



REGISTRATION FORM

DCAC 2010 Fitness Conventions Inc.

Exhibitor/Sponsor Packages And Registration Forms

DCAC will be hosting two international fitness education conferences in 2010. The first will be held in **Houston, Texas, April 15 – 18, 2010**. We expect, conservatively, expect to have approximately 600 attendees at this event. Our second conference will be in Alexandria, Virginia, just minutes outside of **Washington DC, August 4 – 8, 2010**. We expect upwards of 1200 attendees at this event. DCAC Fitness Conferences draws the majority of their attendees from the fitness field. Most all fitness professionals require continuing education courses to satisfy their certification requirements. It is our goal at DCAC to provide this necessary education in a professional, affordable and service-oriented manner. In 2010, it is our plan to add reputable Group Exercise and Personal Training certifications to our menu of options at all of our events. This new focus is part of an effort to continue increasing the number of fitness professionals in our selected markets. We are also developing a third annual event in Seattle, Washington which will be held in October, 2011. We are anxious to partner with companies that also seek to grow their business in the Seattle market.

Our events our great opportunities to promote your fitness related products to the fitness professionals around the world. Our attendees include group exercise instructors, personal trainers, fitness directors/managers, aquatic instructors, yoga/pilates instructors, senior fitness teachers, youth fitness specialists, and many more. Getting your products and information into the hands of our attendees is a fantastic way to spread the word to more fitness professionals, their colleagues, clients, and consumers at the gym level. Word of mouth is always the most effective brand of advertising and here at DCAC, you can make an impact in the fitness market by exhibiting, sponsoring, or distributing inserts at one or both of our events. The opportunities and registration forms are as follows:

(Check all options that apply and then fill out registration and payment form at the end)





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SPONSORSHIP OPPORTUNITIES:

PREMIER SPONSORSHIP: Set your company apart as a leader in the fitness industry and receive top billing as a DCAC premiere sponsor! This level of sponsorship includes:

- Your corporate logo on all print advertising, website, all brochures, and mailings, identified as a Premier Sponsor
- One sponsored “COFFEE BREAK” on Friday, Saturday, or Sunday of the event where your company is the featured sponsor of the coffee service, free to attendees. (Premiere Sponsor Exclusive)
- Three, (Premiere Sponsor Exclusive) fifteen minute, “Demo Stage” opportunities during peak break times in the EXPO hall. Peak time is 9 am to 10 am Friday, Saturday and Sunday during the sponsored coffee breaks. Use your demo time to showcase products, have contests, and any other creative way to drive people to your booth. (This option is part of the DC event only)
- Premier Double Booth (Premiere Sponsor Exclusive) in the location of your choice in the EXPO
- Website Link from the DCACFitness.com site
- Opportunity to write an advertorial for a DCAC email based newsletter, one per event/newsletter
- Free access to the VIP room for your sponsored presenters and 2 exhibitor booth workers (Premiere Sponsor Exclusive). Refreshments available Friday through Sunday of the event
- Full color advertisement (size TBA) in our convention brochure (Premiere Sponsor Exclusive)
- “Buyers guide listing” in all brochures and website that allows you to pre sell equipment or products at the event
- Attendee goody bag/welcome packet insert or coupon
- Full page ad in the Conference CDROM given to all attendees



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- Corporate banners (2) placed in high traffic areas of event (banners provided by sponsor) (**Premiere Sponsor Exclusive**)
- One time use of DCAC's entire fitness professional mailing list (National or Targeted) via a bonded mailing house (**Premiere Sponsor Exclusive**)
- One mass email blast (per event) sent to all of our email database customers with your company's information under a DCAC Heading* (*required by email company)
- Meeting space (after or between sessions) to conduct focus groups or other company meetings on site (**Premiere Sponsor Exclusive**)
- Two complimentary registrations to the main conference
- Booth help for set up and break down (2 people, reserve in advance for specific time) (**Premiere Sponsor Exclusive**)
- 4-6 Main Conference sessions or workshops showcasing your products and or programming (Sponsor pays presenter, hotel and travel fees, and sessions must be pre-approved by DCAC).
- Option to conduct a pre or post conference session of extended length (4 hours - 2 days) to promote your company (50/50 split of gross revenues with DCAC).

