

Did you
know?

American children represent a dynamic retail market, influencing an estimated \$500 billion in total retail spending.

source Marketwatch.com

If you need to reach this family demographic, then don't miss the 2010...



EdVantExpo

Back to School Sports and Education Expo

Free
LA Galaxy
Ticket with Every
Admission Ticket



SATURDAY and SUNDAY
LOS ANGELES, CALIFORNIA
AUGUST 28-29, 2010

Los Angeles Convention Center
South Hall G

Special
Appearance by:

Disney's Next Big Thing,"
Jasmine Sagginario's single
"Make a Movie of It" debuted
as Radio Disney's top 10 single
and was featured in Disney's
Starstruck soundtrack.

Jasmine
THE next Time



2010 EXHIBITION INFORMATION

Did you know

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Contract for Exhibit
Space

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LET US RESERVE YOUR
BOOTH TODAY AT:
www.edvantexpo.com

QUESTIONS:

Call 866-506-5588

or email us at

sales@edvantexpo.com

Did you know?

According to the authors of a study conducted by Yankelovich/Harris, "research results indicate that advertising frequently - and capitalizing on the synergistic effect of print, Web sites and trade shows - is a sure path to increasing awareness, interest and purchase."

Do you have products or services geared toward the family demographic?

Are you looking to reach family decision makers on issues that range from education, finance, social/recreational, to your family's health and wellness?

Are you interested in gaining market share, exposure and branding opportunities with this highly sought after demographic?

Is your firm an appropriate match for an event that provides "one stop shopping" for the latest products, services and resources available to Los Angeles Region families?

Join us at the Los Angeles Convention Center on August 28-29, 2010 for the area's largest back to school exposition! From 10 am to 7 pm, thousands of families will come together to enjoy ongoing entertainment, health screenings, educational seminars, hands-on demonstrations, exhibitions, and much more!

PLUS: A Celebrity Guest Performance by Disney's Next Big Thing, Jasmine Sagginario. At the ripe old age of 15, Jasmine was named Radio Disney's Next Big Thing after almost three months of national competition. After winning Disney's Next Big Thing, Jasmine was featured on the Walt Disney Records' album Radio Disney Jams 12 as well as on the soundtrack for the Disney Channel Original Movie StarStruck. She was the recent opening concert act in Los Angeles for worldwide teen idol Justin Bieber. Jasmine's recent single "Make a Movie" captured the #10 spot on Radio Disney.



AND: Every paid attendee will receive a free game ticket to Major League Soccer's world famous Los Angeles Galaxy featuring David Beckham!



Sponsorship and Exhibitor Opportunities

Sponsorship opportunities and exhibition space IS LIMITED and expected to sell out. Don't miss your opportunity to market your products and services to the Greater Los Angeles and Orange County Metropolitan family demographic.

EdVantExpo offers your firm the following:

A targeted one-stop shopping environment to market your products and services to families.

Inclusion in a major advertising campaign to promote the exposition.

Booth presence in the newly renovated Colonie Center with on-site opportunities to directly interact with consumers.

The opportunity to brand your firm with a professional event that offers "something for everyone" - from information, to activities, to entertainment and celebrity appearances.

2010 EXHIBITION INFORMATION

PRESENTING SPONSOR:
LOS ANGELES WORLD
AIRPORT

SPORTS
PARTNER:
LOS ANGELES
GALAXY



A Comprehensive
Media Campaign will
include:

Radio Disney

Univision

KLCS TV

Orange County Register

Mom's Like Me

Boy Scouts

California Tennis
Association

LA Independent
Newspapers

KLCS TV

Who should be a part of EdVantExpo's Back To School Expo?

EdVantExpo will target family decision makers
and children ages 5 - 17 years old.

Booth Cost:

Principal Exhibitor - \$800

Booth Size: 10' x 10'

- Includes six foot skirted table fully set in show colors
- eight foot high back drop with signage
- two chairs
- three foot high side drape
- 2 exhibitor badges
- Company listing in show directory and website
- Exhibitor Sign

Exhibitor Registration:

Exhibitors will be assigned on a first-come, first-serve basis.

