

# 2010 W.O.W. Ocean City Exhibitor Information



*The demand for wellness, proactive and alternative care, natural, anti-aging, and fitness related services, providers and products are at an all time high...*

WOW 2010 in Ocean City, NJ is strategically placed at the Music Pier during a weekend tradition which brings thousands of focused health conscious consumers and leaders from hospitals, businesses and the public sector looking to expand their knowledge on services, systems and brands which suit their goals and needs.

Hosting our event as an oceanfront and fit friendly weekend in Ocean City, NJ is a joy! Boardwalk, beaches, bays and all the points between in this wholesome and healthy destination community is PERFECT for a magnitude of business sectors and organizations within wellness and fitness for the mind, body and soul.

We're interested in well thought vendors who are excited to brand, network, inform and capture business!

## Monique

Monique DeLozier Frost,  
President & Founder - Compass Massage & Bodywork Inc.  
and WOW, LLC Weekend of Wellness

## Ocean City Music Pier - Moorlyn Terrace & Boardwalk

### Show Hours

Friday, May 21, 2010,  
2:00 PM - 7:00 PM  
Saturday, May 22, 2010,  
10:00 AM - 7:00 PM

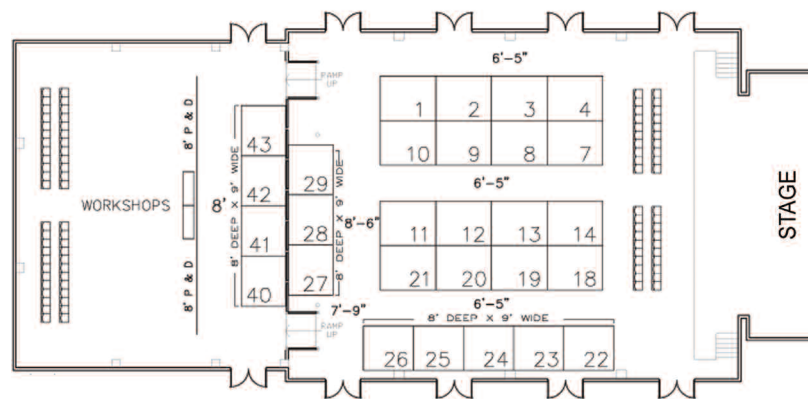
### Installation & Dismantling of Exhibits

INSTALLATION:  
Friday, May 21, 2010,  
11:00 AM - 2:00 PM  
DISMANTLING:  
Saturday, May 22, 2010,  
7:00 PM - 9:00 PM

### Booth Fee & Package\*

Table Top: **\$200**  
Single Booth: **\$500**  
Double Booth: **\$850**  
Corner Premium: **\$100**  
per corner

\* Your booth fee includes: Pipe and drape, one company identification sign, one 6' draped table, two side chairs and one wastebasket. Hall is not carpeted.



## WOW 2010 Ocean City Music Pier Sponsorship Opportunities

With unlimited options available in today's market, you need to make smart marketing decisions to ensure you meet your target. Sponsorships offer an affordable medium to showcase your organization's brands and create

**Gold Level Sponsorship: \$7,500** - (Exclusive sponsor in your service, market, product or field) One 20' x 20' island booth in priority location, Sponsorship banner in exhibit hall, scheduled workshop presentation, company name and logo prominently displayed on all pre- and post-show advertising, full page ad in show directory, banner ad and website link on W.O.W. website, signage at exhibit booth and distinctive sponsor name badges

**Silver Level Sponsorship: \$5,000** - (Exclusive sponsor in your service, market, product or field) One 10' x 20' booth in priority location, scheduled workshop presentation, company name and logo prominently displayed on all pre- and post-show advertising, half page ad in show directory, banner ad on W.O.W. website, signage at exhibit booth and distinctive sponsor name badges

**Bronze Level Sponsorship: \$2,500** - One 10' x 10' booth in priority location, company name and logo prominently displayed on all pre- and post-show advertising, quarter page ad in show directory, signage at exhibit booth and distinctive sponsor name badges

**Friday Night Reception: \$10,000** - Exclusive sponsor of the event, one 10' x 10' booth in priority location, event signage with sponsor's name and logo, recognition from podium and exclusive presentation time, sponsor logo'd décor (napkins, balloons, etc.)

**Saturday Luncheon: \$5,000** - Exclusive sponsor of the event, event signage with sponsor's name and logo, conference bag insert.

