



2009 INTERBIKE EXHIBIT SPACE CONTRACT

SEPTEMBER 23-25, 2009 • SANDS EXPO AND CONVENTION CENTER • LAS VEGAS, NEVADA, USA

EXHIBITOR INFORMATION

Company Name _____

Address _____ City _____

State _____ Zip/Postal Code _____ Country _____ Website _____

Parent Company (if different from above): _____

Trade show Contact Information: _____

Email _____ Phone _____ Fax _____

Please be sure to return page 3 of this contract with your Directory Information completed. The above information will be used for the Directory if you do not return page 3.

We understand this application becomes a binding contract when accepted by Interbike/Nielsen Business Media. We agree to abide by the attached Terms and Conditions detailed on the reverse of this contract and those listed in the Exhibitor Service Manual.

Signature Required >

Agreed to by _____ Date _____

signature of official company representative

STEP 1: BOOTH SIZE REQUEST

BOOTH DEPOSITS AND CONTRACTS ARE DUE JANUARY 7, 2009

We request _____ x _____ ft, totaling _____ sq ft of exhibit space (see example below). Standard booth size: 10' x 10' feet (100 sq. ft.). (EX: 10' x 10' totals 100 sq. ft.; 10' x 20' totals 200 sq. ft.; 20' x 20' totals 400 sq. ft.; 20' x 30' totals 600 sq. ft.; etc.)

EXHIBITION SPACE LOCATION. Interbike reserves the right, in its sole and absolute discretion, to determine who will be permitted to display products as an exhibitor, and the size, location and configuration of exhibition space for which application is made. Exhibiting at prior shows, nature of product displayed, number of booths requested and other factors may influence, but does not guarantee location of exhibition space.

STEP 3: FEES AND REMITTANCE

Fees and Remittance—Interbike 2009:

\$2,070 per booth • Standard Booth Size: 10' wide x 10' deep

Booth cost does not include material handling, labor, electrical, decoration or other available auxiliary services.

- 15% of Booth Space due with contract to reserve space by January 7, 2009. **(Non-refundable processing fee.)**
- 50% of total Booth invoice due by April 15, 2009. **(Exhibitor is liable for 50% of total contract for cancellation or reductions after this date.)**
- 100% of total Booth invoice due by June 17, 2009. **(Exhibitor is liable for 100% of total contract for cancellations or reductions after this date.)**

ALL REQUESTS FOR EXHIBIT SPACE MUST BE FOLLOWED IMMEDIATELY BY A DEPOSIT. (SEE "CANCELLATION OR REDUCTION" POLICY ON REVERSE SIDE OF CONTRACT.) CONTRACTS ARE NOT VALID UNTIL PAYMENT OF DEPOSIT IS RECEIVED BY NIELSEN BUSINESS MEDIA.

FEE WORKSHEET

Booth Space	\$ _____
TotalReach™	\$ _____
Total Contract Price	\$ _____

Booth Payment	<input type="checkbox"/> 15% Deposit
	<input type="checkbox"/> 50% Deposit
	<input type="checkbox"/> 100%
Booth Deposit	\$ _____
TotalReach™ Payment (100%)	\$ _____
Total Payment	\$ _____

ACCEPTANCE

Please complete and fax this entire contract, to include pages 1 and 3. A faxed copy will be accepted to

reserve space, however, the deposit must be received by Interbike within 10 days of the faxed space reservation. Note that the receipt of this completed Exhibit Space Contract by Interbike is required in order to exhibit. This document constitutes a contract when signed by both the exhibitor and an Interbike representative.

STEP 2: TOTALREACH PACKAGES

TotalReach™ packages are only available to exhibitors purchasing exhibit booth space. Please see package details attached on Page 5. (100% due with Contract)

— ① TOTALREACH BOOTH PLUS PACKAGE	\$399
— ② TOTALREACH PRODUCT DISTRIBUTION	\$1,000
— ③ TOTALREACH NEW EXHIBITOR	\$1,795
— ④ TOTALREACH BASE	\$2,000
— ⑤ TOTALREACH NEW PRODUCT SHOWCASE	\$3,050
— ⑥ TOTALREACH ADVANCED	\$5,150
— ⑦ TOTALREACH COMPANY BRANDING	\$8,000

STEP 4: PAYMENT INSTRUCTIONS

**FAX COMPLETED CONTRACT, COMPANY INFORMATION FORM AND PRODUCT LISTING FORM TO: ANDRIA KLINGER • FAX: 949/226-5686
PHONE: 949/226-5745 • EMAIL: ANDRIA.KLINGER@NIELSEN.COM**

CREDIT CARD PAYMENT If you wish to make payment by credit card, please complete and sign the following section and fax to 949/226-5686:

_____ AUTO PAY: Please initial to authorize your credit card to automatically be charged for all future payments.

Check one MasterCard Visa American Express - NOT ACCEPTED

Credit Card Number _____ Exp. Date ____/____

Authorized Signature _____

Print name as it appears on card _____

Card Holder's Address: _____
(must be same as credit card billing address)

City/State _____ Zip/Postal Code _____

Amount Authorized \$ _____

OR IF PAYING BY CHECK: Make checks payable to "Interbike."
See remittance address below.

