

9TH ANNUAL
MIDWEST
YOGA CONFERENCE



COME AS YOU ARE
May 27 – June 1, 2008
Indian Lakes Resort | Bloomingdale, Illinois

Exhibitor & Sponsorship Opportunities

Midwest Yoga Conference

May 27 – June 1, 2008
Indian Lakes Resort
Bloomingdale, Illinois



Dear Friend,

We invite you to join us for the
9th Annual Midwest Yoga Conference
from **May 27 – June 1, 2008**
at the **Indian Lakes Resort & Spa in Bloomingdale, Illinois.**

In the enclosed packet, you will find information on **exhibiting, advertising and sponsorship opportunities** for this year's event. Our national yoga conferences bring together over 500 participants to learn about yoga, share experiences and make long lasting connections. We anticipate this Midwest Yoga Conference to be equally successful! We are looking forward to welcoming **Paul Grilley, Seane Corn, Nicki Doane, Eddie Modestini, Jonny Kest, Max Strom, Chris Kilham**, and many other talented teachers and leaders in the yoga community.

EXHIBITING AND ADVERTISING the Midwest Yoga Conference offers excellent exposure of your product or service to our highly targeted audience. With six exhibit/advertising packages available, there is bound to be one that meets your needs! Consider the wealth of possibilities that will unfold with supporting the yoga community and reaching over 500 customers.

SPONSORSHIPS also offer a great opportunity for increased exposure of your company's services. We tend to emphasize **in-kind sponsorships** and **cross promotional collaboration**. We are excited to provide these unique opportunities and look forward to your participation.

A SPECIAL ACCOMMODATION RATE of \$104 per night for exhibitors and sponsors is available at the Indian Lakes Resort & Spa. We strongly encourage you to **RESERVE YOUR ROOM EARLY** to secure your preferred room arrangements. Please contact the resort at **(630)529-0200** to make your reservation and let them know that you are an exhibitor/sponsor. **YOUR RESERVATIONS MUST BE MADE BY APRIL 26, 2008 TO SECURE THE SPECIAL REDUCED RATE.**

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Yoga Bazaar Application
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EXPERIENCE THE CONFERENCE. We would also like to extend an invitation to participate in **two complimentary workshops (for a limit of two people), with additional classes available for a special rate of \$50.00 per class.** As an additional benefit, you may also attend special events at no additional charge!

We hope that you share in our enthusiasm for this premier yoga event and truly look forward to sharing this time with you at the conference!

If you have any questions, please call me at **(800)599-YOGA (9642)**
or email **info@midwestyoga.com**.

Visit **www.midwestyoga.com** frequently for updates on conference information.

With Loving Kindness and Gratitude,
The Midwest Yoga Conference Team

TO RESERVE YOUR SPACE
Please complete and return pages 4, 6, and 9

FAX: (248) 723-3385



YOGA BAZAAR ~ EXHIBITOR APPLICATION & CONTRACT

EARLY RESERVATION SAVINGS!

Reserve your exhibit space by
FEBRUARY 28, 2008
and receive **10% off!**

Please complete, sign and mail, fax or email this application to:

MAIL: Midwest Yoga Conference
555 South Old Woodward Ave., Birmingham, MI 48009
FAX: 248-723-3385
EMAIL: info@midwestyoga.com

EXHIBITOR / ADVERTISER INFORMATION

Organization Name: _____

Contact Name: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____ Email: _____

Website: _____

Indicate 1st, 2nd and 3rd choice for booth location (see floor plan): 1st _____ 2nd _____ 3rd _____

Exhibitors you prefer not to be located near: _____

Program Listing (for exhibit booth only): PLEASE WRITE LEGIBLY

In 25 words, please describe your products or services as you would like them listed in the conference program book.