Applications are not eligible for booth assignment until a deposit of the total booth rental fee is received. Payment shall be made via check or credit card made payable to EdVantExpo, LLC. Once an application with a full deposit is received by the show coordinators, you will receive a written confirmation of acceptance of your application. Online applications for exhibitor space are available at www.edvantexpo.com.

Who Should Exhibit:

HMOs	Hospital and Health Care Systems
Banks	Insurance Companies
Physicians' Offices	Recreational Clubs and Camps
Pharmacies	Child Safety Products
Health Professionals	Human Service Agencies
Food Stores	Party Entertainment Professionals
Child Care Facilities	Fitness Specialists
After School Programs	Retailers
Public and Private Schools	Family Destination Locations and Many Others!
Financial Planning Institutions	
College Counselors	



Please accept this completed request for exhibit space at EdVantExpo:

BASIC BOOTH PACKAGE		SPECIAL DISCOUNTS (BOOTH PACKAGE ONLY)	SPECIAL TERMS
<ul style="list-style-type: none"> • 1 – 6’ Skirted Table • 2 Chairs • 8’ High Back Wall Pipe & Drape • 3’ High Side Drape 	<ul style="list-style-type: none"> • 2 Exhibitor Badges • Company listing in Expo magazine & on website • Exhibitor Sign 	<p>15% Non-Profit Discount: Interior 10x10 or 10x20 booths only. Corner booths and booths over 201sf at full price. Must provide valid 501(3)C ID when application is submitted.</p>	<p>Shared Booths: A 10x10 booth space can be shared ONLY with prior written permission from Show Management. Add \$200 for shared booths.</p> <p>Corner Booths: Add \$100.</p> <p>Island Booths: Add \$300.</p>

BOOTH PACKAGES (Basic Package Included)

100sf Booth	Additional Discounts
<input type="checkbox"/> 100sf Booth - \$800 <input type="checkbox"/> Corner Booths: add \$100 <input type="checkbox"/> Island Booths: add \$300 <input type="checkbox"/> Over 101sf Booth – Contact Show Management for pricing	<p>Additional Discounts available for:</p> <ul style="list-style-type: none"> • Non-Profit Organization • Individual Tutors • Strategic Partners • Accredited Institutions <p style="text-align: center;">Call 866-506-5588 for detail</p>

Contact our sales associates for more information and pricing.

TOTAL PRICE	\$
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EXHIBITOR INFORMATION

Company Name				Tax ID	
Display Name (name listed here will be used for your booth sign, directory & website listing and badges)					
Street Address					
City	State	Zip	Phone	Fax	
Email			Website		
Contact Name			Title		
Exhibited Products, Services or Program (please provide a generic description for use in promotional materials)					
I would prefer not to be located near the following companies, if possible (final decisions regarding assignment are in the sole discretion of Show Management):					
1.		3.			
2.		4.			

PAYMENT POLICY

To Reserve Exhibit Space

100% deposit due with application

PAYMENT INFORMATION

Payment Enclosed: \$ _____

<input type="checkbox"/> I plan to mail a check, cashier's check or money order Account Name: _____ Routing #: _____ Account #: _____ Or, mail contract with your cashier's check or money order to: EdVantExpo Exhibitor Sales 5042 Wilshire Blvd, Suite 189 Los Angeles, CA 90036	<input type="checkbox"/> I plan to pay via credit card (Mastercard or Visa Only) Account Name: _____ Credit Card No.: _____ Expiration Date: _____ Security Code: _____
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The Company identified below ("Exhibitor") applies to EdvantExpo LLC ("Organizer"), for booth space (the "Space") at the "Event" identified above, on the terms and conditions of this "Application" plus the "Terms and Conditions of Participation in Event" on the following pages (collectively, the "Agreement"). Final Space assignment is made by Organizer. All fees are deemed fully earned and nonrefundable when due, unless Application is denied. Agreement is not transferable. Noncompliance with any payment term or cancellation by Exhibitor will, among other things, result in loss of space and collection of any fees due. Make checks payable to EdvantExpo and fax or email all pages of the exhibitor contract with a copy of the check (if applicable) to EdvantExpo at 213-232-3672 or sales@edvantexpo.com. Exhibitor should request a copy of the "Terms and Conditions of Participation in Event" if none is attached. By signing below, I acknowledge that (i) I am authorized to execute this Agreement for Exhibitor; (ii) I have read and agree to the Agreement, and (iii) Exhibitor will pay the Total Fee and abide by the terms and conditions of the Agreement .

