

SWIM BIKE RUN SHOP

EXPO PROSPECTUS Australia

January - December 2019





A Wanda Sports Holdings company, IRONMAN operates a global portfolio of events that includes the IRONMAN® Triathlon Series, the IRONMAN® 70.3® Triathlon Series, 5150™ Triathlon Series, Iron Girl®, IRONKIDS®, six of nine International Triathlon Union World Triathlon Series races, road cycling events including the UCI Velothon Majors Series, mountain bike races, premier marathons, two new exciting trailrunning events and other multisport races.

IRONMAN's events, together with all other Wanda Sports Holdings events, provide more than 1,000,000 participants annually the benefits of endurance sports through the company's vast offerings.

The iconic IRONMAN® Series of events is the largest participation sports platform in the world. Since the inception of the IRONMAN® brand in 1978, athletes have proven that ANYTHING IS POSSIBLE® by crossing finish lines at the world's most challenging endurance races.

Beginning as a single race, IRONMAN has grown to become a global sensation with more than 260 events across 42 countries.

With over 60 staff in offices located across Australia and New Zealand, IRONMAN Oceania operates 27 major events in triathlon, marathon, cycling and multisport, which draw over 80,000 participants annually. The organisation is committed to the delivery of high quality events and the formation of mutually beneficial and valued commercial partnerships that reward our sponsors, our brand and our athletes.



LOYALTY OFFER

Book multiple events to get additional savings*

2-4 events - 5% discount

5+ events - 10% discount

*Excludes Ultra-Trail Australia & Noosa Triathlon
Multi Sport Festival

EARLY BIRD DISCOUNT

Book by Friday 1st March 2019 to receive a further 10% discount*^

* Excludes Ultra-Trail Australia

^Applies to bookings received by above date and paid for in accordance with payment terms & due dates outlined in T&C'S



 **TRADING 15-17 FEB 2019**

 **1,100 PARTICIPANTS**

BOOTH PRICING

(includes tent, flooring, power, light)

3x3m Booth

\$1,200 +GST

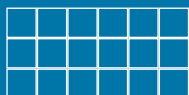
(space only \$650 +GST)



6x3m Booth

\$2,100 +GST

(space only \$1,050 +GST)



RESTRICTIONS INCLUDE:

- ▶ These products are limited to a 3x3m booth space:
*Electrolyte products *Energy bars *Energy gels
- ▶ No sale or sampling of energy drinks
- ▶ No display or sale of any IRONMAN branded or licensed product;

Please refer to clauses 10 and 11 in the Expo Terms and Conditions for detail on Prohibited Activities, Products and Rights.

Victoria's oldest IRONMAN 70.3 is returning to the stunning Geelong foreshore on 17 February 2019. This scenic course offers a unique challenge set along Geelong's spectacular waterfront and throughout the scenic countryside.

Swim in the clear waters of Corio Bay, pit yourself against the fast, challenging bike course and finish with a scenic run along the waterfront.

Less than an hour's drive from Melbourne's CBD and Tullamarine Airport, Geelong is beautifully placed with waterfront views of Corio Bay, immediate access to the world famous Great Ocean Road and charming wine growing region of the Bellarine.



 **TRADING 15-17 MAR 2019**

 **4,000 PARTICIPANTS**

BOOTH PRICING

(includes shell scheme, tent, flooring, power, light)

4x2m Booth

\$1,600 +GST



8x2m Booth

\$2,900 +GST



RESTRICTIONS INCLUDE:

- ▶ No display or sale of Wetsuits or athletic footwear
- ▶ These products are limited to a 3x3m booth space:
*Electrolyte products *Energy bars *Energy gels
*Swimwear
- ▶ No display or sale of any IRONMAN branded or licensed product
- ▶ Some apparel items may be restricted and any apparel must be approved by IRONMAN

Please refer to clauses 10 and 11 in the Expo Terms and Conditions for detail on Prohibited Activities, Products and Rights.

In the heart of the Sunshine Coast, Mooloolaba Triathlon Festival has been a feature event on the Australian Triathlon Calendar for 26 years. Located on the course, in close proximity to the finish line, this unique Expo has an amazing atmosphere.

There is something for the whole family including the Mooloolaba Twilight 5km Run, 1k Ocean Swim, Superkidz Triathlon and the Special Tri. The event also features the Mooloolaba ITU Triathlon World Cup, which always draws some of the biggest names in triathlon.



RESTRICTIONS INCLUDE:

- ▶ Electrolyte products limited to a booth space of 3m x 3m
- ▶ No sale or sampling of energy drinks
- ▶ No display or sale of any IRONMAN branded or licensed product;

Please refer to clauses 10 and 11 in the Expo Terms and Conditions for detail on Prohibited Activities, Products and Rights.



TRADING 2-5 MAY 2019



3,000 PARTICIPANTS

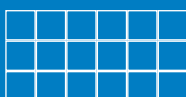
BOOTH PRICING

(Includes either shell scheme or tent, flooring, power, light)

3x3m Booth
\$2,300 +GST



6x3m Booth
\$4,200 +GST



Taking place concurrently with IRONMAN Australia, IRONMAN 70.3 Port Macquarie is sure to inspire you with its natural beauty and strong community support.

The superb course, renowned for its energetic sideline support from the local community, offers a unique challenge set along Port Macquarie's spectacular waterfront and throughout the scenic coastal region.

The Expo is spread out over the city located in both the Town Green and the Glasshouse venue and there is the option to exhibit at either or both.



TRADING 16-17 MAY 2019



6,500 PARTICIPANTS

BOOTH PRICING

(includes tent, flooring, power, light)

3x3m Booth
\$2,100 +GST



6x3m Booth
\$3,600 +GST



Ultra-Trail Australia has captivated runners locally and internationally and It has quickly grown to become one of the most talked about endurance events in Australian history.

Run over 4 adventure filled days, the Ultra-Trail Australia party is an energetic and dynamic hub where runners of all abilities can learn about trails, gear, nutrition, training, race strategy and more. Athletes, families and friends shop, make connections and build relationships with other runners, coaches and brands.