SELECT YOUR PACKAGE:

Please place a check mark next to the package you wish to select from the following choices:

Exhibit Booth with Advertisement Packages

- Package #1: 8 x 10 booth w/full page ad @ \$1199
- Package #2: 8 x 20 booth w/full page ad @ \$1799
- Package #3: 8 x 10 booth w/1/2 page ad @ \$1099
- Package #4: 8 x 20 booth w/1/2 page ad @ \$1699

Exhibit ONLY

- Package #5: 8 x 10 Booth @ \$899.00
- Package #6: 8 x 20 Booth @ \$1,499.00

Advertise ONLY – Program Booklet

- Package #7: Inside Front/Back Cover 4 3/4" x 7 3/4" black/white @ \$769.00 (2 spaces available)
- Package #8: Full-Page 4.5"x7.5" black/white @ \$499.00
- Package #9: Half Page 4.5"x3.5" black/white @ \$369.00

SEND IN YOUR APPLICATION TODAY

TO RESERVE YOUR BOOTH SPACE!

Booth package includes:

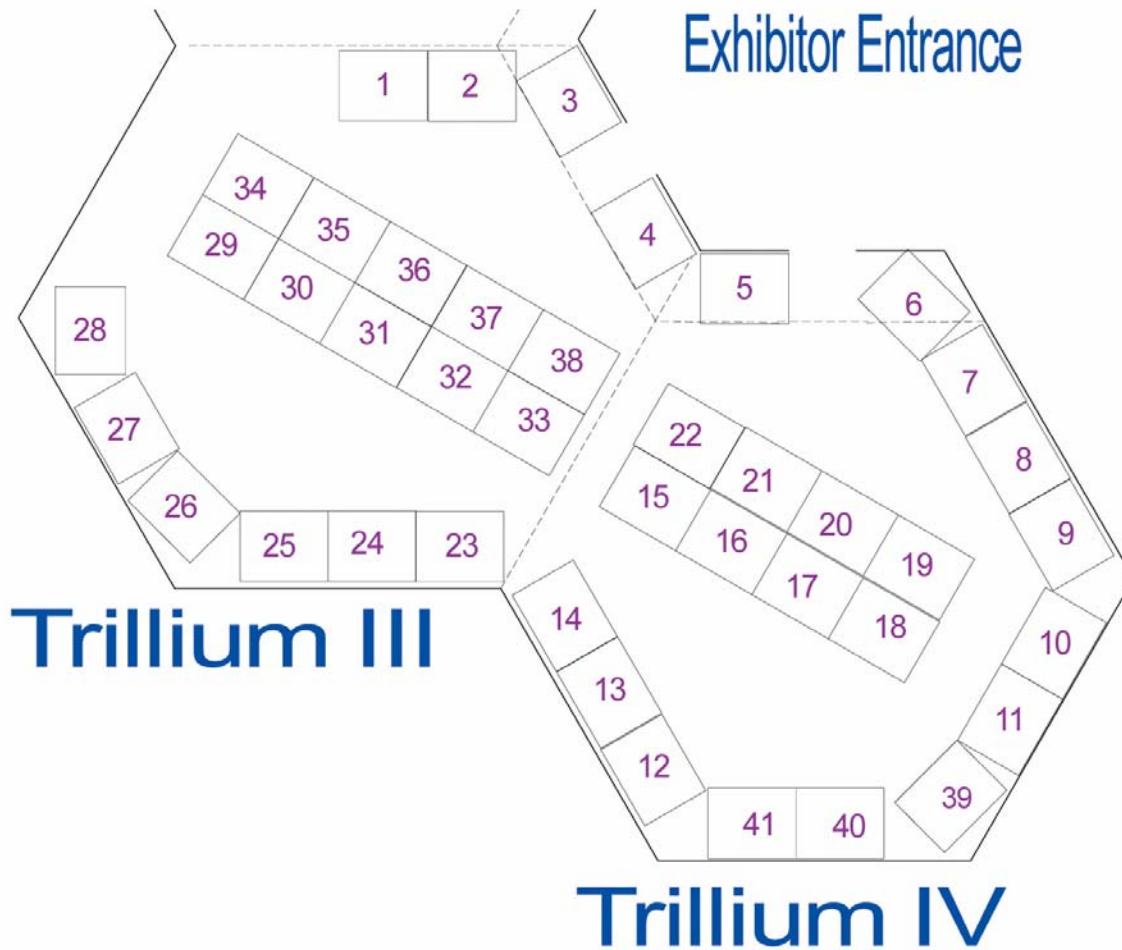
- One 8' high back wall of drape
- Two 3' high side rails of drape
- One 6' covered and skirted table
- Two folding chairs
- One wastebasket
- One booth I.D. sign (Company name, booth #)
- Two complimentary classes (for 2 staff members)
- Additional classes special rate of \$50 per class