MAIL CHECKS TO:

Attn: Interbike
P.O. Box 88940
Chicago, IL 60695-1940

OVERNIGHT CHECKS TO:

JP Morgan Chase
131S. Dearborn, 6th Floor
Chicago, IL 60603
Attn: Interbike • Lockbox 88940

DO NOT COMPLETE BELOW THIS LINE—FOR EXPO MANAGEMENT USE ONLY

Application accepted by _____	Date _____	ACCOUNTING	DATE RECEIVED
-------------------------------	------------	------------	---------------



2009 Interbike Exhibit Space Contract

Terms and Conditions

1. Defined Terms: Interbike, currently scheduled to be held on September 23-25, 2009 at the Sands Expo and Convention Center. Event is owned, produced and managed by Nielsen Business Media, Inc. ("Nielsen"). "Organizer" means, collectively, Nielsen, its officers, directors, shareholders, agents, affiliates, representatives, employees and assigns, unless the context requires otherwise. "Exhibitor" means, collectively, (i) the company or person that applied for exhibit space rental and agreed to enter into this contract upon acceptance by Nielsen in the manner stated below and (ii) each of its officers, directors, shareholders, employees, contractors, agents, representatives and/or invitees, as applicable.

2. Contract Acceptance: This contract shall become binding and effective only when it has been signed on the facing page by Exhibitor and counter-signed on the facing page by a duly authorized representative of Nielsen.

3. Assumption of Risks; Releases: Exhibitor expressly assumes all risks associated with, resulting from or arising in connection with Exhibitor's participation or presence at the Event, including, without limitation, all risks of theft, loss, harm, damage or injury to or of any person (including death), property, business or profits of Exhibitor, whether caused by negligence, intentional act, accident, act of God or otherwise. Exhibitor has sole responsibility for its property or any theft, damage or other loss to such property (whether or not stored in any courtesy storage area), including any subrogation claims by its insurer. Neither Organizer nor the Exhibit Facility accepts responsibility, nor is a bailment created, for property delivered by or to Exhibitor. Neither Organizer nor the Exhibit Facility shall be liable for, and Exhibitor hereby releases all of them from, and covenants not to sue any of them with respect to, any and all risks, losses, damages and liabilities whether described in this paragraph or not.

4. Indemnification: Exhibitor shall indemnify, defend (with legal counsel satisfactory to Nielsen), and hold Organizer and the Exhibit Facility harmless from and against any and all claims, demands, suits, liabilities, damages, losses, costs, fees (including attorneys' fees) and expenses which result from or arise out of or in connection with: (a) Exhibitor's participation or presence at the Event; (b) any breach by Exhibitor of any agreements, covenants, promises or other obligations under this contract or any other contract, arrangement or agreement; (c) any matter for which Exhibitor is otherwise responsible under the terms of this contract or any other contract, arrangement or agreement; (d) any violation or infringement (or claim of violation or infringement) of any law or ordinance or the rights of any party under any patent, copyright, trademark, trade secret or other proprietary right; (e) any libel, slander, defamation or similar claims resulting from the actions of Exhibitor; (f) harm or injury (including death) to Exhibitor; and (g) loss of or damage to property or the business or profits of Exhibitor, whether caused by negligence, intentional act, accident, act of God, theft, mysterious disappearance or otherwise.

5. Limitation of Liability: Under no circumstances shall Organizer or the Exhibit Facility be liable for any lost profits or any incidental, special, indirect, punitive or consequential damages whatsoever for any of their acts or omissions, whether or not apprised of the possibility of any such lost profits or damages. In no event shall Organizer's maximum liability under any circumstance exceed the amount actually paid to Nielsen by Exhibitor for exhibit space rental pursuant to this contract. Organizer makes no representations or warranties, express or implied, regarding the number of persons who will attend the Event or regarding any other matter. Management may employ reputable guards during the course of the exhibition to regulate the flow of attendees at the Event. These guards are not security guards. Neither Organizer, nor the owners or lessors of the Event Facility, shall assume any responsibility for Exhibitor's personal or other property. As a condition of exhibiting at the Event, Exhibitor shall insure its property against damage, loss and theft.

6. Qualifications of Exhibitor: Nielsen, in its sole discretion, determines whether a prospective exhibitor is eligible to participate in the Event. Eligibility is generally limited to persons or firms that supply products and services to the SPECIFIED outdoor industry. Applicants may be required to submit a description of the nature of their business and the terms to be exhibited. Nielsen reserves the right to restrict or remove any exhibit that Nielsen, in its sole discretion, believes is objectionable or inappropriate.

7. Assignment of Space: Exhibit space shall be assigned by Nielsen in its sole discretion for the Event and for the Event Dates only. That assignment does not imply that similar space will be assigned for future Events. Nielsen reserves the right to change the floor plan or to move an Exhibitor to another booth location prior to or during the Event for any or no reason.

