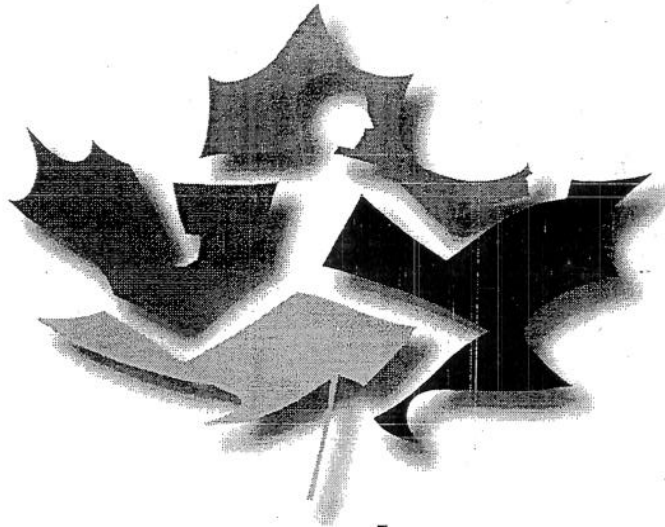


THE
GAZETTE
STOCKADEATHON
SUNDAY, NOVEMBER 9, 2008



and

HEALTHY LIVING EXPO
SATURDAY, NOVEMBER 8, 2008

Proctor's - Robb Alley





2008 *Healthy Living* EXPO

The Stockade-athon is popularly recognized as the oldest "major" 15K road race in the U.S.A. Starting in 1976 this classic 9.3 miler has become the highlight event on the fall racing season in upstate New York. New England Runner magazine recently selected the Stockade-athon as it's "Race of the Year". Quite an honor for a race that is not even held in New England. The race is scheduled for Sunday, November 9th. The Gazette has proudly sponsored this race for over 25 years.

This year we have decided to bring registration to downtown Schenectady and incorporate it with a Healthy Living Expo. Many runners will register the day before the race and those who have already pre-registered will pick up their packets at this event. We hope in registering the runners downtown we will provide a welcoming venue to the runners as well as increase community awareness to the caliber of this race as we provide an educational and festive Healthy Living Expo.

The expo will be free to the public and will consist of exhibits, seminars, sports equipment, running attire, food and demonstrations. Bill Rodgers (a highly respected 4 time winner of the Boston Marathon) will be available to sign autographs as well as be one of our guest speakers. Nutritional foods and how to go green in your home and office will be only part of the information that will be available.

For more information, please contact CJ Dufort, Special Events Coordinator at 374-4141 ext. 4170.



Healthy Living Expo

Saturday, November 8, 2008

10:00 am – 3:00 pm

Booth requirements

1. **Set up time:** Doors open at 6:30am
You must be completely set up by 9:30am
2. **Tables:** All tables will be provided with a white tablecloth and will be skirted
3. **Sign:** All booths will be provided with a 7" x 44" sign
4. **Food:** Any booth selling food must have the off-site catering permit as required by the NY State health agency
5. Sharing a booth with another retailer will not be permitted
6. You must not dismantle booth until 3:00pm

Exhibitors will have booth as well as ad in "Healthy Living Expo" Tab
(sizes vary depending on sponsorships)

Questions contact: CJ Dufort
Event Coordinator
374-4141 ext. 4170



2008 Healthy Living EXPO

UNDERWRITING SPONSOR EXHIBITOR CONFIRMATION

SATURDAY, NOVEMBER 8, 2008 • 10AM-3PM • PROCTOR'S - ROBB ALLEY

\$2,000 Co-Sponsor

1/2 Page ad in the Healthy Living Tab, 3 Booths

The Gazette is pleased to include your company in The Gazette Stockade-athon Healthy Living Expo scheduled for Saturday, November 8, 2008 at Proctors, Schenectady, NY

Company _____ Acct# _____

PLEASE PRINT TO INSURE CORRECT SPELLING

Authorized By _____ Title _____

Service/Product _____

Further information including your exhibitor kit and display information should be sent to:

Attention _____ Phone# _____ Fax# _____

Street Address _____

City _____ State _____ Zip _____

(All electrical needs will be supplied by Total Events for an additional fee of \$25.00. Check here if you need electrical and we will send you the form).

Does your booth require electricity? ☐ Yes ☐ No

Healthy Living Tab will be published Friday, November 7, 2008

Advertising copy must be submitted to The Gazette no later than Tuesday, October 28, 2008

A minimum deposit of 50% is due with your signed contract.

All payments are non-refundable and balance must be received by October 1, 2008.

Salesperson _____ Date: _____

It is understood and agreed that the exhibit presented on behalf of this company during the Healthy Living Expo will be installed during set-up day (November 8, 2008) as designated by the event coordinator, will remain on site throughout the designated event hours and will not be removed until the announced closing time.

All booths are required to submit a certificate of insurance. It must be provided by October 31, 2008 in order to participate in the show.