BOOK ONLINE AT
ultratrailaustralia.com.au



 **TRADING 24-26 MAY 2019**

 **4,000 PARTICIPANTS**

SPACE ONLY (Limited availability)
(Bring your own pop up)

3x3m Space Only
\$650 +GST



6x3m Space Only
\$1,050 +GST



RESTRICTIONS INCLUDE:

- ▶ Electrolyte products limited to a booth space of 3m x 3m
- ▶ No display or sale of any IRONMAN branded or licensed product;

Please refer to clauses 10 and 11 in the Expo Terms and Conditions for detail on Prohibited Activities, Products and Rights.

Escape to world famous Noosa for the all new Runaway Noosa Marathon and a weekend filled with sunshine and good times. With a flat, fast and friendly multi-lap course set in the heart of Noosa township and multi distances to choose from, it's easy to find your happy running place right here.



 **TRADING 6-9 JUNE 2019**

 **5,000 PARTICIPANTS**

BOOTH PRICING
(includes shell scheme, tent, flooring, power, light)

3x3m Booth
\$2,300 +GST



6x3m Booth
\$4,200 +GST



RESTRICTIONS INCLUDE:

- ▶ Electrolyte products limited to a booth space of 3m x 3m
- ▶ No sale or sampling of energy drinks
- ▶ No display or sale of any IRONMAN branded or licensed product;

Please refer to clauses 10 and 11 in the Expo Terms and Conditions for detail on Prohibited Activities, Products and Rights.

Known by many as arguably the most spectacular bike course in the world, competitors race up the Captain Cook Highway from reef to World Heritage listed rainforest, and run along the stunning Cairns boardwalk, to finish in the heart of the city.

The event also incorporates IRONMAN 70.3 Cairns and a number of other multisport events. With the iconic outdoor Festival Village adjacent to the Lagoon the expo is a hub of activity over the entire week.



 **TRADING 18-21 JULY 2019**

 **1,000 PARTICIPANTS**

BOOTH PRICING

(includes tent, flooring, power, light)

3x3m Booth

\$1,100 +GST

(space only \$600 +GST)



6x3m Booth

\$2,000 +GST

(space only \$1,000 +GST)



RESTRICTIONS INCLUDE:

- ▶ Electrolyte products limited to a booth space of 3m x 3m
- ▶ No sale or sampling of energy drinks
- ▶ No display or sale of any IRONMAN branded or licensed product;

Please refer to clauses 10 and 11 in the Expo Terms and Conditions for detail on Prohibited Activities, Products and Rights.

Welcome to the ultimate winter cycling escape to the sun, bringing together a stunning riding location, dream race set-up and a world class rider experience on and off the bike.

Off the bike every ride starts and finishes in and around the Mooloolaba area, with a dedicated Velo Clubhouse right on the Cotton Tree beachfront.

The Clubhouse and Expo are open throughout each day and into the early evening for riders, friends and family to share in the experience, relax over a beverage and finish off the day watching Tour De France highlights on the big screen.



 **TRADING 6-8 SEP 2019**

 **2,200 PARTICIPANTS**

BOOTH PRICING

(includes tent, flooring, power, light)

3x3m Booth

\$1,600 +GST

(space only \$1,050 +GST)



6x3m Booth

\$2,900 +GST

(space only \$1,850 +GST)



RESTRICTIONS INCLUDE:

- ▶ Electrolyte products limited to a booth space of 3m x 3m
- ▶ No sale or sampling of energy drinks
- ▶ No display or sale of any IRONMAN branded or licensed product;

Please refer to clauses 10 and 11 in the Expo Terms and Conditions for detail on Prohibited Activities, Products and Rights.

Perfectly located in the heart of Queensland's Sunshine Coast, Mooloolaba Beach offers the perfect year-round climate and is an ideal location for a sporting event, a relaxing family vacation or just a great place to escape to.

Competitors will take in the best that Mooloolaba has to offer, starting with a swim off the surf beach followed by a fast bike course and a two lap run course along the Esplanade cheered on by spectators.



 **TRADING 1-2 NOV 2019**

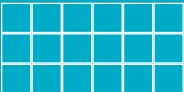
 **13,000 PARTICIPANTS**

BOOTH PRICING
(includes shell scheme, closed tent, air conditioning, flooring, power, light)

3x3m Booth
\$3,300 +GST



6x3m Booth
\$6,200 +GST



 **RESTRICTIONS INCLUDE:**

- ▶ No display or sale of any type of watch, wrist instrument or heart rate monitor other than Garmin products
- ▶ No display or sale of Wetsuits or athletic footwear
- ▶ These products are limited to a 3x3m booth space:
*Electrolyte products *Energy bars *Energy gels *Swimwear
- ▶ No display or sale of any IRONMAN branded or licensed product
- ▶ Some apparel items may be restricted and any apparel must be approved by IRONMAN

Please refer to clauses 10 and 11 in the Expo Terms and Conditions for detail on Prohibited Activities, Products and Rights.

With a swim starting off the beautiful and calm Noosa Main Beach, a ride that takes in the scenery of the Hinterland and a run that soaks up all that Noosa has to offer - what more could you ask for? Noosa Triathlon is the worlds biggest Olympic distance triathlon, with over 20,000 visitors through expo, this is an opportunity not to be missed!

Noosa Triathlon Multi Sport Festival is a five-day event, celebrating sports, healthy lifestyles, fitness and fun. With an irresistible mix of sport and entertainment coupled with sun, sea and surf in one of Australia's most popular destinations, Noosa, the event consists of various family, social and sporting activities for everyone to be a part of.





 **TRADING 23-24 NOV 2019**

 **1,500 PARTICIPANTS**

BOOTH PRICING

(includes tent, flooring, power, light)

3x3m Booth

\$1,200 +GST

(space only \$650 +GST)



6x3m Booth

\$2,100 +GST

(space only \$1,050 +GST)



RESTRICTIONS INCLUDE:

- ▶ Electrolyte products limited to a booth space of 3m x 3m
- ▶ No sale or sampling of energy drinks
- ▶ No display or sale of any IRONMAN branded or licensed product;

Please refer to clauses 10 and 11 in the Expo Terms and Conditions for detail on Prohibited Activities, Products and Rights.