8. Booth Placements: Nielsen will attempt to honor all booth placements based on the previous Event if application and payment are made within stipulated time limit. However, Nielsen reserves the right to make alternative placement. Offers made as to location of space are current policy and not a guarantee. Nielsen shall be the final authority in assigning space. Nielsen may refuse acceptance of any contract for any or no reason. Nielsen reserves the right to determine the eligibility of any company or product for inclusion in the Event. No exhibitor shall exhibit or permit to be exhibited in the space allocated to it any merchandise other than that specified in its application. Nielsen further reserves the right to add, alter or delete from the Event's floor plan at any time in its sole discretion.

9. Cancellation by Exhibitor: If Exhibitor desires to cancel this contract, Exhibitor may only do so by giving notice thereof in writing sent to Nielsen with evidence of receipt. In such case, Exhibitor will continue to be liable for 100% of the total exhibit fee unless the written notice of cancellation is received by Nielsen no later than June 17, 2009. If written notice of cancellation is received between April 15, 2009, and June 17, 2009, Exhibitor will be liable for 50% of the total exhibit fee. All cancellations prior to April 15, 2009 will be liable for 15% of the total exhibit fee. Because these dates are related to the Event Dates and not to the date of this contract, these dates shall apply regardless of the date on which this contract is executed. This amount is considered to be liquidated and agreed upon damages, for the damages Nielsen will suffer as a result of Exhibitor's cancellation. This provision for liquidated and agreed upon damages is a bona fide provision and not a penalty. The parties understand that the withdrawal of the space reserved from availability at a time when other parties would be interested in applying for it, will cause the Organizer to sustain damages. In this situation, the Organizer's damages will be substantial, but they will not be capable of determination with mathematical precision. Therefore, the provisions for liquidated and agreed upon damages have been incorporated into this Agreement as a valid pre-estimate of these damages. The date of cancellation shall be the date Nielsen receives the notice. Nielsen reserves the right to treat Exhibitor's downsizing of both space as cancellation of the original contract and an offer to purchase new booth space. Exhibitor may be required to move to a new location if it requests a downsizing of space.

10. Cancellation by Nielsen: If Exhibitor fails to make a payment required by this contract in a timely manner, Nielsen may terminate this contract (and Exhibitor's participation in the Event) without further notice and without obligation to refund any monies previously paid. Nielsen reserves the right to refuse Exhibitor permission to move-in and set-up an exhibit if Exhibitor is in arrears of any payment due to Organizer. Nielsen is expressly authorized (but has no obligation) to occupy or dispose of any space vacated or made available because of action taken under this paragraph in any manner it desires, and without releasing Exhibitor from any liability hereunder. Nielsen may also terminate this contract effective upon written notice of termination if Exhibitor breaches any of its obligations under this contract or any other contract or arrangement with Organizer, without any obligation on Nielsen's part to refund any payments previously made and without releasing Exhibitor from any liability arising as result of or in connection with such breach. If Nielsen removes or restricts an exhibit that Nielsen considers to be objectionable or inappropriate, no refund will be due to Exhibitor.

11. Cancellation of the Event: If Nielsen cancels the Event due to circumstances beyond the reasonable control of Nielsen (such as acts of God, acts of war, governmental emergency, labor strike or unavailability of the Exhibit Facility), Nielsen shall refund to Exhibitor its exhibit space rental payment previously paid, minus a share of costs and expenses incurred by Organizer, in full satisfaction of all liabilities of Organizer to Exhibitor. Nielsen reserves the right to cancel, re-name or relocate the Event or change the Event Dates. If Nielsen changes the name of the Event, relocates the Event to another event facility within the same city, or changes the Event Dates to dates that are not more than 30 days earlier or 30 days later, no refund will be due to Exhibitor, but Nielsen shall assign to Exhibitor, in lieu of the original space, other space as Nielsen deems appropriate and Exhibitor agrees to use that space under the terms of this contract. If Nielsen elects to cancel the Event other than for a reason previously described in this paragraph, Nielsen shall refund to Exhibitor its entire exhibit space rental payment previously paid, in full satisfaction of all liabilities of Organizer to Exhibitor.

12. Exhibit Space Occupancy: Nielsen shall specify the hours and dates for installing, occupying and dismantling exhibits. If Exhibitor fails to install its display in its assigned space by 6 p.m. on September 22, 2009 or leaves its space unattended at any time during the Event, Nielsen shall have the right to take possession of the space, terminate this contract and no refund will be due to Exhibitor. All exhibits must be open for business at all times during the Event.

13. Trade Show Set-Up And Show Hours: Information on set-up and Event hours will be provided to you separately. Please make note of the following:

- (a) Only Exhibitor will be permitted in its booth 2 hours prior to published "Trade Show Open Times."
 - (b) Exhibitor must leave its booth no later than 60 minutes after official closing time.
 - (c) No staff of the Event Facility has any authority in regard to exhibits, or in exhibit area other than authorized security personnel.
 - (d) No one under 16 years of age admitted on the show floor during move-in/out days of this event.
- Information on installation and removal of exhibits will be provided to you separately. Please make note of the following:
- (a) Exhibits must remain open in accordance with the schedule published prior to the Event or as amended by Nielsen. NO BREAK-DOWN or DISMANTLING OF EXHIBITS will be permitted before the Event officially closes down. If Exhibitor infringes this rule, it will be assessed a fee of \$500 and may be banned from future Events.