Company Name

Exhibitor's Authorized Signature

Title

Name (Please Print)

Date

For Show Management Only

Space Number Assigned _____

Sales Associate _____

EdvantExpo Exhibitor Terms and Conditions

1. DEFINITIONS. The term "Event" means EdvantExpo Los Angeles scheduled to be held August 28 – 29, 2010 (the "Event Dates") at the Los Angeles Convention Center, Los Angeles, CA (the "Event Facility"). The Event is owned, managed and produced by EdvantExpo LLC ("EdvantExpo"). The term "Organizer" means EdvantExpo and its officers, directors, agents, affiliates, representatives, employees, successors and assigns. The terms "Exhibitor" or "Sponsor" means the company or person listed on the facing page, together with its officers, directors, shareholders, contractors, agents, representatives, employees and/or invitees, as applicable.

2. ACCEPTANCE BY ORGANIZER. EdvantExpo, in its sole discretion, determines whether a prospective exhibitor is eligible to participate in the Event. Eligibility is generally limited to persons or firms who supply products and services related to academic performance and consumer education. EdvantExpo may withdraw its acceptance at any time by refunding the Total Space Fee paid if EdvantExpo determines that Exhibitor or its Product(s) is ineligible. EdvantExpo has sole control over attendance policies. EdvantExpo makes no representation or warranties of any kind, express or implied, regarding the Event or the number of persons who will attend the Event.

3. ASSIGNMENT AND USE OF SPACE. A. Benefits and License Grant. EdvantExpo will provide exhibit space (the "Space") at the Event for Exhibitor to display its qualified products and services (the "Exhibit"). The Total Space Fee includes use of the Space and any other benefits as specified in this Application and Contract for Exhibit Space or in the Exhibitor Services Manual as amended from time to time (the "Manual"), which EdvantExpo will supply to Exhibitor. Exhibitor grants to Organizer the right to use Exhibitor's name and logo in connection with the promotion and production of the Event, and to take photographs of its exhibit, booth space and personnel, before during and after the Event, and use such photographs in connection with its promotion of the Event and future events. Exhibitor may use the Event name before and during the Event solely to promote its participation in the Event and solely in compliance with any guidelines furnished by EdvantExpo. **B. Space Assignment, Use, Installation, Occupancy, and Dismantling.** EdvantExpo will assign the Space, and may reassign the Space or alter the Event layout or venue at any time. The Space is for Exhibitor's use only. Exhibitor may not share, sell, assign, sublease or charge admission for entry into any portion of the Space (including to an affiliated company) without EdvantExpo's prior written consent. Exhibitor must fully occupy the Space, and must provide displays, equipment, carpeting, etc., unless EdvantExpo specifies otherwise. Any Exhibits supplied by Exhibitor must be constructed safely using sound engineering practices, and must be installed before, occupied during, and dismantled after the Event in accordance with EdvantExpo's schedule. Exhibitor's activities must be confined within the Space, and must be in support of products or services identified on the Application and directly related to Exhibitor's normal business activities. EdvantExpo may refuse permission to exhibit any products or services EdvantExpo deems objectionable or unsuitable for the Event. At the Event, Exhibitor may not exchange goods or money without EdvantExpo's prior written consent, nor assist any other party in soliciting business without EdvantExpo's prior written consent. **C. Own Risk.** Exhibitor has sole responsibility for any loss of its equipment, property (whether or not stored in any courtesy storage area) or proprietary information or any other loss, including any subrogation claims by its insurer. Neither Organizer nor the Event Facility accepts responsibility, nor is a bailment created, for property delivered by or to Exhibitor. Persons visiting, viewing, or otherwise participating in Exhibitor's Space are deemed the invitees or licensees of Exhibitor and not of Organizer. **D. Third-Party Contractors.** EdvantExpo may require Exhibitor to use designated third-party contractors to provide certain services ("Required Contractors"), and Exhibitor must then use only the Required Contractors for such services. Notwithstanding such designation, Required Contractors and third-party vendors listed in the Manual act solely as independent contractors, and Organizer is not responsible for their performance, acts, or omissions. **E. Other Events and Marketing.** Exhibitor agrees that it may not use any Organizer event to leverage any other event in which Exhibitor is a sponsor or participant, and therefore agrees that it may not promote its products or organization within 500 yards of any Event locations, except (i) in advertising contained in periodicals or similar regularly published media or (ii) as permitted by this contract or by EdvantExpo in writing. In the interest of the success of the Event, Exhibitor agrees not to extend invitations, call meetings or otherwise encourage absence of exhibitors or invited guests from the Event or Event Facility during the official hours of the Event or any function sponsored in connection with the Event by Organizer or its official sponsors. **F. Other Event Payments.** EdvantExpo may apply any payments made by Exhibitor under this contract to any obligation that is past due under any other Event-related agreement between Exhibitor and Organizer, in which case EdvantExpo will notify Exhibitor of such application.