COST:

Washington D.C. \$6,000 Houston Texas \$3,500

Both Events: \$9,000 (includes all benefits listed above for both events)

CO-SPONSORSHIP: Benefits Include:

- Your corporate logo on all print advertising, website, all brochures, and mailings, identified as a Co - Sponsor
- One, fifteen minute, "Demo Stage" opportunity during peak break times in the EXPO hall. Peak time is 9 am to 10 am Friday, Saturday and Sunday, during the coffee breaks. Use your demo time to showcase products, have contests, and any other creative way to drive people to your booth. (This option is part of the DC event only)



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- Choice of Premier Single Booth in the EXPO area
- Website Link from the DCACFitness.com site
- Opportunity to write an advertorial for a DCAC email based newsletter, one per event/newsletter.
- Free access to the VIP room for your sponsored presenters. Refreshments available Friday through Sunday of the event
- Buyers guide listing in all brochures and website that allows you to pre sell equipment or products at the event
- Attendee goody bag/welcome packet insert
- Full page ad in the Conference CDROM given to all attendees
- One mass email blast sent to all of our email database customers with your companies information under a DCAC Heading* (*required by email company)
- Two complimentary registrations to the main conference
- 3 - 4 Main Conference sessions or workshops showcasing your products and or programming (Sponsor pays presenter, hotel and travel fees. Sessions must be pre-approved by DCAC)
- Option to conduct a pre or post conference session of extended length to promote your company (50/50 split revenues with DCAC).

COST:

Washington D.C. \$4000 Houston Texas \$2000

Both Events: \$5,500 (include duplicate benefits listed above)

- CONTRIBUTING/EDUCATION SPONSORSHIP:** This option allows DCAC and your business to custom design a mutually beneficial sponsorship package. Your company must be able to provide presenters, educational sessions, waive Continuing Education Fees (if applicable), and provide supplemental and independent marketing for this sponsorship option to apply.



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Please call Alison Boyd for more information at 804-397-0469, or email her at dcacfitness@aol.com.

EXHIBITING OPPORTUNITIES: To register as an exhibitor, please check one box below. Booths will be assigned on a first-come first-serve basis after sponsors receive priority booth locations. Maps of expo space will be available for review and booth selection after 1/1/09. Fifty percent (50%) of total amount is due with registration. Please note, Exhibitor Booths at our Houston event are extremely limited, register soon to ensure your booth. All exhibitors receive the following:

- One 7 inch by 44 inch Identification sign
- Pipe and drape dividers
- One 6 ft by 30 inch draped table
- On site professional security during non - exhibit hours in D.C.
- Locked exhibit hall/room + hotel security during non-exhibit hours in Houston
- Listing in the onsite expo program guide/map given to attendees
- One free “insert” in the attendee goody bags (see information below about inserts).
- One free pass to the main DCAC Fitness conference to attend sessions on a space available basis Friday through Sunday of the event (pre-conference and specialty programs are excluded)

Premium Single Booth at our Washington D.C. event: \$1300 before, \$1500 after 5/31/10. Premium Single Booths include all booths on the ballroom level and booth #51/52 on the upper level. Single booths in D.C. are 7 ft. by 10 ft.

Premium Single Booth at our Houston Texas Event: \$900 before and, \$1100 after 2/1/10. Premium Single Booths include all booths in the designated expo/shopping areas in the Houston Expo area. Single booths in Houston are primarily 8 ft. x 10 ft. with a few exceptions.



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- Premium Double Booth at our Washington DC event: \$2300 before, and \$2700 after 5/31/10. Premium Double Booths include all booths on the ballroom level and booth #51/52 on the upper level. Double booths in D.C. are 14 ft. by 20 ft. in length.
- Premium Double Booth at our Houston Texas Event: \$1500 before and, \$1900 after 2/1/10. Premium Double Booths measure 16 ft by 20 ft. (with a few exceptions/unique shaped booths) and include all booths in the designated expo/shopping areas in the Houston Expo area.
- Standard Single Booth at our Washington DC event: \$1000 before and \$1200 after 5/31/10. Standard Single Booths include all 6 ft. tabletop booths in the upper lobby expo area and a few on the ballroom level.
- Standard Single Booth at our Houston Texas Event: \$700 before and \$900 after 2/1/10. Standard Single Booths include all 6 ft. tabletop booths in the designated expo/shopping areas in the Houston Expo area.
- Standard Double Booth at our Washington DC event: \$1750 before and \$1950 after 5/31/10. Standard Double Booths include all 12 ft. tabletop booths in the upper lobby expo area and a few on the ballroom level.
- Standard Double Booth at our Houston Texas Event: \$1200 before and \$1300 after 2/1/10. Standard Double Booths include all 12 ft. tabletop booths in the designated expo/shopping areas in the Houston Expo area.

A LA CARTE ITEMS:

The following items can be purchased separately, or added to either a sponsorship or exhibitor package.