IRONMAN 70.3 Western Sydney is back and bigger than ever in November 2019. With the exclusive use of the Sydney International Regatta Centre the scene is set in an unforgettable venue.

The course is nestled at the base of the Blue Mountains and will utilise the iconic Penrith Lakes, located at the International Regatta Centre, for the swim. The bike course will include breathtaking mountain views and the final run leg of the race, which encircles the venue and encompasses expo, will provide great access to spectators for the entire race.



 **TRADING 28 NOV - 1 DEC 2019**

 **3,000 PARTICIPANTS**

BOOTH PRICING

(includes shell scheme, tent, flooring, power, light)

3x3m Booth

\$1,600 +GST

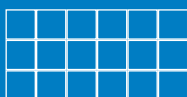
(space only \$1,050 +GST)



6x3m Booth

\$2,900 +GST

(space only \$1,850 +GST)



RESTRICTIONS INCLUDE:

- ▶ Electrolyte products limited to a booth space of 3m x 3m
- ▶ No sale or sampling of energy drinks
- ▶ No display or sale of any IRONMAN branded or licensed product;

Please refer to clauses 10 and 11 in the Expo Terms and Conditions for detail on Prohibited Activities, Products and Rights.

The iconic IRONMAN Western Australia takes place in the scenic town of Busselton, in the south-west region of Western Australia. 2019 will again include the IRONMAN 70.3 Western Australia, which will further increase the participation and profile of this event.

An updated venue which incorporates athlete check-in, expo and the finish line in the same precinct will make for a busy hub of activity across the 4 day event.

GENERAL INFORMATION

LOCATION

The location of your expo space will be provided to you approximately six weeks out from the event with the Exhibitor Kit. The shape and style of each expo will vary and is subject to change.

BOOTH SELECTION

A layout map will be provided prior to the event. The opportunity to select a particular booth will begin with event sponsors and then be provided to all exhibitors in the order of booking and based on available booths.

OPENING HOURS

Due to the nature of events opening hours will vary. This includes late starts and finishes as well as early starts and finishes. All exhibitors are expected to arrive at least 15 minutes prior to expo opening and remain until the expo is cleared of patrons at the closing of expo.

Unless discussed and approved by Expo Management under no circumstances are exhibitors permitted to bump-out or open or close at differing times to those stipulated in the supplied Expo Welcome Kit.

SPACE ONLY PACKAGES

External (outdoor) 3x3m or 6x3m Space within Expo Precinct. Please ensure you provide weights and walls for your pop up tent. Please note that unless booked and confirmed, we will not supply flooring, power or lighting for space only packages.

BOOTH SIZES

Exhibitors will be restricted to a maximum booth size of 6x3m if they are not a partner of the event. All exhibitor products and displays must fall within their allocated booth area, any products or displays protruding this space will be removed.

ADDITIONAL COST

Additional costs include but are not limited to anything above and beyond what is provided in the standard double booth, single booth and space only packages. For example furniture, power and/or extra power, lighting and/or extra lighting, custom booth design, fascia upgrades, etc.

ADDITIONAL POWER REQUIREMENTS

Booth power supply consists of 1 x 4 amp power point - should you require additional power supply for your booth, you will need to pre-order this from the stand builder for each event (details to be supplied in the event Welcome Kit).

INSURANCE

IRONMAN Oceania requires all Exhibitors to provide a copy of your Certificate of Currency along with

your booking form. The Exhibition tent and structures are insured but any temporary structures, fittings, products brought on to the event site need to be covered independently.

The Certificate of Currency must either state 'Australia-wide cover' or nominate the event you are exhibiting at with a minimum value of \$10,000,000 and valid between the event dates.

RESTRICTIONS

Exhibitors will be restricted in display, sale and sampling of some products and services. Please note restrictions listed in this document are subject to change. Please check the restrictions or check with the Exhibition Coordinator prior to booking that your product will not conflict.

SAMPLING/SPRUIKING

There is strictly no sampling or spruiking outside expo booths. All Exhibitor activities are to be conducted from within your allocated booth space.

EXHIBITOR SIGNAGE

All exhibitor signage must fall within the 3x3m or 6x3m space provided, any signage not within this area will be removed. Flags may be attached to frame poles, however must not exceed the height of the stand.

PARKING & EXHIBITION ACCESS

There is no parking reserved for exhibitors within the Event Precinct. Exhibitors will be issued with short term bump in/out passes to access a designated area to unload and load vehicles.

PAYMENT

A 50% deposit per event is due upon booking of booth. Payment can be made via credit card over the phone or alternatively you can be issued with an invoice upon your request. Deposits must be paid within 7 days of booking in order for the exhibitor to be given priority booth position, in accordance to the order that their booking form was received. The balance will be forwarded to the exhibitor as an invoice and is to be paid 30 days prior to the event.

DISCOUNTS

The loyalty rebate level applied will depend on the number or event bookings made at the time of booking. Should an exhibitor subsequently book additional events at a later date and as a result move into a higher discount level, the higher discount will only apply to the new bookings and cannot be applied retrospectively. The early bird discount will only apply to event bookings received by the cut off date and paid for in accordance with all payment terms and conditions.

Discounts, if applicable, will be applied to booking totals ex GST in this order: (1) loyalty rebate, (2) early bird.

PARTNERSHIP OPPORTUNITIES

Partner with any of our events in 2019. We can create tailored Partnership packages for all needs whether it be the inclusion of samples or flyers in race kits to digital advertising to full event naming rights partners.

Partners at our events can enjoy custom, high impact event activations and concepts, higher staff and customer engagement and much more.

