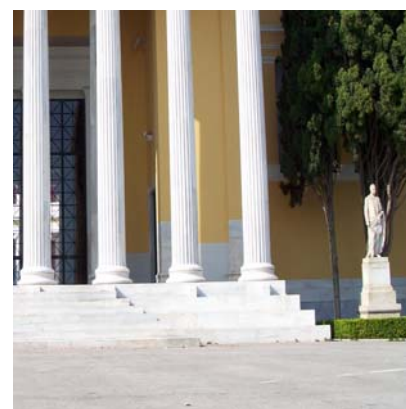


EXHIBITOR GUIDE



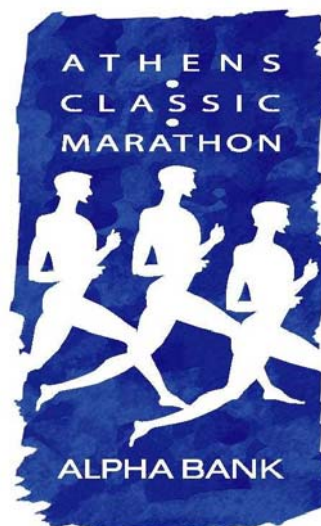
6 & 7 NOVEMBER 2009

ZAPPEION EXHIBITION CENTRE, ATHENS, GREECE

ORGANIZER



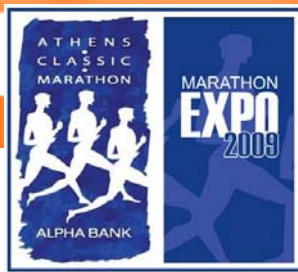
www.segas.gr



PRODUCTION



www.energyevents.gr



ZAPPEION
6 & 7 NOVEMBER

EXPO PROFILE

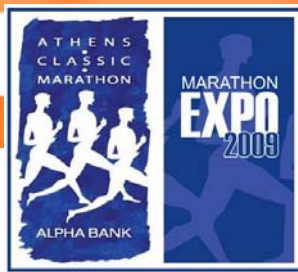
Athens Classic Marathon EXPO 2009

- ◆ **Running Lifestyle**
- ◆ **Sports & Tourism**
- ◆ **Health & Fitness**

27,000 Visitors

Advantages of ACM EXPO

1. The worldwide prestige name 'Athens Classic Marathon'
2. More and more runners every year (+20%)
3. The most important and popular running event in Greece
4. In the center of Athens (easy access)
5. Visitors of high annual income and social status
6. International Visitors (about 8,000 runners and sport tourists)
7. Zappeion Exhibition Centre, one of the most impressive historical buildings of Athens, next to the Panathinaiko Stadium
8. Runners' Registration Center located inside the Zappeion Exhibition Centre



ZAPPEION
6 & 7 NOVEMBER

OVERVIEW

Exhibition Venue	Zappeion Exhibition Centre, Athens, Greece, 105 57, www.zappeion.gr 2.000 sq.m. exhibition area		
EXPO & Registration Centre Days - Hours	1st Day:	6 November 2009	09:00 - 20:00
	2nd Day:	7 November 2009	09:00 - 20:00
Visitors (expected)	27,000	Free admission for all	
Themes	Running Lifestyle, Running Events, Sports, Tourism, Health, Fitness		
Organizer	Hellenic Athletics Federation—SEGAS, www.athensclassicmarathon.gr		
Production Company	<i>Energy Events</i> is responsible for the production and operation marathonexpo09@energyevents.gr , www.energyevents.gr		

