virtual Run. In 2017, we had the best year yet with over 3,700 runners; this year we expect to have 4,000 runners. Our exhibitor expo provides you the opportunity to interact with our runners.

RACE & FITNESS EXPO INFORMATION

- **When:** Friday, May 4, 2018 | 4:00pm to 7:00pm
Exhibitors must be set up and ready to go by 3:30pm. (You may begin setting up anytime after 2pm)
- **Where:** MVP Athletic Club | 650 S. Waverly Rd., Holland, MI 49423
- **Booth Space:** Booth space includes one 8' table and two chairs. *Please note that water, power and Wi-Fi are not available.*
- **Booth Fee:** \$150 *(fee waived for 2018 Tulip Time Run partners)*
- **Rules & Information:**
 - Exhibitors must hand out/promote runner (health & wellness) related products/services.
 - Selling of products/services is prohibited.
 - Limited space is available. Due to limited space, partners receive exclusivity and premier placement. After that, spots are filled on a first-paid basis.
 - Presenting partner exclusivity prohibits the participation of any other fitness centers, gyms, and the like.
 - Tulip Time will assign booths at its discretion on a first-paid basis. Booth assignments are subject to change.
 - Exhibitors are responsible for their own trash and recycle.

If you would like to be an exhibitor at both the Race and Fitness Expo and the Tulip Time Run Race Village, you will receive a discounted rate of \$400. Please fill out both applications.

616.396.4221 | www.tuliptime.com

74 W. 8th Street, Holland, MI 49423

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EXHIBITOR APPLICATION

1. Company Name: _____
2. Contact Person: _____
3. Email Address: _____
4. City: _____ State: _____ Zip: _____
5. Phone (Cell): _____ Phone (Office): _____
6. Please provide a detailed description of your business and services/products you offer:

7. Please describe the products to be displayed or sampled on site:

- | 8. Method of Payment: | Amount: |
|---|-----------------------------------|
| _____ Check (make payable to Tulip Time Festival) | _____ \$150 (Race & Fitness Expo) |
| _____ Credit Card (Visa, MasterCard, Discover) | _____ \$400 (Expo & Race Village) |
| _____ 2018 Tulip Time Run Partner (fee waived) | |

9. If paying with a credit card, please fill out the following information:

- Name as it appears on card: _____
- Card Number: _____
- Expiration Date: _____ CVV Code: _____
- Signature: _____

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TERMS & CONDITIONS

Hereinafter called ("Exhibitor") and Tulip Time Run. The parties to this contract agree as follows:

1. The Exhibitor shall pay the sum of \$150 upon signing this agreement (Exhibitor fee) unless you are a run sponsor.
2. In consideration for payment of the Exhibitor fee, Tulip Time Run hereby grants Exhibitor the right to participate in the Race & Fitness Expo. Exhibitors will derive benefit in the form of public exposure to their products and services.
3. The Exhibitor will receive a booth space which includes one 8' table and two chairs. Sorry, there is no power, water, or Wi-Fi available.
4. The Exhibitor shall indemnify and hold harmless the Tulip Time Run, MVP Athletic Club, its agents, employees and contractors against any and all costs and liabilities of every kind without limitations arising from use or occupancy of the space.
5. The Exhibitor shall comply with all rules and regulations of the Tulip Time Run and MVP Athletic Club, which govern the exhibition, including those concerning assembling and dismantling of exhibits and conduct of Exhibitor's contractors, employees and patrons.
6. Tulip Time Run reserves the right to review and pre-approve all participant exhibits and deny or limit the participation of any Exhibitor. Presenting partner exclusivity prohibits the participation of any other fitness centers, gyms, and the like. In the event Exhibitor's participation is denied this Agreement shall terminate and said Exhibitor shall waive any claim for damages or compensation, except the prorated return of the amount paid after deduction of actual expenses incurred by the Tulip Time Run in connection with the exhibition and there shall be no further liability on the part of either party. Any illegal, offensive, or vulgar materials or products shall not be displayed. Exhibitor further agrees not to display any intellectual property owned by third parties without the express written consent of said parties.
7. Exhibitor agrees to have their booth set up by 3:30pm, staff their booth area during show hours (4pm - 7pm) and will begin booth/exhibit tear down only after the show closes at 7pm.
8. No refunds will be given for cancellation.
9. This contract contains the entire agreement of the parties and may not be altered or modified in any way unless duly endorsed in writing hereon. This contract shall only be effective upon execution of the Tulip Time Run.

Accepted and Agreed to:

Tulip Time Run

By _____
(Authorized Representative)

Title: _____

Exhibitor

By _____
(Authorized Representative)

Title: _____

Please return this contract by March 31, 2018 to:

Tulip Time Festival

Attn: Race Director

74 W. 8th Street, Holland, MI 49423

Or by emailing it to Kara Rooks at kara@tuliptime.com

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