- ▶ Expand your brand's footprint outside of the expo booth with activations, signage, commentary and athlete engagement.
- ▶ Treat your staff and customers to event participation or volunteering. Team and individual participation options are available.
- ▶ Access your target market directly with digital, social and EDM packages available for all events
- ▶ Start participation at grassroots & engage with our active kids program with IRONKIDS and Superkidz events, which is a great way to develop strong brand awareness.
- ▶ Build strategic relationships through our pre and post event functions as a VIP guest
- ▶ Athlete registration bags – aka Goodie Bags or Race Kits inclusions are available as a single partnership or as part of event packages. Get your product samples straight into the hands of our athletes and participants
- ▶ There are also opportunities for Volunteering and Community Engagement. How can you reward and engage our volunteers?

If you have any questions regarding event partnership or would like talk about tailored packages for your product or brand please don't hesitate to contact Head of Partnerships, Miles Rose at miles.rose@ironman.com.



EXPO TERMS AND CONDITIONS

1. **Acceptance of Terms.** These Expo Vendor Rules & Regulations (including any amendments thereto by Operator, the "Expo Rules") apply to each Expo, Sport and Lifestyle Expo, or other vendor exhibition (each, an "Expo") owned or organized by USM Events Pty Ltd (or its affiliate) ("Operator"). The vendor ("Exhibitor"), if granted (or if it otherwise uses or has the right to control) an Expo space (whether or not such space is validly applied for), is bound by these Expo Rules and the Booth Application Form (collectively, the "Expo Contract"). Any failure by Exhibitor to promptly comply with any provision of the Expo Contract ("Non-Compliance") will constitute a breach of contract and may, if Operator elects in its sole discretion, result in closure (or restriction) of Exhibitor's expo space, and/or termination (or restriction) of Exhibitor's expo rights at future events; in each case (except as otherwise provided in the Expo Contract) without any right to refund or compensation to Exhibitor. For purposes of these Expo Rules, "Operator Affiliates" means, collectively, World Triathlon Corporation, the parent company of Operator ("WTC"), any direct or indirect parent company of WTC, any direct or indirect subsidiary of WTC, or any other affiliate of WTC.

2. **Application for Participation.** All applications for participation must be made on the prescribed Booth Application Form. On receipt of the duly completed Booth Application Form and the Deposit (as defined in Clause 4 of the Expo Rules), Operator may register the Exhibitor as a participant in the Expo if space is available. No purchase of space shall officially be completed nor shall access to the Expo be granted until full payment is made.

3. **Availability.** Booth Application Forms are handled on a first-come, first-served basis, and Expo spaces are subject to availability. Operator also reserves the right to accept or reject, for any reason, any application for any Expo space. Booth/location preference is not guaranteed. Operator reserves the right to relocate any booth in the interest of a better showing of exhibitors or any other reason Operator deems appropriate.

4. **Payment.** Payment is in two instalments as set forth in the Booth Application Form. The first payment is the deposit amount, plus GST, indicated in the Exhibitor Booking Form (the "Deposit") and due upon booking. The remainder of the total price (plus GST) is due 30 days prior to the opening date of the Expo (the "Expo Start Date"). If Exhibitor pays late, Operator may terminate the Expo Contract and cancel the Expo space and such Exhibitor's right to participate in the Expo will cease to be of any effect, in which case Exhibitor will not be entitled to refund of the first payment amount.

5. **Cancellations by Exhibitor.** Cancellation requests by Exhibitor must be in writing and delivered to Operator at least forty five (45) days prior to the Expo Start Date, in which case Operator will return such portion of the amount paid by Exhibitor for its space with respect to that particular Expo, less the Deposit. Cancellations made fewer than forty five (45) days prior to the Expo Start Date will result in forfeiture by Exhibitor of the total amount(s) paid by Exhibitor for such Expo. If Exhibitor desires to transfer any Expo space to another Operator event, Exhibitor must notify Operator in writing at least forty six (46) days prior to the Expo Start Date. Exhibitor may only request to transfer an Expo space reservation to another Operator event that is scheduled to occur during the same calendar year as the cancelled reservation. Operator reserves the right to accept or reject, or require conditions with respect to, any requested event transfer or other change.

6. **Other Cancellations or Changes.** If any event other than a force majeure event prevents Operator from holding the Expo in its entirety (other than because of gross negligence or misconduct by Exhibitor), Operator will return the amount paid by Exhibitor for its Expo space reservation with respect to the Expo of the cancelled event, including any Deposit, or offer for Exhibitor to transfer the Expo space reservation to another Operator event, of commensurate value and reasonably acceptable to Operator, that is scheduled to occur during the same calendar year as the cancelled Expo. If Operator is prevented from holding the Expo in its entirety by reason of force majeure, Operator will offer for Exhibitor to transfer the Expo space reservation to another Operator event, of commensurate

value and reasonably acceptable to Operator, that is scheduled to occur during the same calendar year as the prevented Expo. If for any reason Operator determines that the location of the Expo should be changed or the dates of the Expo postponed or changed, no refund will be made and Operator shall assign to the Exhibitor, in lieu of the original space, such other space as Operator deems appropriate, and the Exhibitor agrees to use such space in accordance with these Expo Rules. Except to the extent expressly set forth herein, Operator will not be financially or otherwise liable to Exhibitor if the Expo is cancelled, postponed, or relocated.

7. **Late Arrivals.** If Exhibitor anticipates arriving at (or setting up) the Expo location later than the date or time communicated by Operator as the proper move-in/set-up window (a "Late Arrival"), Exhibitor shall promptly notify Operator. For any Late Arrival, Operator reserves the right to (a) re-assign Exhibitor's space to a third party to ensure a professional appearance of the Expo (including without limitation by having a contiguous row of occupied Expo spaces (i.e., no "gaps") on every day of the Expo) and to assign Exhibitor to a replacement space after the Late Arrival, and/or (b) require Exhibitor to move-in/set-up only after the Expo is closed for the day (i.e., "after hours").