Ad File Specifications:

- File Types Accepted: .pdf, .jpg, .tif and .eps
- All fonts must be embedded
- Files must be 300dpi to insure high print quality
- Email files to: info@midwestyoga.com



EXHIBITOR HALL FLOOR PLAN



Please indicate
your booth preference on PAGE 4



YOGA BAZAAR ~ EXHIBITOR APPLICATION & CONTRACT

SHOW - HOURS

Set-Up	Wednesday, May 28	12:00pm – 5:00pm
Show Hours	Thursday, May 29	8:00am – 7:00pm
	Friday, May 30	7:30am – 7:00pm
	Saturday, May 31	7:30am - 7:00pm
	Sunday, June 1	7:30am - 3:00pm
Tear Down	Sunday, June 1	1:00pm – 5:00pm

EXPO HALL ADDRESS & EXPO COMPANY ADDRESS

Indian Lakes Resort
 Conference Center
 250 W Schick Road, Bloomingdale, Ill 60108
 Phone: (630)529-0200
 Fax: (630)529-0675
 www.indianlakesresort.com

Show Service By:
 Midwest Conference Service, Inc.
 35 North Garden, Roselle, IL 60172
 Phone: (630)351-EXPO
 Fax: (630)351-4118
 www.mcsexpo.com

PAYMENT: (Payment in FULL is required to secure your booth/advertising space.)

MAIL payment and documents to: Midwest Yoga Conference
 c/o Center for Yoga
 555 S. Old Woodward Ave.
 Birmingham, MI 48009

or FAX payment and documents to (248) 723-3385

Total Amount: _____ Check # _____ MasterCard Visa

Card Number: _____ Exp. Date: _____

Card Holder Name: _____

(Please print)



SPONSORSHIP OPPORTUNITIES

ALL sponsorships will bring *exposure of your brand to over 1 million people* through promotional materials including your logo/name on: email blasts sent by MYC, our teachers and other sponsors; MYC website; and all materials that have yet to be printed at the time of sponsorship agreement (including print ads, registration brochure, program booklet, t-shirt and postcards).

□ All-Conference Sponsor

Sponsorship Contribution: \$10,000

Additional Benefits include:

- Banner (provided by sponsor) displayed in registration area
- Full-page ad in program book
- 8 x 16 booth
- 2 conference admissions

□ Student/Teacher Reception Sponsor

Sponsorship Contribution: \$2,500

Additional Benefits include:

- Sign or banner (provided by sponsor) hung at the teacher dinner
- Exclusive opportunity to greet the guests at this function
- Full-page ad in program book
- 1 conference admission

□ Tote Bag Sponsor – In Kind Sponsorship

Sponsorship Contribution: Print up to 800 “fine quality” bags with the conference logo, dates and location

Additional Benefits include:

- Company logo imprinted or embroidered on tote bag
- Full-page ad in program book
- 1 conference admission

□ Floral Sponsor – In Kind

Sponsorship Contribution: Provide fresh floral arrangements for each conference room and the exhibit hall

Additional Benefits include:

- Company note card or business card attached to each floral arrangement (by sponsor)
- 1/2-page ad in program book
- 1 conference admission

□ Teacher Welcome Bag Sponsor – In Kind

Sponsorship Contribution: Contribute welcome basket items for each conference teacher

Additional Benefits include:

- Company note card or business card attached to each basket (by sponsor)
- Promote your product/service to the leaders in the yoga industry!

We welcome creativity for other sponsorship proposals.

Contact info@midwestyoga.com to present your ideas and discuss possibilities.



