



August 2010

Dear Business Owner:

West Palm Beach Yoga Day, Florida's largest outdoor Yoga Day celebration¹, is back for its 5th consecutive year. Last year, over 1400 participants enjoyed a day of free yoga and the chance to purchase health and fitness services and merchandise. **On January 22, 2011 we're expecting well over 1, 500.**

Living Fit Today, Inc. is pleased to offer you the opportunity to promote your business while supporting your community. Specifically, Living Fit Today is expanding the number of exhibitors/vendors for this year's event. And we wish to include you.

What Is West Palm Beach Yoga Day?

West Palm Beach Yoga Day is a free all day event designed to promote awareness of Yoga and its benefits to the community. Throughout the day there will be a variety of free Yoga workshops/classes that offer both the novice and the skilled students of Yoga an opportunity to experience yoga in its many forms. There will also be exhibitors and vendors of yoga, mind/body, and environmentally conscience merchandise. We have something for everyone!

National Yoga Demographics

- 77% Women 23% Men
- Family-oriented: 55% married, 41% w/children
- Education: 91% Graduated College
- Americans spend more than \$2.95 billion annually on yoga classes and yoga-related products
- Medium age 36 - 45
- Median HHI \$85,000
- Professional/ Managerial: 60%

Why Exhibit at West Palm Beach Yoga Day?

- Over 1,500 expected attendance
- Market directly to your ideal demographics
- Sell your product or services on the spot
- Increase visibility with positive publicity
- Sample new and existing products and services
- Have face-to-face interactions with your best prospects
- Build brand awareness
- **Florida's largest outdoor Yoga Day celebration¹**

For additional information about Living Fit Today's WPB Yoga Day USA visit our website at <http://YogaDay.LivingFitToday.com>.

Attached please find a copy of the Terms and Conditions as well as the Vendor Contract for review and submittal. If you have any inquiries please do not hesitate to direct them to me personally at (561) 281-5895 or via e-mail at Therese@LivingFitToday.com.

We look forward to your participation.

Yours in fitness and health,

Therese Abair
President, Living Fit Today, Inc/ Yoga Day Event Organizer

¹ As reported by the Yoga Alliance to the Yoga Journal publication.

**5th Annual West Palm Beach Yoga Day
Meyer Amphitheatre Downtown, West Palm Beach, FL
Saturday January 22, 2011 9:00AM – 5:00PM
Tent Space Details**

1. Exhibitor/Vendor: May sell merchandise, food or exhibit products.

Space Details

- One – (1) tent: 9 feet by 10 feet tent; no sides
- Two - (2) chairs
- Two - (2) 6 ft tables
- Name listed on YogaDay.LivingFitToday.com
- One parking pass

2. Yoga Studio Shared Space: Share a tent with one other yoga studio, based on availability. May promote and sell studio services and may only sell merchandise which prominently displays studio logo or studio name. See Exhibitor/Vendor pricing if studios wishes to sell items which do not directly display studio logo or name.

Space Details

- One – (1) shared tent: 9 feet by 10 feet tent; no sides
- One - (1) chair
- One - (1) 6 ft table
- Name listed on YogaDay.LivingFitToday.com

Please note that submission of the contract does not guarantee a space. We are looking for variety and cross section of businesses. The selection will be at the discretion of the LFT. LFT will refund the amount submitted, to any businesses that are not selected. Space is limited---we sold out in 2010!

WPB YOGA DAY TENT SPACE CONTRACT

Saturday, January 22, 2011 9:00AM-5:00PM; Meyer Amphitheatre (outdoors), West Palm Beach, FL
Leesor – Living Fit Today, Inc.; Lessee – Exhibitor, Vendor, Yoga Studio

Company information - (PLEASE PRINT)

Company Name Contact
Address City State..... Zip
Phone Email Website

List all that you plan to promote/sell at the event: (use separate sheet if necessary):

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FEE SCHEDULE

Tent fee

- \$300** Exhibitor/Vendor
- \$175** Shared Yoga Studio Space *(Studios will be assigned shared space in the order they are received, unless 2 studios submit the both applications **together with full payment**. Offer not available if odd number studio remaining. Limited space is available).*
- \$50** Late fee, for application and payment submitted after **10/30/10** *(only if space is available, we sold out in 2010)*
- \$100** Late fee, for application and payment submitted after **12/15/10** *(only if space is available)*

\$ _____
\$ _____

Accompaniments

Electrical outlets – *(Bring your own EXTENSION CORDS)*

- \$25ea for **each** electrical appliance, **prior to 12/31/10**; (\$25X ___ # of outlets for **each** appliance)
- \$50ea for **each** electrical appliance, **if requested after 1/1/11**; (\$50X ___ # of outlets for **each** appliance)

\$ _____

List appliance and amps for each: _____

\$ _____ Extra 6 ft. Tables - \$10ea; (\$10X ___ # of tables) *(not allowed to bring own tables) (not available for shared tent space)*

\$ _____ Extra Chair \$5 ea (\$5ea X ___ # of chairs) *(you may bring your own extra chairs at no charge)*

\$ _____ \$25 Parking passes (\$25ea X ___ # of passes) *(parking lot is available otherwise)*