4. COMPLIANCE WITH LAWS AND RULES/INSURANCE. A. Laws and Rules. Exhibitor must comply with all applicable local, state and federal laws, regulations, codes and ordinances in connection with its participation in the Event, including but not limited to the rules of the Event Facility and any relevant labor union, and the terms, conditions and rules issued by EdvantExpo in the Manual and otherwise from time to time in connection with the Event. Without limiting the foregoing, Exhibitor shall construct the Exhibit in compliance with the Americans with Disabilities Act or its local equivalent. Exhibitor's use of names and lists captured at the Event or

provided by Organizer, are subject to applicable data protection laws and regulations, and to any restrictions imposed by the individuals whose names are listed. 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 EdvantExpo in its sole discretion. Without limiting the foregoing, Exhibitor acknowledges and agrees that (i) the operation of sound equipment of any kind shall be subject to the prior written consent of EdvantExpo, which consent may be withheld in the discretion of EdvantExpo; and (ii) the content of all signage shall be subject to the approval of EdvantExpo, which approval may be withheld in EdvantExpo's sole discretion.

B. Third Party Proprietary Rights. Exhibitor will not violate any proprietary rights of third parties in connection with its participation in the Event, including but not limited to the reproduction, performance, distribution, or posting of proprietary or copyrighted material (the "Works") without a license, assignment, or other legally effective permission. Exhibitor shall make any and all payments to third parties and/or clearinghouse agencies as may be necessary to lawfully perform, publish or reproduce any such Works. Exhibitor specifically agrees, undertakes and assumes responsibility to make any and all reports to such agencies and/or parties including specifically by way of example only ASCAP, BMO SAC, SESAC and other similar agencies, and to provide evidence of such reports and payments upon request. **C. Taxes and Licenses.** Exhibitor is solely responsible for obtaining any licenses and permits, and payment of all taxes (including sales and use taxes), license fees, or other charges applicable to its participation in the Event, including taxes collected by Organizer. **D. Insurance.** Exhibitor shall at its own expense maintain in effect throughout the Event including move-in and move-out days, and provide to Organizer at least thirty (30) days prior to move in to the Event a certificate of insurance showing that there is in effect: (i) a Commercial General Liability insurance coverage of not less than \$1 million single occurrence/\$2 million aggregate combined limit for bodily injury and property damage, including coverage for personal injury, broad form contractual liability, operation of mobile equipment, product and liquor liability (where applicable) and (ii) automobile liability insurance coverage of not less than \$1 million combined single limit for bodily injury and property damage, including coverage for non-owned and hired vehicles, including loading and unloading operators, in which Organizer and the Event Facility are named as additional insureds. Exhibitor also agrees to obtain and maintain in effect throughout the Event workers compensation and employers' liability insurance in such minimum amounts as are required by law or are otherwise consistent with prudent business practice. Exhibitor agrees to waive the right of subrogation of its insurance carrier against Organizer and the Event Facility to recover loss sustained for real and personal property.