8. **Not Transferable.** Exhibitor shall not assign or delegate any of its rights or obligations under the Expo Contract. Expo spaces are not transferable. Exhibitor shall not assign, share, or sublet any part of the Expo space. Only Exhibitor's own business and products/services may be promoted in its Expo space. Any purported assignment, transfer, sublicense, or delegation in violation of the Expo Rules is void ab initio.

9. **Items for Sale.** Prior to the Expo, Exhibitor must provide to Operator a written description of all of Exhibitor's proposed activities, samples/products/services, and give-a-way items, all of which will be subject to the prior written approval of Operator.

10. **Prohibited Activities and Products.** Operator reserves the right to remove Exhibitor and its accompanying exhibit material from the Expo in the event that an activity or presentation is deemed, in Operator's sole and absolute discretion, inappropriate or detrimental to Operator or the professional nature of the Expo. The following goods, products and services are not allowed to be sold, promoted, displayed, or otherwise made available by Exhibitor at any Expo: (a) any Prohibited Merchandise (as defined below); (b) any goods, products, or services that are prohibited at any Expo by such Expo's host venue; or (c) any other product, good, or service that conflicts with any other sponsor or Exhibitor to whom Operator has granted exclusivity (or other preferential right) with respect to such good, product, or service category in connection with the Expo or the applicable event. In addition, in no event may Exhibitor use, or permit to be used, any Expo for, in connection with, or to promote any goods, products, services, substances, or methods that are in any Prohibited Category (as defined below) or are deemed, in the Operator's sole discretion, to be detrimental or harmful to Operator, any Operator Affiliate, any Event, any Event host venue, any participant or athlete thereof, or the sports of triathlon, swimming, cycling, running, or mountain biking. Operator reserves the right to prohibit Exhibitor from exhibiting, keeping, or promoting in the Expo space any goods, products, services or methods that Operator reasonably determines do any of the foregoing (including without limitation certain sports nutrition, dietary supplements, vitamins, medical equipment, medical treatments, medical services, and intravenous products and treatments) or that were not approved by Operator in writing prior to such Expo. Exhibitor represents and warrants that each good, product, or service that Exhibitor promotes at, or in connection with, any Event (the "Exhibited Products") does not contain any substance or involve any method identified on the WADA Prohibited List (as defined below) or otherwise constitute an anti-doping rule violation as defined by the WADA Code (as defined below), any Operator or Operator Affiliate anti-doping rules (as amended from time to time), or any other anti-doping rules governing any Event (as amended from time to time). In the event of any claim against Operator (or any Operator Affiliate) that any Exhibited Product, or any other Exhibitor product or service, contains a prohibited substance

or constitutes a prohibited method or an anti-doping rule violation, Exhibitor will cooperate with Operator in the defense of such claim and will indemnify and hold Operator and the Operator Parties (as defined below) harmless from any and all Claims (as defined below) arising out of or in connection with such claim. For the avoidance of doubt, the foregoing is in addition to, and not in place of, any other indemnification obligations set forth in this Agreement. Exhibitor further represents and warrants that the manufacture, packaging, distribution, advertising and sale of each Exhibited Product complies with all applicable laws, statutes, regulations, codes, by-laws, safety standards, and ethical norms (including without limitation all food and beverage regulations such as those created by the U.S. Food and Drug Administration, the Australian Food Standards Certification and Therapeutic Goods Manufacturing Certification, the European Food Safety Authority, the Agri-Food & Veterinary Authority of Singapore, etc.) relating to the manufacture, production, promotion, distribution and sale of such Exhibited Products, including the highest standards of business ethics prevailing in the industry, in particular those relating to child or prison labor and food and consumables safety. If Exhibitor has the right hereunder to provide promotional materials or gift items for placement in any athlete, volunteer, VIP, or media kits at any Event, and Exhibitor desires to promote a product that is a vitamin, supplement, or sports nutrition product (a "Supplement Product"), Exhibitor may only promote a Supplement Product if such Supplement Product has obtained, and will maintain during each such Event, third party certification of such Supplement Product. Currently Operator accepts the following third-party certifications: (A) the NSF Certified for Sport® (www.nsf sport.com); (B) LCG Informed-Sport (www.informedsport.com); or (C) LCG Informed-Choice (www.informedchoice.com). Operator reserves the right to recognize or require a specific third party certification for any Supplement Product based on Operator's evaluation of the Supplement Product and its product manufacturing process, and associated assessment of potential risk. If Exhibitor elects to promote any certified Supplement Product in such kits, Exhibitor shall submit to Operator proof of the third party registration when submitting the Supplement Product to Operator for approval. Operator reserves the right to deny (in its sole discretion) the promotion of any Supplement Product in any kit. During the Term, Exhibitor shall ensure ongoing compliance with all certification requirements for any Supplement Product promoted in any kit and shall immediately report any failure of compliance to Operator. "Prohibited Categories" means (1) any goods, products, services, substances, or methods that are prohibited by, violate or conflict with, or otherwise constitute an anti-doping rule violation as defined by, in each case, any of the following: the World Anti-Doping Agency ("WADA") List of Prohibited Substances and Prohibited Methods (as amended from time to time by WADA) (the "WADA Prohibited List") (such list is available at www.wada-ama.org/en/prohibited-list), the World Anti-Doping Code (as amended from time to time by WADA) (the "WADA Code"), any Operator or Operator Affiliate anti-doping rules (as amended from time to time) (e.g., the IRONMAN® Anti-Doping Program), or any other anti-doping rules governing any Event (as amended from time to time) (e.g., any rules of the International Triathlon Union or International Association of Athletics Federation, etc.); (2) sex-related items or services (e.g., pornography, nude or semi-nude establishments, contraceptives, and escort services); (3) tobacco products (e.g., cigarettes, cigars, pipe tobacco, chewing tobacco, and snuff) and e-cigarettes/vaping; (4) gambling (excluding resort casinos and legal lotteries); (5) religious organizations; (6) political candidates/parties and/or any pressure groups; (7) products or services that are illegal in the jurisdiction in which the applicable event takes place; (8) firearms, ammunition, and other weapons and weapons-related items; (9) recreational drugs (including cannabis and tetrahydrocannabinol (THC), whether or not being promoted for medicinal purposes); and (10) alcohol (with the exception of wine and champagne and the following cereal malt beverages: beer, lagers, bitter, pilsners, ales, stouts, fruit beers, cider, fruit cider, perries, products that are combinations of the foregoing).