14. Listings and Promotional Materials: By exhibiting at the Event, Exhibitor grants to Organizer a fully paid, perpetual non-exclusive license to use, display and reproduce the name, trade names, product names of Exhibitor in any directory (print, electronic or other media) listing the companies exhibiting at the Event and to use such names in Organizer promotional materials. Organizer shall not be liable for any errors in any listing or descriptions or for omitting Exhibitor or any other exhibitor from any directory or other lists or materials. Organizer may also take photographs of Exhibitor's booth space, exhibit, guests and personnel during, before or after the open hours of the Event and use those photographs for any promotional purpose.

15. Care of Exhibit Facility: Exhibitor shall promptly pay for any and all damages to the Exhibit Facility or associated facilities, booth equipment or the property of others caused by Exhibitor.

16. Taxes and Licenses: Exhibitor shall be solely responsible for obtaining any licenses, permits or approvals under federal, state or local laws applicable to its activities at the Event. Exhibitor shall be solely responsible for obtaining any necessary tax identification numbers and permits and for paying all taxes, license fees, use fees, royalties or other fees, charges, levies or penalties that become due to any governmental authority in connection with its activities at the Event. Exhibitor will not permit the delivery of merchandise at the Event Facility without the express permission of Nielsen.

17. Insurance: Exhibitor shall, at its own expense, secure and maintain through the term of this contract, including move-in and

move-out days, the insurance listed below. The insurance shall be primary of any other valid and collectible insurance of Exhibitor and shall be written on an occurrence basis. Claims made policies are not acceptable and do not constitute compliance with Exhibitor's obligations under this paragraph.

- (a) Workers' compensation insurance;
- (b) Comprehensive general liability insurance with limits not less than \$1,000,000 per occurrence, \$2,000,000 in the aggregate, combined single limit for bodily injury and property damage, including coverage for personal injury, contractual, and operation of mobile equipment, products and liquor liability (if applicable);
- (c) Automobile liability insurance with limits not less than \$500,000 per occurrence, combined single limit for bodily injury and property damage, including coverage for owned, non-owned and hired vehicles, including loading and unloading operators (if applicable).

The insurance policies shall name as additional insureds Nielsen Business Media, the Event Facility, and each of their subsidiaries, affiliates, officers, directors, employees, agents and representatives. If requested, copies of additional insured endorsements, primary coverage endorsements and complete copies of policies, satisfactory to Nielsen, shall be furnished to Nielsen. Certified copies of the certificates of insurance or policies shall provide that they may not be cancelled without 30 days' advance written notice to Nielsen.

18. Intellectual Property: Exhibitor shall not play or permit the playing or performance of, or distribution of any copyrighted material at the Event unless it has obtained all necessary rights and paid all required royalties, fees or other payments. Nielsen may refuse to permit Exhibitor to exhibit or display any items that Nielsen reasonably believes infringe the rights of other parties. If Exhibitor refuses to remove any of those items from display, in addition to any other remedies available, Nielsen may terminate this Agreement immediately and evict Exhibitor from the Event without any liability to Exhibitor or any other party.

19. Observance of Laws: Exhibitor shall abide by and observe all federal, state and local laws, codes, ordinances, rules and regulations, and all rules and regulations of the Event Facility (including any union labor work rules). Without limiting the foregoing, Exhibitor shall construct its exhibits to comply with the Americans with Disabilities Act.

20. Additional Terms and Conditions: Nielsen has sole control over attendance policies. Except as provided to the contrary in this contract, all monies paid by Exhibitor shall be deemed fully earned and non-refundable at the time of payment. Exhibitor shall conduct itself at all times in accordance with professionalism and normal standards of decorum and good taste. In addition to its right to close an exhibit and withdraw acceptance of or terminate the contract, Nielsen in its sole judgment and discretion may refuse to consider for participation in future Events an Exhibitor who violates or fails to abide by the contract and any of the accompanying rules and regulations. Any amendment to this contract must be in writing and signed by an authorized representative of Nielsen. Exhibitor shall not assign this contract or any right or obligation hereunder. Exhibitor shall not sublet or license all or any portion of its exhibit space. By providing entering into this contract, Exhibitor and its affiliates explicitly consent to receive fax, telephone and other communications from Organizer and its partners under 47 U.S.C. § 227 and any other applicable regulations. The use of cameras and video cameras on the exhibit floor is strictly prohibited without the prior permission of Nielsen.

21. Exhibitor Service Manual: Prior to the Event, Nielsen will send an Exhibitor Service Manual to the "Primary Contact" listed on the front of this contract. The Exhibitor Service Manual will include information integral to participation at the Event, including but not limited to: additional exhibitor rules and regulations, official contractor order forms, registration, shipping and drayage, utilities and building services, exhibitor display rules, and move-in, move-out schedules.