\$ _____ \$25 Add business logo and link from YogaDay.LivingFitToday.com to your website - \$25

\$ _____ **TOTAL FEE DUE**

MAKE CHECKS PAYABLE AND MAIL TO:

Living Fit Today, 16069 W. Mescal Street, Surprise, AZ 85379

AGREEMENT

I have read and understand the Rules, Regulations, Terms and Conditions for WPB Yoga Day described on this contract and attached hereto as part and parcel of this contract. Further, I understand that any violations of these rules will cause immediate removal from Yoga Day participation. I acknowledge that I will not be an Exhibitor/Vendor/Studio (Lessee) until LFT has received the original copy of the signed contract, full payment and approves Lessee. I agree to indemnify and save harmless (including attorney’s fees) the event, LFT and its employees and/or directors from any and all claims, causes of action and suits accruing or resulting from any damage, injury or loss to any persons, including but not limited to persons to whom the Lessee may be liable under any Workers’ Compensation Law and the Lessee him/herself and from any loss, damage, cause of action, claims or suits for damages or merchandise, caused by arising out of or in any way connected with the exercise by the Lessee privileges granted herein.

I, have read, fully understand and agree to comply with all terms, covenants and conditions set forth in WPB Yoga Day Tent Space Contract and the Rules, Regulations, Terms and Conditions for WPB Yoga Day form attached hereto and fully incorporated herein.

Authorized signature: Date:

Print Name: Title:

Please include this completed and signed contract along with your check for full payment.

RULES, REGULATIONS, TERMS AND CONDITIONS FOR WPB YOGA DAY

1. GENERAL

The Exhibitor/Vendor/Studio (Lessee) shall not assign or sublet said space or any thereof, without the duly signed consent of Living Fit Today (LFT).

2. PAYMENT/CANCELLATION

Lessee will not be permitted to participate in scheduled event without payment in full prior to the beginning of the event. No assessment is attached to any cancellations received prior to October 30th, 2010. Cancellations made between October 31st 2010 and December 10th, 2010 will be subject to a 50% assessment of the total fee. 100% assessment will apply if cancellation is received after Dec 11th, 2010.

3. RAIN OUT POLICY

EVENT WILL BE HELD RAIN OR SHINE. No refunds will be made due to inclement weather, poor attendance or situations out of LFT's control.

4. SET UP/ BREAKDOWN/CLEAN UP

SET UP begins at 7:45AM at the Meyer Amphitheatre and MUST be completely set up by 8:45AM.

BREAKDOWN starts at 5:00 PM. If Lessee sells out, the Lessee must remain in Lessee's tent until 5:00 PM.

CLEAN UP – Every item you bring must be removed by you. Please stay at your tent until your employees have completed all cleanups. No debris, boxes, etc. shall be left at your tent. Failure to follow this rule will result in exclusion from consideration for any future LFT events. If City employees or LFT organizers must clean or dispose of your garbage, a \$20.00 fee will be charged. Sidewalk, pavers and pavement must not be damaged or soiled. Power cleaning charges will be charged back to the vendor.

5. ITEM LIST

Lessee MUST provide a listing of all items to be promoted and or sold. Lessee may sell, promote, exhibit only items described in the contract form and based on tent fee space purchased. LFT will request that any lessee in violation remove such products immediately. LFT has the right to evict any lessee who refuses to comply with this request.

6. NO ALCOHOLIC BEVERAGES/NO SELLING WATER

Lessees are not allowed to sell or otherwise distribute any alcoholic beverages at this event. Bottled water will be sold exclusively by the WPB Yoga Day organizers.

7. FOOD VENDORS REQUIREMENTS

For inspection purposes, all food vendors are required to store food at the correct temperature, use gloves/prongs, and bring a bucket and a water jug for washing. Food vendors MUST bring their OCCUPATIONAL LICENSE to show to the food inspector, if required. If you do not have occupational license, you must pay the food inspector approximately \$100 for special event/temporary license fee and fill out the required forms.

8. CODE COMPLIANCE

If a Lessee plans to cook during event, please remember that said Lessee is responsible for bringing an appropriate tarp to avoid any damage to the grass areas or the tables provided. Furthermore, each Lessee specifically assumes any liability or charges for any incidental or consequential damages that may occur on the premises of event in connection with said Lessee's cooking on said premises.

9. VEHICLES

No moving vehicles (cars, vans, trucks) are allowed on the event grounds at any time.

10. INSURANCE

Lessees desiring insurance on their tents space must place same at their own expense. LFT will not be responsible for any loss of products, equipment and/or display material resulting from theft or misplacement, safety of products against fire, robbery, accident, or any other destructive cause, or for any injury that may arise to the public area or to the Lessee or their employees while on the event grounds.

11. MISCELLANEOUS

Lessee agrees:

- All business transactions must take place **within** your tent space – not into area where attendees are participating.
- Lessee's are responsible for collecting their own sales tax
- LFT reserves the right to accept or reject all submitted contracts for Lessee space.
- LFT has the full power to interpret and enforce all rules and regulations in the best interest of the event.
- Rules are subject to change without advance notice