11. No Sponsorship, Merchandise, Intellectual Property or Media Rights. Unless otherwise expressly set forth in a separate written sponsorship agreement with Operator, Exhibitor is not entitled to, and Operator does not grant to Exhibitor, any sponsorship rights or benefits under this Expo Contract. Unless otherwise expressly authorized to do so pursuant to a separate written license agreement with Operator, Exhibitor shall not sell, promote, produce, display, or otherwise make available any merchandise, goods, products, or services that are event-branded, Expo-branded,

Operator-branded, Operator Affiliate-branded, or branded or marked using (a) IRONMAN®, IRONMAN® 70.3®, the "M-Dot", "140.6" or "70.3" or Rock 'n' Roll Marathon Series®, (b) any sponsorship designation (or that suggest endorsement by Operator), (c) the name or logo of any Operator or Operator Affiliate race or event, (d) any other intellectual property of Operator or any Operator Affiliate (including without limitation the Iron Girl®, IRONKIDS®, the "K-Dot", Velothon®, Cape Epic®, Rock 'n' Roll Marathon Series® marks and names), or (e) any words or marks that refer to, or are suggestive of, or confusingly similar to, the logo, name, location, date or race distance for any Operator or Operator Affiliate race or event, or any intellectual property of Operator or Operator Affiliate (including without limitation the word "IRON") (collectively, "Prohibited Merchandise"). Unless otherwise expressly authorized to do so pursuant to a separate written license agreement with Operator, in no event may Exhibitor use any photos or video footage or content of any Operator or Operator Affiliate race or event (including such event's Expo), or any photos or video footage or content including any sponsorship designation, any Operator or Operator Affiliate race or event name or logo, or any other intellectual property of Operator or any Operator Affiliate (in each case, whether such footage is owned, or was taken or produced, by Operator, a Operator Affiliate, Exhibitor, or any third party) in any way in any media (including without limitation in any television or Internet broadcast, documentary, movie, web series, or mini-series).

12. Limitation of Liability. The aggregate liability of the Operator Parties for any and all Claims arising out of or in connection with the Expo Contract, any Expo, or any other claim, will be limited to the dollar amount of the funds actually received (and not returned) hereunder by Operator from Exhibitor. Notwithstanding anything to the contrary in the Expo Contract, none of the Operator Parties will be liable for lost profits or any special, indirect, consequential, or punitive damages. The limitation of liability set forth herein is for any and all Claims and other matters for which any Operator Party may otherwise have liability arising out of or in connection with the Expo Contract or any Expo, whether the Claim arises in contract, tort, statute, or otherwise, and this limitation of liability is cumulative, with all payments for Claims in connection with the Expo Contract or any Expo being aggregated to determine satisfaction of the limit. The existence of one or more Claims will not enlarge the limited.

13. Safety; Security. Operator will not be responsible for the safety of Expo spaces, exhibits, exhibit material, and/or Exhibitor's merchandise, products, equipment, goods, signage, or personnel ("Exhibitor Items") against theft, fires, accident, or any other cause before, during, or after the Expo. Exhibitor understands that the Expo may be held outdoors and that the Exhibitor is responsible for the safety of its exhibit during inclement weather. Although it is anticipated that security personnel will be on duty during non-Expo hours, all property within or in connection with Exhibitor Expo space is solely Exhibitor's responsibility. Exhibitor shall make provisions for the safekeeping of its Exhibitor Items before, during, and after the Expo.

14. Operation/Use of Expo Spaces. During the construction and dismantling of its Expo space/stand/booth, Exhibitor must comply with the time periods scheduled for such activities as set out in the Confirmation Package provided to the Exhibitor by Operator or as otherwise communicated to Exhibitor. At all times while the Expo is open to visitors, Exhibitor shall ensure that its Expo space/stand/booth is continuously manned and open to visitors. Operator reserves the right to require Exhibitor to remove all trash, debris, third-party items, and Exhibitor Items that in the reasonable opinion of Operator may be considered to be offensive or a conflict with sponsor/exhibitor restrictions. No staples, nails, etc. are permitted on the Expo booth/stand walls. Posters and other promotional material for stand walls may be attached with velcro. Exhibitor shall not make or allow any noise, music, or sound that, in Operator's reasonable discretion, is a nuisance or otherwise adversely affecting other exhibitors, any visitors, or the public.

15. No Auctioning; No Activities Outside Booth. Exhibitors shall not auction, or cause to be auctioned, any goods or services at or in connection with the Expo. Any solicitation of business or any offering of advertising material, products, services, samples or publications by the Exhibitor may take place only from within Exhibitor's Expo space. "Mobile" sampling or other "mobile" sales or marketing efforts are not

permitted.

16. **Tear-Down; Clean-Up.** Exhibitor shall not pack or dismantle any part of its Expo space or Exhibitor Items (or begin to pack or dismantle) prior to the published tear-down time (of, if applicable, the time of termination of the Expo Contract or cancellation of the Expo). Prior to such time (as applicable), Exhibitor must remove all trash, debris, third-party items, and Exhibitor Items before the time indicated by Operator Event's representative, and Exhibitor shall ensure that the Expo space is restored, to the reasonable satisfaction of Operator, to the state and condition as it was immediately before the Expo. If Exhibitor fails to do so, Operator reserves the right to impose a reasonable fee for trash removal (which Exhibitor hereby agrees to pay, and hereby authorizes Operator to charge the credit card, if any, provided by Exhibitor to Operator for payment of Expo space rental fees).