22. Incorporation of Rules and Regulations: Any and all matters pertaining to the Event and not specifically covered by the terms and conditions of this contract shall be subject to determination by Nielsen in its sole discretion. Nielsen may adopt rules or regulations from time-to-time governing such matters and may amend or revoke them at any time, upon notice to Exhibitor. Any rules and regulations (whether or not included in an Exhibitor Service Manual or similar document) are an integral part of this contract and are incorporated herein by reference. Exhibitor shall observe and abide by additional regulations made by Nielsen as soon as these additional rules or regulations are communicated to Exhibitor. This contract (including the Exhibitor Service Manual and any additional rules or regulations adopted by Nielsen) states the entire agreement of the parties with respect to the subject matter hereof.

23. Governing Law: This contract is governed by the laws of the State of New York as applied to contracts entered into and entirely performed within that State by residents of that State. Exhibitor hereby submits to the exclusive jurisdiction of the courts located in the Southern District of the State of New York, which shall constitute the exclusive forum for the resolution of any and all disputes arising out of, connected with or related to this contract or the breach of any provision of this contract. Exhibitor waives any right to assert lack of personal or subject matter jurisdiction and agrees that venue properly lies in New York, New York.

24. Outside Exhibits/Hospitality Suites: Exhibitor is prohibited, without express advance written approval from Nielsen, from displaying products/services and/or other advertising material in areas outside its booth space such as, but not limited to, parking lots, hotel lobbies, lounges, corridors, sleeping rooms, etc., as well as conducting unauthorized facility tours. Exhibitor shall not operate hospitality suites during hours in which the Event is open or when any Organizer-sponsored activities are being held. Exhibitor is prohibited from hosting hospitality functions during official Event hours. All requests for a hospitality suite or public function space must be made through Nielsen. If Exhibitor cancels or fails to occupy the exhibit space during official Event hours, Nielsen reserves the right to notify the applicable venue to cancel any hospitality space and/or hotel guest rooms under Exhibitor's name. Exhibitor shall remain liable for the payments made to the hotel or applicable venue.

25. Contractor Services: Nielsen has contracted, on an exclusive basis, official contractors to provide certain services for the Event. Service companies other than the official contractors will not be allowed to perform any of these exclusive services. Non-exclusive services may be performed by exhibitor-appointed contractors (EAC) within certain guidelines. A complete listing of exclusive services and EAC guidelines will be provided in the Exhibitor Service Manual.

26. Character of Displays; Use of Aisles and Common Areas: Distribution of samples, printed matter of any kind and any promotional material is restricted to the exhibit booth. Exhibitor shall only exhibit products that it manufactures, represents or legally distributes. All exhibits shall display products or services in a tasteful manner. The aisles, passageways and overhead spaces remain strictly under control of Nielsen and no signs, decorations, banners, advertising material or special exhibits will be permitted in the aisles except by written permission of Nielsen. Uniformed attendants, models and other employees of Exhibitor must remain within its booth area. All advertising distribution must be made from Exhibitor's booth space. Balloons and stickers are prohibited in the exhibit area. Handouts with gummed backing that adhere or cause adhesion are considered stickers. Equipment must be arranged so that show visitors do not stand in the aisle while examining equipment or watching demonstrations. Strolling entertainment or moving advertisements outside of an Exhibitor's exhibit space are prohibited.

27. Sound Devices: The use of devices for mechanical reproduction of sound or music may be permitted, but must be controlled. Sound of any kind must not be projected outside of the exhibit booth. Exhibitor is specifically prohibited from employing any carnival-type attraction, animal or human, or from operating noise-creating devices such as bells, horns or megaphones.

28. Fire and Safety Laws and Rules: Federal, state and city laws must be strictly observed. A listing of material fire and safety regulations will be found in the Exhibitor Service Manual. All materials used for display of any kind must be flame proofed. This includes all materials used in specially constructed exhibits such as fabric or other materials. The use of crepe paper and any decorative paper of any type are prohibited and will not be permitted. Your display must meet all the required fire regulations. Displays that do not pass inspection will be ordered closed until such fire hazards are corrected against further danger of fire. All booth equipment (i.e., tables, chairs, displays, etc.) must not protrude into aisles under any circumstance. This is a strict order of the fire marshal. Exhibitor may be closed down for infringing this rule.

29. Sub-Letting: No sub-letting or sharing of exhibit space will be permitted.

30. Freight Shipment: Separate information will be mailed to Exhibitor regarding freight shipments to and from the Event Facility. Exhibitor should use the shipping labels provided by Nielsen for the Event to ensure proper shipment and identification. Shipments made in advance to the authorized Event contractor, as per instructions, will be delivered to your booth.