5. CANCELLATION OR TERMINATION. A. Cancellation by EdvantExpo. EdvantExpo may cancel all or any part of the Event for any reason beyond its reasonable control, including but not limited to, natural or public disaster, act of God, acts of terrorism, venue construction, insufficient participation, market fluctuations, government regulation, or similar reasons, in which case Organizer will refund to Exhibitor a pro rata portion of any Space Fees already paid to EdvantExpo, after which Exhibitor will have no further recourse against Organizer. A change in the name of the Event does not constitute a cancellation by EdvantExpo. **B. Termination by Exhibitor.** All fees are deemed fully earned and non-refundable when due. Termination by Exhibitor must be in writing and will be effective upon receipt by EdvantExpo of an email addressed to admin@edvantexpo.com. Exhibitor acknowledges the difficulty in determining a precise value for services rendered and expenses incurred by EdvantExpo for the Event, and of ascertaining damages incurred by EdvantExpo if Exhibitor terminates this contract or Exhibitor's participation in the Event; the amounts due from Exhibitor under this contract as of the effective date of any termination by Exhibitor belong to EdvantExpo and represent an agreed measure of compensation, and are not to be deemed or construed as a forfeiture or penalty. **C. Termination by EdvantExpo.** EdvantExpo reserves the right to terminate this contract immediately by written notice to Exhibitor in the event of breach or anticipatory breach by Exhibitor of any of the terms and conditions set forth herein, in any addendum hereto or in the Manual, including failure to make any payment when due under the terms of this contract. EdvantExpo is expressly authorized (but has no obligation) to occupy or dispose of any space vacated or made available by reason of action taken under this paragraph in such manner as it may deem best, and without releasing Exhibitor from any liability hereunder. **D. Changes to Event.** EdvantExpo reserves the right to re-name or re-locate the Event or change the dates on which it is held. If EdvantExpo changes the name of the Event, relocates the Events to another event facility within 50 miles of the Event Facility, or changes the dates for the Event to dates that are not more than 30 days earlier or 30 days later than the dates on which the Event was originally scheduled to be held, no refund will be due to Exhibitor, but EdvantExpo shall assign to Exhibitor, in lieu of the original space, such other space as EdvantExpo deems appropriate and Exhibitor agrees to use such space under the terms of this contract. If EdvantExpo elects to move the Event to an event facility more than 50 miles from the Event Facility or to reschedule the Event to a date more than 30 days earlier or 30 days later than the Event Dates, and Exhibitor notifies EdvantExpo within 10 days after receiving notice of such change that Exhibitor does not want to participate in the Event as a result of such change, EdvantExpo shall refund to Exhibitor the Total Space Fee paid in full satisfaction of all liabilities of Organizer to Exhibitor.

6. EDVANTEXPO MATERIALS. The Manual and any other

methodologies or planning materials distributed to Exhibitor related to the planning or execution of the Event ("EdvantExpo Materials") are owned exclusively by and are confidential information of EdvantExpo. EdvantExpo grants to Exhibitor a nontransferable, nonexclusive license, on an "AS IS" basis, to use such EdvantExpo Materials solely in connection with Exhibitor's participation in the Event. Exhibitor is responsible for obtaining the Manual from EdvantExpo. Upon completion of the Event or earlier termination of this contract, EdvantExpo upon EdvantExpo's written request. Exhibitor may use but may not sell lists of Event exhibitors or attendees without EdvantExpo's prior written permission.