Daily Schedule

<u>Thursday, 5 November</u>	<u>Friday, 6 November</u>	<u>Saturday, 7 November</u>	<u>Races Day</u>
11:00-21:00 Set up time period for Exhibitors	09:00 EXPO Opening	09:00 Opening	<u>Sunday, 8 November</u>
11:00-21:00 Storage Room operation time period	11:00–11:30 Press Conference	11:00–12:00 Seminar	07:00 Power Walking Marathon Marathon Town
	12:00–13:00 Seminar	12:00–13:00 Seminar	09:00 Marathon Race Start Marathon Town
	13:30–15:30 Entertainment Stage: Exhibitors' Presentations	13:30–15:30 Entertainment Stage: Exhibitors' Presentations	09:30 5 and 10 km Road Races Start
	16:00–17:30 Entertainment Stage: Happenings	16:00–17:30 Entertainment Stage: Happenings	V.Konstantinou Avenue - Panathinaiko Stadium
	18:00-20:00 Entertainment Stage: Exhibitors' Presentations	18:00-20:00 Entertainment Stage: Exhibitors' Presentations	09:45-10:00 Kids Races
	20:00 End of the first day	20:00 EXPO Closing	V.Konstantinou Avenue - Panathinaiko Stadium
			<u>All Races finish inside Panathinaiko Stadium</u>



ZAPPEION

6 & 7 NOVEMBER

VISITORS

Profile

12,000 runners (Marathon, 5 & 10km, kids races)

15,000 visitors from all over Greece and international sport tourists (runners' friends and family). They are mainly: academics, students, high executives, members of running clubs and other sporting activities clubs, active people, gyms' members, athletes

Demographics

SEX: Male 65%, Female 35%

AGE: All ages and the major part is from 30 to 50 years old

THE RUNNERS COME FROM: 70% are Greek citizens and 30% come from 50 different countries, mainly from USA, UK, France, Germany, Canada, Italy, Denmark, Sweden, Poland, The Netherlands, Russia, Austria, Spain

ANNUAL INCOME: 32% has more than 50,000 euros, 27% has from 30,000 to 50,000 euros, 25% has from 15,000 to 30,000 euros and 16% has less than 15,000 euros income

EXHIBITORS' INFO

Categories

- Running products/brands and accessories, running lifestyle, international Marathons and Road Races, sport fashion and apparel, sport equipment, sports clubs, lifestyle sports (in-line skate, boards, skis)
- Energy drinks, sport medicine, diagnostic and therapeutic products, healthy nutrition, well being products, insurance companies
- Travel agencies, hotels, thematic parks, training venues, gyms, sport tourism companies, sailing services, outdoor recreation
- Watches, bikes, optics, souvenirs, dining and entertainment venues, media, NGOs and all Athens Classic Marathon sponsors

Communication Plan

There will be an extensive media exposure program all over Greece, with above and below the line activities (TV, radio, newspapers, magazines, outdoor, press releases), for a 6—months period. In cooperation with the ACM Organizing committee there will be promotional booths at international Marathon Expos

EXPO Areas — Services

EXPO Info desk, Exhibitors' booths/stands halls, Entertainment hall (includes: Energy Bar, Entertainment Stage, Photo Opportunity Points), Storage room, Registration centre for runners