At close of Event, if Exhibitor desires to arrange shipment of its exhibit materials by its own carrier, it should call for pick-up and inform Event's authorized contractor of its arrangements. EXHIBITOR MUST WAIT IN PERSON FOR SUCH PICK-UP. If Exhibitor does not remain in booth/exhibit area for the pick-up or if the pickup does not occur within reasonable time, the authorized contractor may take the shipment to the contractor's warehouse at Exhibitor's own risk and expense. Exhibit merchandise and/or samples will not be permitted to be taken out of the exhibition area during the Event.

31. Solicitations: The following sales are strictly prohibited during the Event:

- (a) Any retail sales including, but not limited to, any retail sale in violation of the retail sales tax regulations where the Event is being held.
- (b) Any sale where display merchandise changes hands during the Event.
- (c) Any direct sale from Exhibitor to consumer. The Event is strictly TO THE TRADE ONLY.

32. No Show Policy: If Exhibitor, through circumstances beyond control, is delayed in arrival or set-up, Exhibitor must notify the Event Director at the Event Facility. Non-notification will result in resale of space, and no refunds will be made.

33. Rights of Offset; Enforcement: Nielsen reserves the right, in its sole discretion, to apply any or all payments made for the Event to any or all outstanding invoices owed to Organizer. This applies to ad insertions, sponsorships, booth space, and any other product or services offered by Organizer.

34. Entire Agreement: This contract (including the Exhibitor Service Manual and any additional rules or regulations adopted by Nielsen from time-to-time) represents the entire agreement between Nielsen and Exhibitor relating to the Event and supersedes any prior written or oral understandings, agreements or representations by or between Nielsen and Exhibitor relating to the Event.

35. Logo Usage: Organizer hereby grants to Exhibitor a limited non-exclusive license to use, display and reproduce the name of the Event (the "Mark") solely and directly in connection with exhibiting at the Event. Exhibitor may not use the Mark in any other way, including but not limited to, on party invitations, for special events or on marketing materials. This limited license expires at the conclusion of the Event. Organizer may terminate this license immediately at any time for any reason or no reason.

interbike

2009 Interbike Event Guide

Listings and Product Categories

The following exhibitor information will appear in the *Interbike 2009 Official Event Guide*.

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip/Postal Code: _____ Country: _____

Website: _____ Email: _____

Phone: _____ Fax: _____

SEPARATE LISTINGS

* 1 additional brand per 10 x 10 booth

To assure that your brands are listed properly in all Interbike exhibitor listings, you will receive one FREE listing per 10' x 10' booth. Listings are brands that your company either manufactures or distributes. Distributed brands must be proprietary. Interbike reserves the rights to edit as necessary. Each additional listing is \$25/listing and must be received with signed contract. See page 4 for Additional Listing Form.

1) _____ 3) _____ 5) _____ 7) _____

2) _____ 4) _____ 6) _____ 8) _____

PRODUCT AND SERVICE LISTINGS

(Check all that apply)

ACCESSORIES

- 100 BICYCLE RACKS
- 101 BOOKS / VIDEOS
- 102 COMPUTERS / MEASURING DEVICES
- 103 FLOOR PUMPS / INFLATION SYSTEMS
- 104 GEAR BAGS
- 105 GIFTS / NOVELTIES
- 106 HYDRATION PACKS
- 107 LIGHTING SYSTEMS
- 108 LOCKING / SECURITY SYSTEMS
- 109 NAVIGATION / MAPS
- 110 PACKS / PANNIERS
- 111 PERSONAL CARE / HYGIENE
- 112 TIRES / TUBES
- 113 TOOLS
- 114 WATER BOTTLES / CAGES
- 115 OTHER

APPAREL

- 200 ACCESSORIES
- 201 BASE LAYER
- 202 BODY ARMOR
- 203 CUSTOM APPAREL
- 204 MTB SPECIFIC
- 205 ROAD SPECIFIC
- 206 TECHNICAL OUTERWEAR
- 207 OTHER

AUTO RACK

- 300 PICK-UP BED SYSTEMS
- 301 ROOF SYSTEMS
- 302 TOW HITCH SYSTEMS
- 303 TRUNK MOUNT
- 304 OTHER

BICYCLES

- 400 BMX
- 401 COMFORT
- 402 CRUISER
- 403 CYCLO-CROSS
- 404 FOLDING
- 405 JUVENILE
- 406 MOUNTAIN
- 407 RECUMBENT
- 408 ROAD
- 409 URBAN / UTILITY
- 410 OTHER
- 411 ELECTRIC/POWER ASSIST

COMPONENTS

- 500 BRAKES
- 501 COMPLETE WHEELS
- 502 DRIVETRAIN
- 503 FORKS
- 504 HEADSETS
- 505 PEDALS
- 506 SADDLES
- 507 SEATPOSTS
- 508 STEM / BARS
- 509 SUSPENSION SYSTEMS
- 510 OTHER