YOGA BAZAAR ~ EXHIBITOR TERMS AND CONDITIONS

Contract

The following rules and regulations become binding upon acceptance of this contract between applicant, his/her employees and agents, and the 2008 Midwest Yoga Conference (MYC), the Exhibition Manager and any additions and amendments thereto that may after be established or put into legal effect.

Music Policy:

As a courtesy to other exhibitors, no music is permitted at any booth without prior permission from the MYC. MYC reserves the right to give individual booths permission to play music. If this would be a distraction to your environment please make a note on your signed contract you return to us.

Special Assignment

Space will be assigned to all applicants on a first-come, first-served basis, in the order in which applications are received. Every effort will be made to assign the exhibitor to one of his/her chosen spaces; however, the Exhibition Manager reserves the right to make final space assignments or change space assignments after acceptance of the applications, should it be necessary and/or in the best interest of the exhibition.

Payment and Cancellation

- A. All applications for space must be accompanied by full payment. Applications failing to comply will necessarily be delayed in processing and assignment of space.
- B. Exhibitors canceling must notify the Exhibition Manager in writing by **April 18, 2008**.
- C. Exhibitors who cancel their space before **April 18, 2008**, will be refunded 50% of their payment. After **April 18, 2008**, 50% of their payment will be refunded only if the rented space is resold to another vendor.
- D. Send documents with checks, payable to: Midwest Yoga Conference, 555 Old Woodward Ave., Birmingham, MI 48009.
- E. Fax payment (Visa or Mastercard) with documents to (248) 723-3385

Service Order Kit

A Service Order Kit containing general and technical information regarding the exhibition, the facilities of the exhibition site, and pertinent information, instructions and rates regarding the services of the official contractors will be provided to exhibitors in good standing approximately eight weeks before the conference.

Shipping/Handling and Receipt of Freight

The Official Drayed for the receipt of the exhibit materials and delivery of these materials to the exhibit space will be designated in the Service Order Kit. Shipment of exhibit materials, whether by motor freight (common carrier) of air, should be forwarded in accordance to the specific instructions given by the Official Drayed in the Service Order Kit. All materials should be sent to the locations designated by the Drayed, and nothing should be sent to the exhibit site unless the exhibitor has made arrangements with the Drayed beforehand to receive the material there. Neither the exhibit facility nor its staff are prepared or authorized to receive or handle an exhibitor's shipment.

Exhibit Standards

MYC shall have the right to prohibit any exhibit or part of an exhibit, which in their opinion, is not suitable to or in keeping with the character or purpose of the exhibition. Questionable exhibits shall be modified at the request of the Exhibition Manager.

Safety

- A. Fire regulations require all display material used for the decoration to be flameproof. Any and all electrical equipment, including signs and lights, shall be in good operable condition and able to pass the inspection of the local Fire Marshall. Each exhibitor agrees to be knowledgeable and responsible regarding ordinances and regulations pertaining to health, fire prevention, and public safety while participating in this exhibition.
- B. The use of flammable materials necessary to the purpose of the exhibit, where no other alternative can be used, must first be brought to the attention of the Exhibition Manager, in writing, not less than thirty (30) days before the opening of the exhibit, for approval.



YOGA BAZAAR ~ EXHIBITOR TERMS AND CONDITIONS (continued)

Use of Exhibit Space

Exhibitors shall reflect their company's highest standard of professionalism while maintaining the booth during exhibit hours. All demos and exhibits must be confined to the contract space. No exhibitors shall assign, sublet or share the whole or any part of their space.

