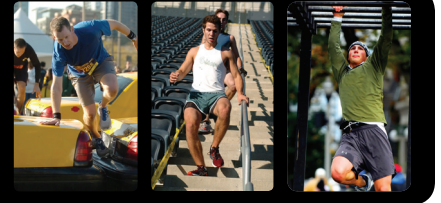


Men'sHealth

URBANATHLON
FUELED BY **G** SERIES **GFIT**
YOUR ULTIMATE TRAINING TOOL
& FESTIVAL

**CHICAGO
NEW YORK
SAN FRANCISCO**



THE MEN'S HEALTH URBANATHLON® & FESTIVAL

Chicago Grant Park—Upper Hutchinson Field | **October 15, 2011**

New York | **October 29, 2011**

San Francisco—Marina Green | **November 13, 2011**

FESTIVAL EXHIBITOR

The Men's Health URBANATHLON® & Festival is the premier opportunity to promote your brand to individuals interested in living a performance-driven life.

The race and Festival draw a combined 10,000+ attendees to the area per event. Exhibitors may display and sample products, distribute literature and premiums, or even host an on-site activity.

TYPICAL WEEKEND SCHEDULE:

FRIDAY: Load-in at Main Event Site. Please note that exact times will be assigned. No Saturday load-in is permitted.

SATURDAY: Festival is "live" from 9am to 2pm

SATURDAY: Load-out from 2pm to 8pm

NOTE: San Francisco will operate on a Saturday-Sunday schedule as opposed to a Friday-Saturday schedule.

A TYPICAL FESTIVAL BOOTH INCLUDES:

- 10' x 10' white canopy tent with three side walls and branded header
- Two – 8' tables
- Black table linens
- 2 chairs

NOTE: Additional resources are available at an incremental cost.

BOOTH SIZE & PRICING:

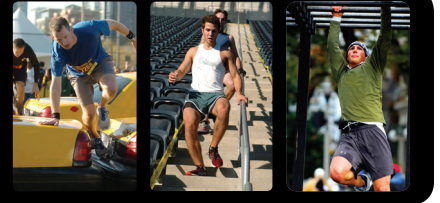
Booth Size	Price
10'x10'	\$2,000

NOTE: A non-refundable deposit of 50% of the total cost of your booth(s) must be submitted with your application. Festival booth must be paid in full one week prior to the event date. NO EXCEPTIONS!

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APPLICATION FOR:

THE MEN'S HEALTH URBANATHLON™ & FESTIVAL SPACE

Company Name: _____

Brand Name: _____

Products to Be Exhibited:* _____

Address: _____

City: _____

State: _____ Zip: _____

Contact: _____

Title: _____

Phone: _____ Fax: _____

Email: _____

*All items are subject to review by Men's Health and Aura360 Ventures.

PAYMENT REQUIREMENTS:

- A non-refundable deposit of 50% of the total cost of your booth(s) must be submitted with your application.
- Full payment for Festival booth is due one week prior to the event date.
- Booth space will not be reserved until the application and 50% deposit (check or credit card) are received by Aura360 Ventures.
- If final payment is not received by the required date (one week prior to the event date), your reservation will be canceled and there are no refunds.

PAYMENT CALCULATOR:

Number of 10' x 10' booths: _____ x \$ _____ = _____ \$

Total Amount to Be Paid: _____ \$

Amount of Deposit (Total Amount x 0.5): _____ \$

Authorized Signature: _____ Date: _____

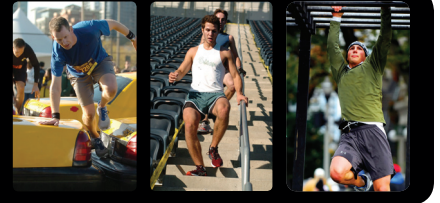
INSURANCE REQUIREMENTS:

- Those participating as a Festival Sponsor will be required to list Rodale and Aura360 Ventures as additional insured. All certificates and endorsements must be received prior to the event date. A failure to submit the proper documentation will result in a cancellation of your Festival Sponsorship.
- Full insurance requirements will be issued once a completed Festival Exhibitor form is received.

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CREDIT CARD INFORMATION:

Card Type (Check One)

Visa

MasterCard

American Express

Name on Card:

Account Number:

Expiration Date:

Security Code:

To learn more, contact **Jonathan Denison** at jonathan@aura360.com or **207.699.2360x107**.
Submit application by fax to 207-699-2929, attention **Jonathan Denison** or by email to jonathan@aura360.com

NOTE: Participation is subject to approval by Men's Health and Aura360 Ventures.