ENERGY SUPPLEMENTS

- 600 BARS / GELS
- 601 HYDRATION DRINKS
- 602 VITAMINS / SUPPLEMENTS
- 603 OTHER

EYEWEAR

- 700 CASUAL
- 701 GOGGLES
- 702 PRESCRIPTION
- 703 TECHNICAL
- 704 OTHER

FITNESS

- 800 ACCESSORIES
- 801 CARDIO PRODUCTS
- 802 INSTRUCTIONAL PRODUCTS
- 803 STRENGTH PRODUCTS
- 804 WELLNESS
- 805 OTHER

FOOTWEAR

- 900 ATB SPECIFIC
- 901 BMX / SKATEBOARD SPECIFIC
- 902 CASUAL
- 903 ROAD SPECIFIC
- 904 OTHER

HELMETS

- 1000 ATB SPECIFIC
- 1001 BMX
- 1002 ROAD SPECIFIC
- 1003 OTHER

INDUSTRY AFFILIATION

- 1100 ADVERTISING / PR AGENCY
- 1101 ASSOCIATION
- 1102 CONSULTANT
- 1103 INDUSTRY ADVOCATE / NON-PROFIT
- 1104 TOURS / GUIDES / OUTFITTERS
- 1105 OTHER

PUBLICATION

- 1200 CONSUMER MAGAZINE / PUBLICATION
- 1201 TRADE MAGAZINE / PUBLICATION
- 1202 OTHER

SALES AIDS

- 1300 COMPUTER HARDWARE / SOFTWARE
- 1301 FIXTURES / LIGHTING
- 1302 P.O.P.
- 1303 PROMOTIONS
- 1304 OTHER

SERVICES

- 1400 FIBERS
- 1401 FINISHED FABRICS
- 1402 FRAME BUILDING / REPAIR
- 1403 GENERAL RESOURCE / MACHINERY
- 1404 PAINTING / REFINISHING
- 1405 WHEEL BUILDING
- 1406 OTHER

SHOP EQUIPMENT

- 1500 FIXTURES
- 1501 FORMS / SIGNS
- 1502 LUBES / CLEANERS
- 1503 SECURITY SYSTEMS
- 1504 SHOP TOOLS
- 1505 WORKSTANDS
- 1506 OTHER

SKATEBOARDS / SCOOTERS

- 1600 COMPLETE
- 1601 PARTS / ACCESSORIES
- 1602 OTHER

OTHER

- 1700 OTHER

Please fax this form with your exhibit space contract to 949/226-5686



2009 Interbike Additional Listing Form

PAYMENT INSTRUCTIONS

STEP 1  FAX COMPLETED FORM TO: 949/226-5686

STEP 2 If paying by credit card include card information on this contract when you fax back to Interbike.

-OR-



MAIL CHECKS TO:
Attn: Interbike
P.O. Box 88940
Chicago, IL 60695-1940

OVERNIGHT CHECKS TO:
JP Morgan Chase
131S. Dearborn, 6th Floor
Chicago, IL 60603
Attn: Interbike • Lockbox 88940

Interbike provides one complimentary listing per 10' x 10' booth to each exhibitor. Should you require additional company listings, please complete this form and return, by fax to 949/226-5686. Each additional listing is \$25 and must be received with a signed contract.

Additional listings will be included in the exhibitor listing on the Interbike website, the Event Guide as a (See Listing) and the on-site You Are Here Kiosk.

Listing 1 _____ (\$25 per additional listing) \$ _____

Listing 2 _____ (\$25 per additional listing) \$ _____

Listing 3 _____ (\$25 per additional listing) \$ _____

Listing 4 _____ (\$25 per additional listing) \$ _____

Listing 5 _____ (\$25 per additional listing) \$ _____

Listing 6 _____ (\$25 per additional listing) \$ _____

TOTAL COST \$ _____

CREDIT CARD PAYMENT If you wish to make payment by credit card, please complete and sign the following section and fax to 949/226-5686:

Check one MasterCard Visa American Express - NOT ACCEPTED

Credit Card Number _____ Exp. Date ____/____/____

Authorized Signature _____

Print name as it appears on card _____

Card Holder's Address: _____
(must be same as credit card billing address)

City/State _____ Zip/Postal Code _____

Amount Authorized \$ _____

Please fax to: 949/226-5686

1. Company Name _____

2. What type of Company are you? (i.e. distributor, manufacturer, etc.)

3. What type of product does your company make?

4. Who are your competitors?

5. If you are increasing or decreasing your booth space at the Interbike 2009 show, what booth locations would you prefer? (There are no guarantees, this is only a request)

6. Would you like to receive information via email on other Nielsen events? If you answered yes, please check the appropriate box below:

- Outdoor Demo West
- Health+Fitness Business
- ASR (Action Sports Retailer)
- Outdoor Retailer
- Outdoor Demo East

interbike

2009 TotalReach Packages

Reach your customers before, during and after the show with the Interbike TotalReach Program. TotalReach is your pre-show, at-show, and post-show market solution.

TotalReach offers integrated multimedia packages to help you exceed your revenue goals. By utilizing Interbike's diverse offerings—highly trafficked website and online tools, proven on-site signage and sponsorship opportunities and print publications—you will be able to position your products and services in front of the industry's most sought after buyers.

Grow your business with TotalReach—develop product and brand awareness faster than a booth alone!