**Lanyards: \$2,000 plus cost of lanyards** - Sponsor logo and W.O.W. logo imprinted on lanyards, distributed at entrance, conference bag insert

**Tote Bags: \$2,000 plus cost of bags** - Sponsor logo and W.O.W. logo imprinted on bags, distributed at entrance, bag insert

### SPONSOR CONTACT & INFORMATION:

Company Name \_\_\_\_\_ Sponsor Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Sponsorship Level:  Gold  Silver  Bronze  Fri. Reception  
 Sat. Luncheon  Lanyards  Tote Bags

### PAYMENT METHOD:

Enclosed is our check for: \$ \_\_\_\_\_  
made payable to WOW, LLC. (WOW Tax ID# 20-8505659)

Charge my payment to:  Visa  Mastercard  American Express

Credit Card No: \_\_\_\_\_

CCV# \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_

Cardholder's Name: (please print) \_\_\_\_\_

Cardholder's Billing Address: (if different from above) \_\_\_\_\_

Note: Credit card payment will appear on your statement as a purchase from WOW, LLC. For more information contact Compass Massage & Bodywork at 609-399-9136.

"Visit [www.compassmassage.com](http://www.compassmassage.com) for details"

Ocean City - Music Pier  
Ocean City, NJ

Friday, May 21, Saturday, May 22

Expo & Events

WOW

at the

Join Us!



WOW, LLC. c/o Compass Massage & Bodywork  
803 East 8th Street  
Ocean City, NJ 08226




## OCEAN CITY MUSIC PIER, OCEAN CITY, NJ

### EXHIBIT

at these **UNIQUE Destination Events!**

Exclusive and Intimate Setting with  
Thousands of Active Participants

**WOW.**  
**Worlds of**  
**WELLNESS**  
May 21 & 22  
**2010**  
Ocean City, New Jersey

COMPASS *Spa & WELLNESS*

# OCEAN CITY MUSIC PIER – May 21 & 22, 2010

## 2010 W.O.W. Application/Contract for Exhibit Space



### 1. EXHIBITOR CONTACT & MAILING INFORMATION (Person to contact regarding this application and send mail)

Company Name: \_\_\_\_\_ Exhibitor Contact: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

### 2. DIRECTORY LISTING & BOOTH SIGN INFORMATION

Company Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ E-mail or Website Address: \_\_\_\_\_  
 Product or Service: \_\_\_\_\_

### 3. SPACE REQUIREMENTS (Fees per each 10'x10' exhibit space)

Do you want space adjacent to or near a competitor?  
 Yes  No  
 Competitor's Name(s):  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

#### Preferred Configuration:

Directory Listing only \_\_\_\_\_ @ \$50.00 \_\_\_\_\_  
 Table Tops \_\_\_\_\_ @ \$200.00 \_\_\_\_\_  
 Corner Booth Premium (\$100) \_\_\_\_\_  
 Single Booth (\$500) \_\_\_\_\_  
 Double Booth (\$850) \_\_\_\_\_

TOTAL DUE: \$ \_\_\_\_\_

### 4. ACCEPTANCE AS BINDING CONTRACT FOR EXHIBITOR

WOW agrees to license and the Exhibitor agrees to take and properly occupy the following exhibit space(s) on a "first come, first served," basis. Sponsors receive priority booth placement.

1st Choice: \_\_\_\_\_ 2nd Choice: \_\_\_\_\_  
 \_\_\_\_\_  
 3rd Choice: \_\_\_\_\_ 4th Choice: \_\_\_\_\_  
 \_\_\_\_\_

Exhibitor agrees to be bound by the Terms, Conditions, and Rules set forth, contained herein and those listed in the Exhibitors' Service Manual. This contract will be binding upon the parties when accepted by WOW.

By (Exhibitor Authorized Signature - unsigned applications will be returned.) \_\_\_\_\_ Date \_\_\_\_\_

Name (Please print) \_\_\_\_\_ Title (Please print) \_\_\_\_\_

### 5. PAYMENT METHOD Payment in full must accompany application for it to be considered.

Enclosed is our check for \$ \_\_\_\_\_ made payable to WOW, LLC (Tax ID # 20-8505659)  
 Charge my payment to:  
 Visa  Mastercard  American Express  
 \_\_\_\_\_  
 Credit Card No. \_\_\_\_\_  
 \_\_\_\_\_  
 Expiration Date \_\_\_\_\_  
 \_\_\_\_\_  
 Cardholder's Signature \_\_\_\_\_

Cardholder's Name (please print) \_\_\_\_\_

Billing address if different from above \_\_\_\_\_

Total Amount Enclosed (check or credit card): \$ \_\_\_\_\_

Note: Credit card payments will appear on your statement as a purchase from Compass Massage. For more information, contact WOW, L.L.C. at 609-399-9136; Fax at 609-399-9137.