17. **Insurance.** With respect to and during Exhibitor's involvement with the Expo, Exhibitor must maintain in full force and effect Comprehensive Public Liability insurance, providing at least \$10,000,000 in coverage per occurrence. Such policies must name "Operator and its owners, officers, directors, employees, agents, successors, assigns, and affiliates" as additional insureds. Nothing in this paragraph limits the amount of liability for which Exhibitor may be responsible. Upon request by Operator, Exhibitor shall promptly provide to Operator a copy of a certificate that evidences the insurance coverage and additional insureds required hereby.

18. **Indemnification.** Exhibitor agrees to indemnify, defend, and hold harmless Operator, its affiliates, and each of their respective owners, directors, officers, employees, partners, managers, representatives, and agents, including their successors and assigns (collectively, the "Operator Parties") from and against any and all claims, causes of action, losses, damages, injuries, deaths, harms, liabilities, suits, proceedings, settlements, judgments, awards, fines, penalties, taxes, court costs, fees (including any attorneys' fees, legal fees, expert fees, accounting fees, or advisory fees), charges, costs, or expenses (collectively, "Claims") directly or indirectly arising out of, relating to, or in connection with: (a) operation, use, set-up, tear-down, over-stay, or holdover of Exhibitor's Expo space (including without limitation any injury or death to any person, or any loss, damage, theft, or destruction of any property, in connection with such Expo space); (b) any items, materials, or other products or services provided or made available by Exhibitor at any Expo; (c) any violation or breach by Exhibitor of the Expo Contract; (d) any action or failure to act by Exhibitor in connection with its performance of any obligation under the Expo Contract; (e) any unauthorized use by Exhibitor of any intellectual property of Operator or any third party; or (f) any failure by Exhibitor to comply with any applicable federal, state or local laws, regulations or codes in connection with its performance of its obligations under the Expo Contract.

19. **Force Majeure.** Neither Operator nor any of its affiliates will be liable for any loss sustained by Exhibitor directly or indirectly attributable to the cancellation, suspension, rescheduling or reduction of the scheduled Expo from the period advertised for reasons beyond Operator's reasonable control including without limitation acts of war, strikes, lockouts, military activity, municipal, statutory or civil authority requisition, any act of nature, fire, flood, tempest, volcano, inclement weather, earthquake, or combinations of any of the foregoing, or damage caused by an aerial object or aircraft.

20. **Compliance With Law.** Exhibitor shall comply with all applicable health, fire, electrical, safety, noise, promotional competitions / giveaways, and all other applicable laws and regulations ("Laws") in connection with its participation in the Expo. Exhibitor shall obtain and pay for all consents, approvals, authorities, licences, and the like as may be required by Laws in connection with its participation in the Expo. Exhibitor is responsible for paying all GST or other tax, fees, or levies relating to any sales or other activity by Exhibitor at or in connection with the Expo.

21. **Binding Effect; No Third-Party Rights.** The Expo Contract is binding on, and will ensure to the benefit of, Exhibitor and its successors and permitted assigns (or, as applicable, its heirs and representatives), and on Operator and its successors and assigns. Subject to the immediately preceding sentence, no third party has or will have any rights or remedies under or in connection with the Expo Contract.

22. **Dispute Resolution.** The Expo Contract is governed by the laws applicable within the State or territory in which the Expo takes place. The parties shall attempt to resolve any dispute or disagreement between the parties relating to or arising in connection with either any interpretation of the Expo Contract or the performance or non-performance thereof direct negotiations between the parties. If such direct negotiations are unsuccessful, then such dispute or disagreement will be resolved by arbitration before the LEADR. Unless otherwise agreed to by both parties in writing, any such arbitration will be conducted in Sydney, NSW, Australia. For the purpose of judicial enforcement, the judgment upon any award rendered by the arbitration tribunal may be entered in any court having jurisdiction thereof.

23. **Interpretation.** The captions and section headings in the Expo Contract are for convenience of reference only and will not affect or be utilized in construing or interpreting the Expo Contract or any portion thereof. If any term, clause, or provision of the Expo Contract is held invalid or unenforceable by a court of competent jurisdiction, such invalidity will not affect the validity or operation of any other term, clause, or provision and such invalid term, clause, or provision will be deemed to be severed from the Expo Contract. The Expo Contract will be construed without regard to any presumption or rule requiring construction or interpretation against the party that drafted (or caused to be drafted) the Expo Contract or any portion hereof.

24. **Entire Agreement; Modification; Severability.** The Expo Contract sets forth the entire agreement and understanding of the parties relating to the subject matter hereof, and supersedes all prior or contemporaneous agreements, arrangements, and understandings, whether written or oral, between the parties. Except as expressly set forth in the Expo Contract, there are no promises, conditions, representations, understanding, interpretations, or terms of any kind as conditions or inducement to the execution of the Expo Contract or in effect between the parties with respect to the subject matter hereof. Operator, at its sole discretion, may from time to time make reasonable changes, amendments, or additions to the Expo Rules. Any changes, amendments, or additions shall be binding on Exhibitor. If any term, clause, or provision hereof is held invalid or unenforceable by a court of competent jurisdiction, such invalidity will not affect the validity or operation of any other term, clause or provision and such invalid term, clause or provision will be deemed to be severed from these Expo Rules.

25. **Non-Compliance And Termination.** The Expo Contract may be terminated by Operator by notice to the Exhibitor upon the occurrence of any of the following events: (a) Non-Compliance (as defined in Clause 1 of the Expo Rules) by Exhibitor; (b) The Expo Space or any other material portion of the overall Expo becomes unfit for occupancy or use or the Expo is cancelled; or (c) The holding of the Expo or the performance of the Expo Contract by Operator is substantially or materially interfered with due to any cause or causes not reasonably within the control of Operator. Upon termination of the Expo Contract for whatever reason, any allocation of Expo Space shall automatically be cancelled, and all payment made in respect of the Expo Space will be forfeited and Operator shall have the right to claim for the balance of the amount due and for any loss or damages suffered by Operator (or its affiliate) as a consequence thereof. If the termination of the Expo Contract results other than from cancellation of the Expo, Operator shall be entitled forthwith to re-licence the Expo Space. If Operator is able to re-licence the Expo Space, it may, in its sole discretion, waive all or part of the Exhibitor's liability for payment of the balance due.