SET UP TIME PERIOD

Thursday, 5 November

11:00 - 21:00

MOVE OUT TIME PERIOD

Saturday, 7 November

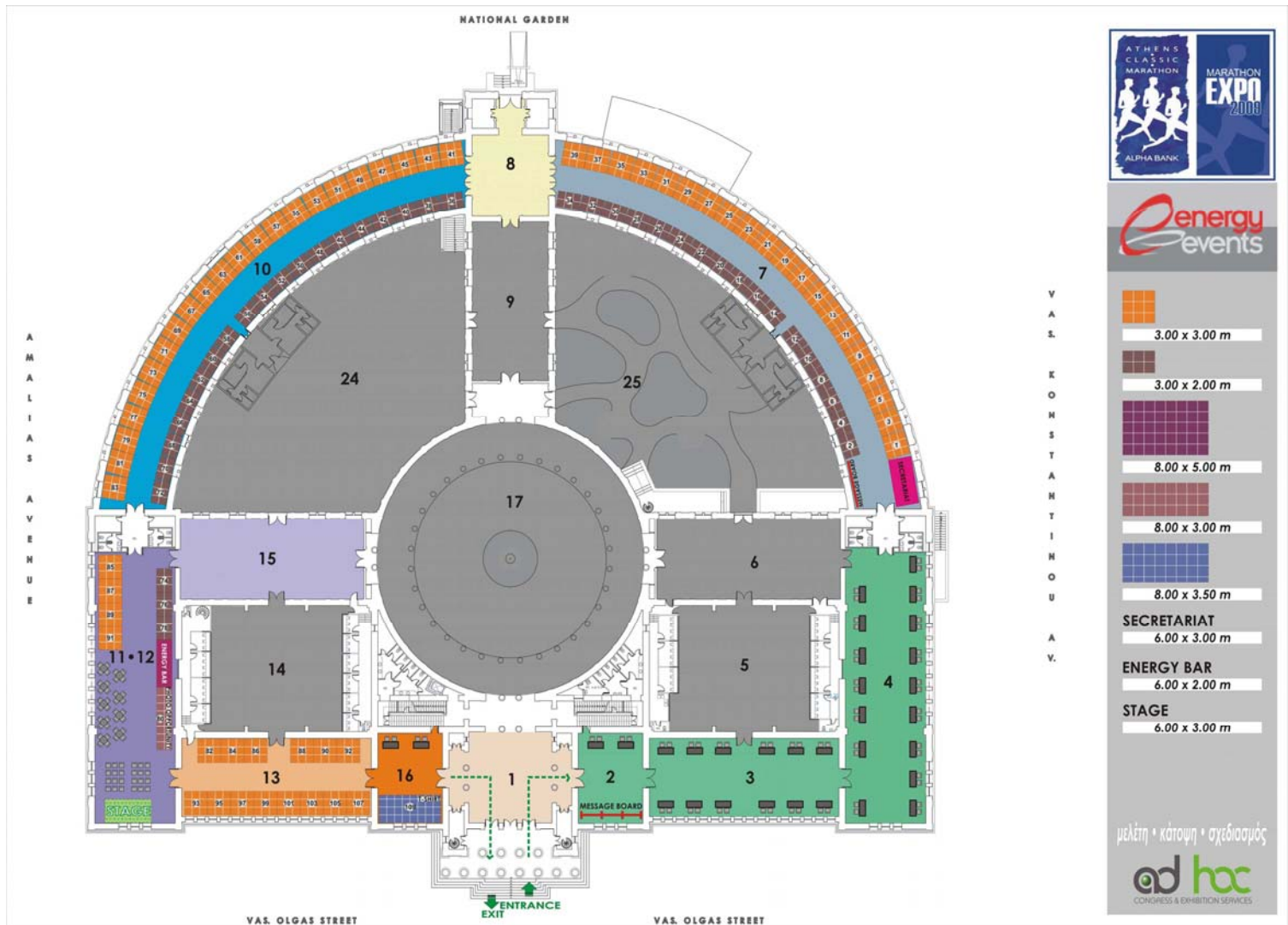
20:00 - 22:30

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6 & 7 NOVEMBER

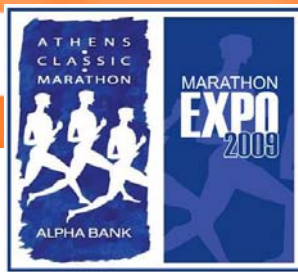
ZAPPEION EXHIBITION CENTRE MAP



EXPO flows and sections:

The EXPO has one entrance and one exit for all visitors. Flow: Entrance, Hall 1 (Lobby, EXPO Map) - Halls 2/3/4 (Registration Centre for runners) - Hall 7 (info desk, booths) - Hall 8 (emergency exit, entrance for couriers and equipment) - Hall 10 (booths) - Hall 11/12 (booths, runners' t-shirt distribution point, free transport card for runners distribution desk, energy bar, photo opportunity points, press conference & entertainment stage, EXPO questionnaire desk) - Hall 13 (booths) - Hall 16 (booths), Exit