Space is limited, so reserve your booth today!

SIGN AND MAIL ORIGINAL APPLICATION/CONTRACT WITH PAYMENT TO:  
 WOW, LLC. c/o Compass Massage  
 803 East 8th Street, Ocean City, NJ 08226  
 609-399-9136 609-399-9137  
 E-mail: info@worldsofwellness.com  
 (Make a copy of both sides for your records)

For Office Use Only  
 Booths:  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

# Conditions, Terms, Rules and Regulations

The conditions, terms, rules and regulations herein contained constitute part of the contract for exhibit space by Exhibitor at above named Convention presented by Weekend of Wellness (herein after called WOW). By signing the exhibitor registration form, you agree to abide by all the rules, regulations, and policies of the Convention.

- 1. AGREEMENT TO TERMS, CONDITIONS, AND RULES.** Exhibitor agrees to observe and abide by the Terms, Conditions, and Rules set forth herein and by such additional rules or amendments to the rules made by WOW from time to time for the operation of the Show, including, but limited to, those rules contained in the Exhibitors' Manual ("Exhibitor Manual"). WOW shall have full and sole power to interpret all of such rules as it deems proper, and that WOW's interpretation of such rules shall be final and binding.
- 2. EXHIBIT CONSTRUCTION AND DESIGN SPECIFICATIONS.** All exhibit backgrounds must conform to the standard set by WOW, which is as follows: No material along side rails may exceed 48" in height; background must not exceed 8' in height, including the sign, and must not protrude from the back wall more than a maximum of 36". If counter height is more than 48" and display is more than 48", you will be subject to an 18" recess. The WOW Services Center will be exempt from this regulation. Exceptions to the instructions of height, length, and depth requirements must receive prior approval from WOW. Request for such approval must be in writing and received by WOW along with the application for booth space. The request should state the aspects of the exhibit that violate height, length, and depth restrictions.
- 3. INSURANCE.** Exhibitors who desire insurance on their exhibits must place the same at their own expense. WOW does not carry insurance of any sort on the exhibit or other property of the exhibitor, and as set forth in this contract, WOW assumes no liability for loss or damage thereto from any cause.
- 4. LICENSING AND PROVISION OF EXHIBIT SPACE.** WOW shall license the exhibit space for the period of the Show only, provided that the Convention Center is made available to WOW. WOW reserves the right to terminate its agreement with exhibitor, close the exhibitor's exhibit, and terminate the exhibitor's participation at the convention in its sole discretion for any reason whatsoever. In the event WOW does so and the exhibitor refuses to immediately remove its property, WOW may remove the exhibitor's property. In the event of such termination, all other provisions of this agreement shall apply, including but not limited to the waiver, release and hold harmless provisions, and WOW's sole obligation shall be to refund the exhibitor's deposit, provided such refund is due.
- 5. EXHIBITOR AND WOW RESPONSIBILITIES; SHOW DIRECTORY.** Exhibitor shall exhibit only its own products or services for which it is the duly authorized representative and shall cause all such products/services exhibited by it to be listed in the official Show Directory. In addition, principal(s) and/or employee(s) of the Exhibitor must be present in the Exhibit Space at all times during the open hours of the Show. (Person staffing booth must be 18 years of age, or over). WOW shall (a) supply Exhibitor with the Exhibitors' Manual, (b) supply Exhibitor with a uniform name sign, (c) register and give information to attendees and (d) publish, or cause to be published, an official Show Directory. WOW shall not be responsible for errors or omissions in the Show Directory.
- 6. ASSIGNMENT OF EXHIBIT SPACE.** Exhibitor shall not assign or sublicense to a third party its rights hereunder to the Exhibit Space, or any portion thereof, without written consent of WOW which WOW may withhold in its sole discretion. If such consent is given, the Exhibitor shall assume full responsibility for the conduct of the assignee or sublicensee and all its representatives.