1 TOTALREACH BOOTH PLUS

Total Impressions: 500,000*

Upgrading your online directory listing enhances your presence at Interbike. Help attendees learn about your company and booth location leading up to the show and highlight your presence to retailers, buyers and media during the event.

Pre Show:

- Enhanced Exhibitor Listing Online

Package = \$399

2 TOTALREACH PRODUCT DISTRIBUTION

Elevate your brand exposure with the opportunity to put product in the hands of 1,500 buyers. You provide the product and we will distribute your item. High traffic and high visibility yield a higher return on your investment. A co-branded meterboard highlighting your booth location will accompany the product distribution platform.

Onsite:

- 1 sign co-branded with participating companies' logos and booth #'s to be placed by product distribution table
- 1 item distributed from upper or lower lobby of Sands Expo
- 1,500 items distributed throughout the 3-day show

Package Price = \$1,000

3 TOTALREACH NEW EXHIBITOR

Total Impressions: 589,000*

As a new exhibitor at Interbike you can take advantage of the 'new exhibitor only' TotalReach package. Attendees are always looking for new companies and products. This is the opportunity to stand out as a new exhibitor and get retailer and buyer attention. *Unlimited.*

Pre & Post Show:

- Enhanced New Exhibitor Listing Online
- Hot Spot Ad in the Event Guide
- New Exhibitor Highlight on Printed Material
- Enhanced Listing Runs Duration of Show Cycle
- Hot Spot Ad Runs Duration of Show Cycle
- New Exhibitor call out on www.interbike.com

Impressions:

500,000*
18,000
48,000

Onsite:

- Co-Branded Meterboard (free standing lobby signage) with Logo and Booth Number (10 companies per board) 23,000

Package Price = \$1,795

4 TOTALREACH BASE

Total Impressions: 518,000*

This advertising package reaches the entire attendee base and includes advertising on Interbike.com and a Marketplace ad in the Event Guide. *Limited to 12.*

Pre & Post Show:

- Side Banner on www.interbike.com
- Hot Spot Ad in the Event Guide

Impressions:

500,000*
18,000

Onsite:

- Panel on (3) You Are Here Kiosks; co-branded with your logo and company blurp

Package Price = \$2,000

5 TOTALREACH NEW PRODUCT SHOWCASE

Total Impressions: 541,000*

If you've been at Interbike before and you want to make sure you're getting as much attention to your company and products as possible, TotalReach is the quickest, easiest way to make it happen. Show your company and product online, in print and on display. *Limited to 20.*

Pre & Post Show:

- Enhanced Exhibitor Listing Online
- Digital Hotspot on www.interbike.com
- Print Hotspot Ad in Event Guide
- Enhanced Listing Runs Duration of Show Cycle
- Digital Hotspot Runs Duration of Show Cycle
- Hot spot Ad Runs Duration of Show Cycle

Impressions:

500,000*
500,000*
18,000

Onsite:

- One Shelf in New Product Showcase In Upper Lobby 23,000

Package Price = \$3,050

6 TOTALREACH ADVANCED

Total Impressions: 612,000*

Get your company and products in front of the entire Interbike audience as an Official Show Sponsor including a full size lobby display, an ad on the Interbike.com website, an ad in the official show event guide and your logo placement on all pre-show collateral. *Limited to 14.*

Pre & Post Show:

- Enhanced Exhibitor Listing Online
- Digital Hotspot on www.interbike.com
- Print Hotspot Ad in Event Guide
- Official Show Sponsor - Logo Placement on Pre-Event Materials
- Enhanced Listing Runs Duration of Show Cycle
- Digital Hotspot Runs Duration of Show Cycle
- Hot spot Ad Runs Duration of Show Cycle
- Official Show Sponsor - Logo Placement on Pre-Event Materials

Impressions:

500,000*
500,000*
18,000
48,000

Onsite:

- One Large Lobby Display Case for Bikes/Large Product 23,000
- Company Highlight on Event Guide and You Are Here Kiosks 23,000

Package Price = \$5,150

7 TOTALREACH COMPANY BRANDING

Total Impressions: 648,000*

Get the most visibility from your Interbike sponsorship - enhancement to package #5 with addition of 10'x10' banner over Hall C entrance and video clip hosting on Interbike.com. *Limited to 5.*

Pre & Post Show:

- Enhanced Exhibitor Listing Online
- Run-of-Site Leaderboard Banner on www.interbike.com
- Listing on all Published Lists and Floorplans
- Logo on Monthly eNewsletter
- Official Show Sponsor - Logo Placement on Pre-Event Materials
- Enhanced Listing Runs Duration of Show Cycle
- Official Show Sponsor - Logo Placement on Post-Event Materials

Impressions:

500,000*
500,000*
48,000
6000
48,000

Onsite:

- Company Highlight on Event Guide and You Are Here Kiosks 23,000
- 10' x 10' Banner Over Hall C Entrance 23,000
- Live from the Show 500,000*

Package Price = \$8,000

For complete details contact your Account Executive at 949/226-5745.

Upon receipt of contract you will receive a complete specification sheet for your TotalReach Package.