The booths' size shown above is indicative. Every exhibitor has the right to reserve the exhibition space and booth location of his choice, according to availability



ZAPPEION
6 & 7 NOVEMBER

BOOTH RESERVATION FACTS

BOOTH SPACE/LAND RESERVATION

6 sq.m. is the minimum booth space size to be rent. The price is € 180 per sq.m. (plus 19% tax). Allocation booth available on a first-come first-served basis. **10% discount if you make the reservation until 30/6/2009**

Includes:

- Land, Carpet
- Basic electricity power 500W
- Business data in the Exhibitors' Catalog

BASIC BOOTH SHELL SCHEME TYPE RESERVATION

The price to rent the basic booth shell scheme type is € 75 per sq.m. (plus 19% TAX).

Includes:

- Shell scheme (2.50m height)
- Exhibitor name sign, 1m X 0.25m
- 2 light spots (100W)
- 1 table (1.75m long) for 6-9sq.m., 2 tables for 12sq.m.
- 2 chairs for 6sq.m., 3 chairs for 9sq.m., 4 chairs for 12sq.m.



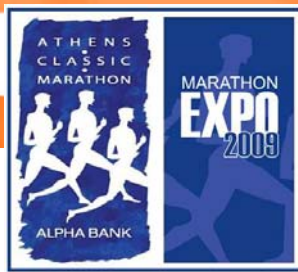
OFFER ONLY FOR INTERNATIONAL MARATHONS ORGANIZERS & TRAVEL AGENCIES:
Total and final price to reserve a 6sq.m. booth (with basic shell scheme type) is € 800 (+ 19% tax)

ADVERTISING OPPORTUNITIES

Advertising opportunities offer to the Exhibitors extra promotion for their brands, products, services. The EXPO Magazine advertising space is also available to companies and organizations non participating in the EXPO. In order to reserve advertising space you need fill in the relevant boxes in the EXHIBITOR RESERVATION FORM. The following advertising choices are offered:

- 1) Advertising space in the EXPO Magazine which includes the Exhibitors' catalog, articles in sports-tourism-health topics, ACM races maps, Athens maps, entertainment tips for Athens night and day life, sport tourism destinations in Greece, other road races and sport events in Greece, discount shopping coupons, Marathon EXPO 2010 presentation. The magazine will be distributed to all visitors and participants for free at the info desk
- 2) Opportunity to place your floor banners (no bigger than 1m X 2m) presenting your brands at specific points/corners of the EXPO
- 3) 30 minutes time at the Entertainment stage to present and promote live your products/brands/events
- 4) Announcements to all visitors using the audio system

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ZAPPEION
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EXHIBITOR RESERVATION FORM

Please return the RESERVATION FORM by fax (+30 210 3613940)

Company Name					
Address					Postal Code
	City/State				Country
Contact Details	Telephone:				Fax:
	Contact phone number during EXPO:				
	E-mail:				Website:
Contact Person					
EXPO Booth Reservation (Tax/Vat 19% not included on prices below-according to Greek legislation)					
Hall	7	10	11-12	13	
Please check this box	Only for International Marathons Organizers & Travel Agencies and get the special offer € 800 for a 6sq.m. booth				
Space/land Order	Indicate number of booth space/land according to the map (page 5):		Square Meters:	X € 180 =	
Basic Shell Scheme	Order the basic shell scheme type — Square Meters:		X € 75 =		
Booth Sign Name					
Products-Services that you will exhibit:					
Storage Space	Square Meters: X € 30 =				
Extra Electricity	You have 500W free. Per additional 1KW € 50 : KW X € 50 =				
Please contact <i>Energy Events</i> if you need Special Shell Scheme for your booth					
Please contact <i>Energy Events</i> if you need extra equipment / material (tables, chairs, flowers, buckets, extra light spots, audiovisual, internet access, other)					
Please contact <i>Energy Events</i> if you need to print your logo and photos at the walls of your basic shell scheme booth					