- 7. SALE OR TRANSFER OF EXHIBITOR'S BUSINESS.** In the event of the sale or transfer of a substantial portion of the assets of Exhibitor's business or of the controlling stock interest in Exhibitor's business, or in the event of a substantial change in management of the Exhibitor, WOW may, at its option, terminate this Agreement. This rule does not limit WOW's rights under any other provision of this agreement, including but not limited to the waiver, release, hold harmless, and termination provisions.
- 8. DISPLAYS AND DECORATIONS.** Merchandise, signs, decorations, or display fixtures shall not be pasted, taped, nailed or tacked to walls. No exhibit, merchandise, equipment, trunks, cases or packing material shall be left in any aisle, but shall be confined to the Exhibit Space. No signs, advertising devices or merchandise shall be displayed outside the Exhibit Space or project above or beyond limits of Exhibit Space.
- 9. UNION LABOR.** The Exhibitor shall comply with all the terms and provisions of all union or other contracts in effect at the time of the Convention affecting any phase of its conduct, construction, or relating to the building or premises wherein it shall be conducted.
- 10. FIRE RULES.** Exhibitor shall not pack merchandise in paper, straw, excelsior or any other flammable material. No cartons shall be stored in the Music Pier during the Show. Exhibitor shall use no flammable decorations or covering of display fixtures, and all fabrics or other material used for decorating or covering must be flameproofed by a method and with a compound approved by the Fire Department. The Exhibitor must file an affidavit with the Fire Department or have available for inspection on demand an affidavit in accordance with those flameproofing requirements described in the Exhibitors' Manual. No helium is allowed in Music Pier. Also, all projection machines must be in accordance with the requirements of the local Fire Department. Exits, fire stations, and fire extinguishers must not be obstructed.
- 11. OBSERVANCE OF LAWS AND RULES.** Exhibitor must comply with all laws, rules, regulations and ordinances of federal, state and local governmental authorities, and all rules of the Music Pier.
- 12. EXHIBITOR CONDUCT.** Exhibitors are prohibited to imply WOW endorsement of their products and services. Exhibitor and its representatives shall not congregate or solicit trade in the aisles. The prior written consent of WOW is required for the employment or use of any live model, demonstrator, solicitor or device for the mechanical reproduction of sound. Such employment or use shall be confined to the Exhibit Space. Exhibits which include the operation of musical instruments, radios, talking motion picture equipment, public address systems, or any noise-making machines or instruments must be conducted and arranged so that the noise resulting therefrom will not annoy or disturb other exhibitors, persons viewing the same, or interfere with programming sponsored by the WOW. Operators of such exhibits must secure approval of arrangements and operating methods before the exhibit opens. WOW, in its sole discretion, may withdraw its consent at any time, in which event Exhibitor shall terminate such activity forthwith. Distribution of pamphlets, brochures or any advertising matter must be confined to the Exhibit Space. Exhibitor shall refrain from any action that will distract attendees from attendance at the Show during open hours. Exhibitor shall not enter into another exhibitor's space without invitation or when unattended. Neither Exhibitor nor any of its representative shall conduct themselves in a manner offensive to standards of decency or good taste. Each 8' x 10' exhibit space must be staffed at all times by a person 18 years of age or over, during the exhibit hours. Exhibitors are urged to send at least two representatives, so that booth coverage is maintained at all times. All exhibits must remain intact until official closing time. Failure to follow this rule will jeopardize the exhibitor's