- **EXPO DEMONSTRATION Stage (DC only):** Take advantage of a captive audience on the “DCAC Demo Stage”! Use your demo time to showcase products, conduct a performance, teach a mini class, have contests, hand out coupons, and any other creative way to drive people to your booth. Peak break times in the EXPO hall are 9 am to 10 am Friday, Saturday and Sunday during the sponsored coffee breaks.



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15 minutes in peak break time: \$500

15 minutes during off peak break time: \$250

- **SPONSORED COFFEE BREAK:** Be the most popular business at the convention and sponsor a free coffee break for all attendees! There are three Coffee Breaks per event, held on Friday, Saturday and Sunday from 9 am – 10 am. Coffee break includes fresh brewed coffee, decaf and hot tea with all the condiments. While the hotel is serving the coffee, take advantage of the audience and do a 15 minute presentation or demo on the stage!

Coffee Break for DCAC Houston/600 attendees: \$3000

Coffee Break for DCAC Washington D.C./1300 attendees: \$5000

- **INSERTS:** All attendees, exhibitors, volunteers and staff at the DCAC events receive a “goody bag” or “welcome packet” with inserts and gifts upon arrival at the event. This give away is a highlight for the participants and a great opportunity to promote your product or company. You are invited to do a “stand alone” insert (not necessary to be a sponsor or exhibitor to participate in the insert program) at one or both events. Small logo’d gifts (i.e. pens, string backpacks, water bottles) are also well received by the attendees. **If you are an exhibitor or sponsor, inserts are FREE!** Get more mileage out of your booth by providing an insert with a coupon or deal to drive attendees to your booth! You must provide 1300 inserts for the D.C. event and 800 for the Houston event. Inserts must be shipped to the hotel prior to one week before the event. The hotel mailing address will be provided with your confirmation of registration.

DCAC Houston Event: \$200 per item

DCAC Washington D.C.: \$300 per item

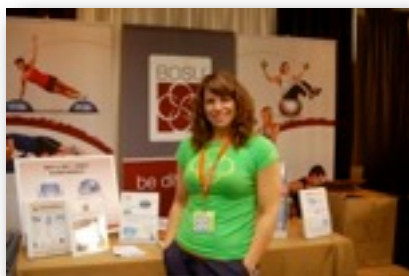
- **USE OF MAILING LIST:** You can purchase all or part of our mailing list to be used through a bonded mail house. Let us know what area you want to target or use our entire list.

.15 cents a name

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- **ADVERTORIAL (Article and Advertisement) in our Emailed Newsletter.** You write the article and provide the advertisement and we will include it in our bi-annual newsletter that is emailed out to our entire email database.

\$500.00 per newsletter





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DCAC Sponsor/Exhibitor Registration Form

Please fill out the following form completely, check the boxes that apply (above) & mail/fax back to DCAC offices with your deposit via check, or credit card information.

DCAC Business Office Mailing Address:

DCAC Fitness Conventions Inc., 8141 Solitude Ln., Mechanicsville, VA 23111

Toll Free Phone #: 1-800-DCAC-551 (1-800-322-2551) Fax: 804-883-7708

| | |
|---|--|
| Company Name: | |
| Contact Person: (first & last name) | |
| Email Address: <input type="checkbox"/> | |
| Company Website (If applicable) | |
| Business Phone #: | |
| Phone Numbers (business and cell): | |
| Fax #: | |
| Company Street Address: | |
| City, State and Zip: | |
| Please list all products to be sold in your booth at DCAC as well as any special needs you might have in regard to exhibiting your products. | |
| Special Note to retail clothes/shoe exhibitors, please list all retail lines you plan to sell. | |
| Type of Purchase: (i.e. Sponsorship type, booth type) | |

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Please select a method of payment below by placing a checkmark next to an option and then filling out the form below:

Check or money order: Make check payable to DCAC and mail with registration form to Fitness Conventions Inc. 8141 Solitude Lane, Mechanicsville, VA 23111. Include your company name on the memo section of the check

Credit Card: Fax registration form to 804-883-7708

Visa

Mastercard

American Express

| | |
|-------------------------------------|--|
| Name on Credit Card: | |
| Card Number: | |
| Expiration Date: | |
| Signature: | |
| Credit Card Billing Address: | |

| | |
|---|--|
| Total Amount Due: | |
| Amount paying today: (50% due upon registration) | |

PLEASE NOTE: All registrations will be confirmed via phone or email within a week of receipt. If you do not receive a confirmation within 7 days, please call or email the DCAC Business Office at 800-DCAC-551 or cadssboyd@aol.com