7. LIMITATION OF LIABILITY; INDEMNITY. A. Under no circumstances is Organizer or the Event Facility (the "Event Providers") liable for lost profits or other indirect, incidental, consequential, or exemplary damages for any of their acts or omissions in connection with the Event, whether or not such Event Provider has been apprised of the possibility of such damages or lost profits. In no event will Organizer's liability hereunder, or otherwise in connection with the Event, exceed the amount actually paid to it by Exhibitor for the Space. Organizer is not liable for any errors in any listing or descriptions or for omitting Exhibitor from any directory or other materials. **B.** None of the Event Providers are liable to Exhibitor for any damage, loss, harm, or injury to the person, property, or business of Exhibitor, or any of its visitors, officers, agents, employees, or other representatives, resulting from theft, fire, earthquake, water, unavailability of the venue or intermediate staging facilities, insufficient participation, accident, or any other reason in connection with the Event or any planning meetings, demonstrations, or stagings, except to the extent such liability arises directly from the willful misconduct of the Event Provider against whom liability is sought to be assessed. **C.** Exhibitor agrees to defend, indemnify, and hold harmless the Event Providers and those lawfully in the venue from and against any actual or threatened claim, loss, liability, or damage, including reasonable attorneys' fees and expenses, suffered due to (i) Exhibitor's construction or maintenance of an unsafe Exhibit, (ii) Exhibitor's use of proprietary intellectual property of third parties under the copyright or other laws of the United States, (iii) the negligence or misconduct of Exhibitor or (iv) Exhibitor's breach of any commitment made hereunder. Exhibitor shall promptly pay for any and all damage to the Event Facility and the property of others caused by Exhibitor. **D.** Exhibitor acknowledges and agrees that the terms and conditions of this contract are subject and subordinate to the terms and conditions of Organizer's agreement with the venue at which the Event is held.

8. RELEASE. Exhibitor acknowledges that the Event may be recorded and reproduced in any form (including but not limited to digital formats), and hereby authorizes Organizer and its designees to record, transcribe, modify, reproduce, publicly perform, display, distribute, redistribute, and transmit in any form and for any purpose any such recording of the Event, and agrees to execute any additional release presented by Organizer, its licensees, or permittees in connection with such activity or to give effect to this provision. Exhibitor agrees that Organizer may, and hereby irrevocably grants to Organizer the right to, use and publish Exhibitor's name as part of any full or partial list or compilation of Event participants. Exhibitor hereby releases Organizer and its designees from and waives all claims or its employees or agents may possess, now or in the future, in connection with all activities contemplated by this paragraph 8, and waives any statutory restriction on waivers of future claims or moral rights.

9. MISCELLANEOUS. Organizer's rights under this contract are not deemed waived except as specifically stated in writing and signed by an authorized representative. If any term of this contract is declared invalid or unenforceable, the remainder continues in full force and effect. Organizer may assign this contract or its responsibilities to any other party. Any action arising out of this contract or the Event must be brought in Los Angeles, CA, and will be governed by California law, exclusive of the choice of law rules of any jurisdiction, and Exhibitor consents to the exclusive venue and jurisdiction in Los Angeles, CA and waives any right to claim such venue or jurisdiction is not convenient. Organizer is entitled to recover reasonable attorneys' fees and costs in any action to enforce this contract. Exhibitor may not assign this contract to any other party, including a successor in interest in the event of a merger or sale of assets, without the prior written consent of Organizer, in which event Exhibitor must guarantee performance of the assigned obligations. This contract is binding upon the permitted heirs, successors, and assigns of EdvantExpo and Exhibitor.

Exhibitor has read AND INITIALED these Terms & Conditions. Upon the Exhibiting Company's execution, this agreement becomes a binding contract between EdvantExpo and Exhibitor subject to the parties' respective rights and on the terms and conditions set forth on the reverse side of this Agreement. Exhibitor also understands that any changes in the information in this Agreement must be provided to EdvantExpo in writing. Exhibitor agrees to accept correspondence via phone, fax, email and/or mail on behalf of EdvantExpo and/or designated event vendors. This Agreement may be executed in counterparts with all such counterparts constituting one Agreement. This Agreement may be executed and delivered by facsimile of contract. A facsimile signature with terms initialed shall be treated as an original.

Initials _____