participation in future WOW Conventions.

- 13. DIRECT SALES.** Exhibitors are encouraged to take orders and/or make cash transactions for their products. Collection of N.J. sales tax will be the responsibility of the exhibitor.
- 14. PHOTOGRAPHS.** Other than photographs of Exhibitor's own exhibit space, no photographs of exhibit spaces or merchandise shall be taken without prior written consent of WOW or the exhibitor involved.
- 15. USE OF SPACE.** All demonstrations or other sales activities must be confined to the limits of the exhibit booth. No exhibitor shall assign, sublet, or share the space allotted without the knowledge and consent of WOW. The provisions of this paragraph shall not in any manner waive, limit or restrict the rights of WOW, in its full and sole discretion, to interpret its rules in a final and binding manner as per Rule Number 1 herein. Nor shall this paragraph limit or restrict WOW's right, in its sole discretion, to terminate the participation of any exhibitor at the convention as provided by Rules Numbers 1 and 5 herein.
- 16. CLOSING OF EXHIBIT.**(a) If Exhibitor or one of its subsidiaries or affiliates is on strike, resulting in picketing or similar type of demonstration in or near the Convention Center, WOW reserves the right to terminate this Agreement forthwith, close the exhibit and remove the Exhibitor's property from the Exhibit Space.(b) WOW shall be entitled to terminate this Agreement forthwith, close the exhibit and remove the Exhibitor's property from the Exhibit Space at any time for failure by Exhibitor or its duly authorized assignee or any of its officers, agents, employees, or other representatives or assigns to perform, meet or observe any Term, Condition, or Rule set forth herein, and such Exhibitor shall not be entitled to a refund of any payment.
- 17. CANCELLATION.** Exhibitor may cancel either its participation in the Convention or a portion of its exhibit space only upon written notification to WOW. Notification received by WOW on or before February 26, 2009 Exhibitor shall receive a ninety percent (90%) refund of the total exhibit fee. No refunds will be granted after this date. All such sums that are retained or are owing may be retained by WOW in its discretion, as liquidated damages. In addition, WOW shall have the right, at its option, to instead pursue other legal or equitable remedies available to it in the event exhibitor defaults or fails to exhibit. If, because of war, fire, labor strikes, picketing, exhibit facility construction or renovation project, government regulation, public catastrophe, bomb threats, act of God or the public enemy or other cause beyond the control of WOW, the Convention or any part thereof is prevented from being held, and is cancelled by WOW or the Exhibit Space becomes unavailable, WOW in its sole discretion, shall determine and refund to the Exhibitor its proportionate share of the balance of the agreed upon exhibit fees received by WOW which remains after deduction expenses incurred by WOW in connection with the Convention and reasonable compensation to WOW but in no case shall the amount of the refund to the Exhibitor exceed the amount of the exhibit fee paid by the Exhibitor.
- 18. FUTURE SHOWS.** It is understood and agreed that the exhibitor's participation at the 2010 WOW, LLC does not create any legal, equitable, contractual or other right for the exhibitor to participate in any future WOW conventions or activities.
- 19. INDEMNITY.** WOW, or any of their respective officers, agents, employees or representatives shall not be responsible or liable in any way for any injury to person or property, loss or damage of any kind, sustained by any Exhibitor, employees of the Exhibitor or any other person by reason of fire, theft, water, accident or fault of WOW or any of its servants, agents or employees or for any other cause whatsoever. It is further understood that the Exhibitor will indemnify and hold harmless WOW, and any of their respective officers, agents, employees or representatives from damages, loss cost or expense of any and all kind for any claim or legal action arising out of or by reason of personal injuries or property damage of any kind whatsoever, as well as the cost and expenses incurred against any such claim or claims, action or actions, arising out of the sole or contributing negligence of the Exhibitor, employees, servants or agents of WOW.
- 20. AMERICANS WITH DISABILITIES ACT.** Convention Center shall be responsible for all accessibility requirements and labor accommodation requirements under the federal Americans with Disabilities Act ("ADA"). WOW shall be responsible for those readily achievable, non-permanent accessibility requirements of the ADA which are applicable to WOW if not otherwise provided by the Music Pier. The Exhibitor agrees that it will comply with any provisions of the ADA which are applicable to the Exhibitor.
- 21. ARBITRATION.** Any controversies, claims, or disputes between the parties to this agreement shall be resolved by arbitration in accordance with the rules of the American Arbitration Association. Such arbitration shall be held in the State of New Jersey, and the award rendered by the Arbitrator shall be final and binding, and may be appealed only on the grounds specified by N.J.S.A. 2A:24-7, 8, and 9. In addition, in any such arbitration, the Arbitrator shall be required to apply each and every provision of this agreement and of the WOW Convention rules, and shall not limit, restrict or refuse to apply any of the provisions of this agreement. The term parties as used in this paragraph shall mean the parties to this contract, and also their officers, agents, employees, representatives and assigns. The controversies, claims, and disputes governed by this provision shall include all controversies, claims, and disputes arising out or related in any way to the provisions of this agreement, the breach or claimed breach of same, and to the exhibitor's participation at the WOW Convention, regardless of whether the claim or dispute involves the breach, alleged breach of this agreement, or any other cause of action or claim, legal or equitable.
- 22. MANAGEMENT'S LICENSE AGREEMENT WITH MUSIC PIER.** This Agreement is subject and subordinate in all respects to the License of Management, with the Music Pier and the rights of the Owner and/or Licensor thereunder, or any assignee thereof. The Exhibitor agrees to release and indemnify WOW against any liability under the terms of said License arising from, created or caused by any act or default of the Exhibitor hereunder.
- 23. JURISDICTION.** Exhibitor agrees that in the event of any controversy, or dispute arising under the terms of this agreement, the matter will be subject to the jurisdiction of the courts of New Jersey, and New Jersey law will apply.
- 24. ENTIRE AGREEMENT.** This document constitutes the entire agreement between these parties. No amendment or modification of the terms therein will be effective unless said amendment or modification is in writing, signed by both parties.

Mail **Original** Application/Contract and payment to:  
WOW, LLC.

803 EAST 8TH STREET, OCEAN CITY, NJ 08226

PLEASE MAKE A COPY FOR YOUR RECORDS.