26. **NON-WAIVER. NO FAILURE OR DELAY BY OPERATOR TO EXERCISE ANY RIGHT, POWER, OR PRIVILEGE HEREUNDER OR OTHER PROVISIONS OF THE EXPO CONTRACT WILL OPERATE AS A WAIVER THEREOF NOR SHALL ANY SINGLE OR PARTIAL EXERCISE OF ANY RIGHT, POWER, OR PRIVILEGE PRECLUDE ANY OTHER OR FURTHER EXERCISE THEREOF OR THE EXERCISE OF ANY OTHER RIGHT, POWER, OR PRIVILEGE OF OPERATOR.**



EXHIBITOR BOOKING FORM

PLEASE COMPLETE & RETURN BOOKING FORM TO REBECCA.JOHNS@IRONMAN.COM WITH EMAIL SUBJECT LINE "2019 BOOKING - [YOUR COMPANY NAME]"

COMPANY NAME			CONTACT NAME		
POSTAL ADDRESS					
SUBURB			STATE & POSTCODE		
PHONE			MOBILE		
EMAIL			ABN		
WEBSITE					
PLEASE LIST BRANDS / PRODUCTS YOU WILL BE EXHIBITING					
WILL YOU HAVE ANY NUTRITION PRODUCTS?					
NAME ON FASCIA					

2019 EXPO EVENT	2019 TRADING DATES	3x3 BOOTH*	6x3 BOOTH*	3x3 SPACE ONLY	6x3 SPACE ONLY
IRONMAN 70.3 Geelong	15-17 FEB	\$1200 <input type="checkbox"/>	\$2100 <input type="checkbox"/>	\$650 <input type="checkbox"/>	\$1050 <input type="checkbox"/>
Mooloolaba Triathlon	15-17 MAR	\$1600* <input type="checkbox"/>	\$2900* <input type="checkbox"/>	NA	NA
IRONMAN Australia/ 70.3 Port Macquarie (Glasshouse)	2-5 MAY	\$2300 <input type="checkbox"/>	\$4200 <input type="checkbox"/>	NA	NA
IRONMAN Australia/ 70.3 Port Macquarie (Town Green)		\$2300 <input type="checkbox"/>	\$4200 <input type="checkbox"/>	NA	NA
Ultra-Trail Australia	16-17 MAY	BOOK ONLINE www.ultratrailaustralia.com.au/festival/event-expo			
Runaway Noosa Marathon	24-26 MAY	NA	NA	\$650 <input type="checkbox"/>	\$1050 <input type="checkbox"/>
IRONMAN Cairns / 70.3 Cairns	6-9 JUNE	\$2300 <input type="checkbox"/>	\$4200 <input type="checkbox"/>	NA	NA
Velothon Sunshine Coast	18-21 JULY	\$1100 <input type="checkbox"/>	\$2000 <input type="checkbox"/>	\$650 <input type="checkbox"/>	\$1050 <input type="checkbox"/>
IRONMAN 70.3 Sunshine Coast	24-26 SEP	\$1600 <input type="checkbox"/>	\$2900 <input type="checkbox"/>	\$1050 <input type="checkbox"/>	\$1850 <input type="checkbox"/>
Noosa Triathlon Multi Sport Festival	2-3 NOV	\$3300 <input type="checkbox"/>	\$6200 <input type="checkbox"/>	NA	NA
IRONMAN 70.3 Western Sydney	23-24 NOV	\$1200 <input type="checkbox"/>	\$2100 <input type="checkbox"/>	\$650 <input type="checkbox"/>	\$1050 <input type="checkbox"/>
IRONMAN WA/ 70.3 Western Australia	30 NOV-2 DEC	\$1600 <input type="checkbox"/>	\$2900 <input type="checkbox"/>	\$1050 <input type="checkbox"/>	\$1850 <input type="checkbox"/>

*Booth sizes for Mooloolaba Triathlon are 4x2m/ 8x2m, not the standard 3x3m/ 6x3m

PAYMENT TERMS

A 50% deposit per event deposit is due upon receipt of invoice to confirm booking/s. The balance will be listed on the invoice for each event and due 30 days prior to each event. Please refer to Expo Terms & Conditions for full details and cancellation policy.

AGREEMENT

I/WE AGREE TO PAY THE AMOUNT STATED ABOVE FOR THE HIRE OF AN EXHIBITION BOOTH/S AND/OR SPACE ☐ YES

I/WE UNDERSTAND AND AGREE TO THE TERMS OF CANCELLATION AND PAYMENT FORFEIT ☐ YES

I/WE HAVE READ AND AGREE TO THE TERMS AND CONDITIONS OF THE SPORT AND LIFESTYLE EXHIBITION ☐ YES

I/WE HAVE READ THE RESTRICTIONS THAT WILL BE ENFORCED WITH REGARDS TO EXHIBITING AT THE SPORT AND LIFESTYLE EXPO AND AGREE TO ABIDE BY THEM THROUGHOUT THE DURATION OF THE EVENT/S ☐ YES

I/WE AGREE TO ALL OF THE ABOVE STATEMENTS AND UNDERSTAND THAT BY AGREEING TO THE ABOVE I AM AUTHORIZING THIS DOCUMENT TO BE USED AS A CONTRACTUAL AGREEMENT BETWEEN USM EVENTS | IRONMAN ASIA-PACIFIC AND THE STATED COMPANY ☐ YES

NAME OF PERSON AUTHORISING BOOKING		
SIGNATURE		DATE



LOYALTY OFFER

Book multiple events to get additional savings*

2-4 events - 5% discount

5+ events - 10% discount

*Excludes Ultra-Trail Australia & Noosa Triathlon
Multi Sport Festival

EARLY BIRD DISCOUNT

Book by Friday 1st March 2019 to receive a further 10%
discount*^

* Excludes Ultra-Trail Australia bookings

^Applies to bookings received by above date and paid for
in accordance with payment terms & due dates outlined in
T&C'S

IRONMAN OCEANIA

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