ADVERTISING OPPORTUNITIES PRICE LIST

EXPO MAGAZINE	CHECK	NET PRICES	ADVERTISING OPPORTUNITIES	CHECK	NET PRICES
One Page Advertisement		€ 350 x =	(only for exhibitors)		
Half Page Advertisement		€ 250 x =	Entertainment Stage presentation (30 min)		€ 350 x =
1/4 page Advertisement		€ 150 x =	Announcements (10 min)		€ 150 x =
Discount Coupon (1/4 page)		€ 100 x =	Roll up Banner exposition (one)		€ 100 x =

TOTAL AMOUNT

Mar. Org/ Trav. Agency	Basic Booth	Special Booth	Storage Space	Extra Electricity	Extra Equipment	Expo Magazine	Advertising Opportunities	Total Amount (NET)	19% TAX	Total Amount (GROSS-TOTAL)

PAYMENT TERMS: You need to Fax the receipt of the bank transfer for the 50% pre payment amount. The other 50% payment amount have to be paid until 15 October 2009. Please use the following bank account to deposit your payment to *Energy Events*: Bank Account Details: Bank name: Alpha Bank, Account number: 101 00 232 00 10882, IBAN: GR 61 0140 1010 1010 0232 0010 882, SWIFT CODE: CRBAGRAAXXX.

This form need to be signed by the legal representative of the company/organization

PLACE & DATE

SIGNATURE & COMPANY STAMP

For more info please contact *Energy Events*, the company that runs the Expo: 16—20 Pindarou str., 10673 Athens, Greece. Telephone: +30 210 3644262, Fax: +30 210 3613940, E-mail: marathonexpo09@energyevents.gr, www.energyevents.gr, www.athensclassicmarathon.gr

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ZAPPEION
6 & 7 NOVEMBER

EXPO TERMS & CONDITIONS

Please return the Terms & Conditions by fax (+30 210 3613940)

BOOTH RESERVATION

In order for the reservation to be considered as valid you need to pre pay the 50% of the total amount. The rest (50%) need to be settled the latest by 15 October 2009.

CANCELATION POLICY

If an Exhibitor wants to cancel the reservation or reduce the reserved booth space, this request must be sent by fax or e-mail to Energy Events. Any cancellation is free of charge until 20 August 2009. For any cancellation request submitted from 21 August 2009 to 15 October 2009, the Exhibitor will receive no refund for the 50% of the total amount. No cancellation request is accepted from 16 October 2009 and the Exhibitor need to pay the total amount as stated in the Reservation Form.

SET UP & MOVE OUT, DAMAGES POLICY

In case an Exhibitor is using other exhibition services company (instead official contractor company of ACM EXPO) for setting up and moving out the booth construction and equipment, the Exhibitor has the full responsibility for any damages caused at the Zappeion Exhibition Centre (cahoots, floor, walls, windows, etc). Full responsibility means that the Exhibitor will cover the total cost for any damages caused. The cost for any kind of damage will be specified by the Zappeion Administration and be paid to *Energy Events*. Also, *Energy Events* must be notified in advance, in a way to prevent the Exhibitor from using inappropriate / unfit / heavy booth construction, not allowed by the Zappeion Administration. Exhibitors need to follow the exact time period for setting up and moving out and be clement to *Energy Events*. In case an Exhibitor leaves behind part of his equipment/material after having moved out (the latest: Saturday, 7 November, 22:30), he undertakes the full responsibility for any equipment/material loses or damages and may not claim anything back from *Energy Events*, the Zappeion Administration, and SEGAS.

Declaration: I fully accept the terms and conditions above

PLACE & DATE

SIGNATURE & COMPANY STAMP



16-20, Pindarou str. 106 73, Athens, Greece, Europe
T: +30 210 36 44 262 F: +30 210 36 13 940
marathonexpo09@energyevents.gr
www.athensclassicmarathon.gr, www.energyevents.gr

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