Security/Liabilities/Insurance

- A. Security guards may be furnished during the closed hours of the exhibition. The furnishing of guards shall not increase the liability of MYC.
- B. MYC, the official service contractors, the exhibit facility, nor the members, representatives and/or employees thereof will be responsible for injury, loss or damage that may occur to the exhibitor, or the exhibitor's employees or property, from any cause whatsoever, prior, during or subsequent to the period covered by the application/contract.
- C. MYC and their agents and employees will not be liable for failure to hold the exhibition as scheduled. Payments for exhibit space will be refunded in the event of cancellation, except any actual expenses incurred in connection with the exhibition will be deducted if the exhibition is cancelled thirty (30) days or less prior to the opening date because of fire, and Act of God, the public enemy, strike, epidemic, or any law, regulation, or public authority that makes it impossible or impracticable to hold the exhibition.
- D. Exhibitors agree to maintain such insurance that will fully protect the exhibitor's management and convention facility from any and all claims under the Workmen's Compensation Act, and for personal injury, including death, which may arise in connection with the installation, operation or dismantling of the exhibition display.
- E. Damage to inadequately packed property is the exhibitor's own responsibility.
- F. Damage to the facility housing the exhibit caused or done by the exhibitor shall be replaced or repaired at the exhibitor's expense. Additionally, the exhibitor agrees to protect, save and hold harmless MYC and the convention facility of and from all loss and/or damage whatsoever caused to the facility housing the exhibition, or any part thereof, directly or indirectly.
- G. Exhibitors are advised to add to their existing insurance a portal-to-portal rider at a nominal cost, protecting them against the loss/damage to the materials from fire, theft, accident, etc.

Music Licensing

Exhibitors agree to comply with existing regulations relating to music licensing and agree to indemnify and hold harmless MYC and the convention facility against any claims or expenses arising from noncompliance to these regulations.

Admission

MYC shall have sole control over all admissions or persons. All persons visiting the exhibit area will be admitted according to the rules and regulations of the exhibition or as amended by MYC.

Amendment to Regulations

Any and all matters and questions not specifically covered by the articles in this contract shall be subject to the decision of MYC. The aforementioned terms covered by this contract may be amended at any time by MYC in the interest of the exhibition, and notice thereof shall be binding on exhibitors equally with the foregoing rules set forth in this contract.

Indian Lakes Resort & Spa

Exhibitor assumes responsibility and agrees to indemnify and defend the 2008 Midwest Yoga Conference and the Indian Lakes Resort & Spa and their respective employees and agents against any claims or expenses arising out of the use of exhibition premises. The Exhibitor understands that neither the 2008 Midwest Yoga Conference nor the Indian Lakes Resort & Spa maintain insurance covering the Exhibitor's property, and it is the sole responsibility of the exhibitor to obtain such insurance.

I Accept the above Terms and Conditions of the 2008 Midwest Yoga Conference.

Print Name: _____ Signature: _____ Date: _____



EXHIBITOR EQUIPMENT REQUEST LIST

**FAX THIS PAGE DIRECTLY TO
INDIAN LAKES RESORT AT 630-529-0675**

(Please Print)

CONTACT INFO for Exhibitor Equipment Request	
Conference Name	MIDWEST YOGA CONFERENCE
Exhibitor/Company Name	
Contact Name	
Event Date	TUESDAY, MAY 27 – SUNDAY, JUNE 1, 2008
Phone	

BILLING for Exhibitor Equipment Request	
Card type (circle one)	VISA MASTERCARD AMERICAN EXPRESS DISCOVER
Credit card number	
Expiration	

EQUIPMENT DETAILS	PRICE PER	TOTALS
High Speed Internet Access - First Line	\$175 per day	(qty) <u> 1 </u> @ \$
High Speed Internet Access - Additional Lines (up to 8)	\$85 each per day	(qty) <u> </u> @ \$
Dial "8" Analog Phone Line (guest is responsible for calls made from the phone line at standard hotel pricing)	\$50 each set up fee	(qty) <u> </u> @ \$
Power: 120v Quad Box/Power Strip	\$35 each set up fee	(qty) <u> </u> @ \$
Additional Audio Visual equipment is available directly through the Resort. – Please contact for pricing.	Call (630)529-0200	
TOTAL CHARGES		

Customer Signature: _____ **Date:** _____

FAX form to the Convention Services Department at Indian Lakes Resort - Fax 630-529-0675
or MAIL to: Convention Services Dept., 250 W. Schick Road, Bloomingdale, IL 60108