Note: Expenses \$400/N.I.E. Donation \$1,600. Donation to the Newspaper in Education Program is a voluntary contribution designated to purchase newspapers & support materials for schools within the Capital Region.



2008

Healthy Living

EXPO

Exposition Rules & Regulations

1. **Definition:** The word Management as used herein means the show host (The Gazette) exhibitor shall mean the exhibitor whose name appears as signatory on contract for exhibit space, and its officers, employees, representatives and agents.
2. **Exhibit Eligibility:** Exhibit shall be confined to products and services directly pertinent to the field represented by the exposition. Management has the sole right to determine eligibility of any company or product for inclusion in any exhibit.
3. **Default in Occupancy:** If Exhibitor fails to occupy exhibit space by the opening hour of the exposition, Management may use space for any purpose it sees fit. Exhibitor shall be responsible for charges for items orders, other than those provided.
4. **Admissions:** Management shall have the sole right to determine eligibility of any person for admission into the exposition.
5. **Display Arrangements:** The arrangement and appearance of all booths is subject to approval by management. If changes in placement of exhibitions or their redecoration is required, it will be done at the Exhibitor's expense. Special backgrounds or dividers installed by the Exhibitor must be finished so as to present no unsightliness to any adjoining exhibitor. During open exposition hours, excessive noise resulting from exhibit installation, alteration or operation is prohibited.
6. **Safety:** Exhibitor must comply with all federal, state, local and exposition facilities's safety regulations. Spills or refuse in the aisles created by activities in the Exhibitors's booth should be reported to The Gazette or Proctor's if they cannot be easily and quickly cleaned.
7. **Invasive Screenings:** Provider must abide by local or state restrictions. Any medical screenings that create refuse must be properly disposed of by the Exhibitor Areas should be kept clean at all times.

Medical and fitness screenings must be manned by qualified personnel, with proper regard to the physical age and condition of the participant. Exhibitor must provide legal and medical disclaimers, regarding risks and accuracy, that hold harmless The Gazette.
8. **Legal Liability:** Exhibitors are required to provide liability insurance certificates to cover accidents to, or property damage caused by, attendees of the Expo. Such liability is carried by The Gazette but does not protect against incidents arising in or caused by your exhibit, your representatives or yourself.

EACH EXHIBITOR WILL PROVIDE MANAGEMENT WITH A COPY OF THE INSURANCE CERTIFICATE NAMING THE GAZETTE AS ADDITIONALLY INSURED PARTIES FOR THE PURPOSES OF THE EXPOSITION.
9. **Signage:** Exhibitor agrees to change the wording or any signage deemed by Management to be inappropriate.
10. **Sounds, Noises and Odors:** Sound amplifying devices may be operated only at level not objectionable to adjoining exhibitors. Noisy or obstructive exhibits or activities or those producing objectionable noise or odors are prohibited.

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2008

Healthy Living

EXPO

Exposition Rules & Regulations

11. **Sampling:** Exhibitors that have received permission and intend to provide food or beverage samples must conform to portion sizes. Adequate disposal containers must be provided and maintained by Exhibitor. Such samples must conform to the concept of health & good nutrition. No alcoholic beverages may be served, sampled or otherwise distributed.

No tobacco products may be distributed in any manner.
12. **Subletting:** Exhibitor shall not sublet exhibit space or any portion thereof or in any manner make available any portion of exhibit space to any other company or individual. Exhibitor may not exhibit any product or service or literature about product or service of any individual or company other than one's own, except for purposes of properly demonstrating one's own product or services. Management shall have sole right to determine use of any exhibit space.
13. **Removal of Exhibit:** Exhibitor is liable for all handling and storage cost resulting from failure to remove exhibit materials from the exposition before the final removal hour specified by Management.

Exhibitors who cannot remove their materials on Saturday must make their own arrangements with Proctors for storage and pick-up.
14. **Disputes:** Should a disagreement develop between an exhibitor and an official contractor or employees, or between exhibitors, the decision of Management in such dispute shall be binding on Exhibitor.
15. **Amendments:** Management shall have sole jurisdiction with respect to interpretation and enforcement of these Rules and Regulations and to any matters not specifically dealt with by them. Management may at its discretion amend these Rules and Regulations, which shall then become part hereof.
16. **Limitation of Liability:** Exhibitor agrees to make no claim for any reason, including negligence, against Management for loss, theft, damage or destruction of any goods in any manner nor for any injury to exhibitors or employees or representatives while on the exposition premises, not for damage of any nature, including damage to his/her business because of failure to provide space for his/her exhibit, nor for failure to hold the exposition, nor for any action, or failure to act of management.
17. **Indemnification:** Each exhibitor assumes all risk of and responsibility for, and agrees to indemnify and hold harmless The Gazette and their respective employees from and against any and all liability, including claims, demands, suits, actions, recoveries, judgments and related costs and expenses relating to or arising out of the Exhibitors participation in the Exposition.

