



SPONSORSHIP & EXHIBITION OPPORTUNITIES

Find out how you can get involved in the official show of the world famous **Bupa Great North Run**.

A large, stylized blue graphic occupies the bottom half of the page. It features a white rectangular box with a dashed border, containing the text "BE PART OF IT FOR 2010". Above the box is a blue arch with vertical lines, resembling a bridge or a running path. The background consists of various shades of blue, including a large, dark blue shape that looks like a running path or a stylized wave.

**BE PART OF
IT FOR 2010**

WELCOME TO THE BUPA GREAT NORTH RUN SHOW 2010

We are delighted to invite you to participate in The Bupa Great North Run Show 2010, the biggest Sports Show outside of London. The Show is a central component of the Bupa Great North Run programme of events and is open to over 120,000 visitors and runners attracted to the region over the Great Run weekend, as well as offering the perfect viewing point for the Great City Games.

This year the event is a celebration of all things Great North Run, showcasing 30 years of the largest half marathon in the world. We'll be celebrating with a new look and feel to the Show, creating zones specific to your interests, providing visitors with the opportunity to get involved in sport and find out about ways to lead a healthier and fitter lifestyle, whilst educating and raising awareness of the importance sport plays in our lives.

2010 will be a celebration of sport and a reflection of the successes of the Great North Run and its associated events over the years, historically attracting over 20,000 visitors year on year the Bupa Great North Run Show is something to become a part of.

Event Location: Mill Road Car Park, Gateshead Quayside
Event Dates: 17th and 18th September 2010

Key Themes and Objectives:

The ultimate aim of the Bupa Great North Run Show is to deliver information to all age groups on the benefits of an active lifestyle and participation in sport, to create an all-inclusive event.

The Bupa Great North Run Show 2010 will demonstrate the impact the Great North Run has had on our lives over the past 30 years. Highlighting the importance of participation in sport.

Runners, spectators and the general public will interact with the sport and fitness industry all under one roof. They will have the chance to interact with sporting activities, learn about exercise & training, nutrition & hydration, clothing & footwear, and also take part in the largest pasta party in England!

Visitor Profile:

The target audience for the Show encompasses a range of demographics for all people with an interest in sport and a healthy lifestyle including:

- Great North Runners (each runner is supplied with a free ticket to the show with their run number)
- Spectators and the general public
- Region wide corporate companies
- Communities – schools, youth and sporting groups
- Amateur Sports Teams
- Families – parents and children alike can learn fun ways of improving their fitness and leading a healthy lifestyle

Event Highlights

The Show hosts England's biggest Pasta Party. The Pasta Party is a key promotional tool for the event, as all Great North Runners also receive a free pasta meal.

Offers the perfect viewing point for the Great City Games – An out of the stadium athletics competition between international athletes from England and Australia with events such as 150m sprints, shot put and high jump.

30th year of the Bupa Great North Run – Biggest Great North Run Show ever with lots of media attention.

The show features trade stands as well as interactive stands allowing exhibitors to demonstrate products.

HOW WE LET PEOPLE KNOW WE'RE COMING...

The Bupa Great North Run Show is free to attend, invitations and FREE pasta tickets will be sent to all previous visitors including all Great North Runners (Adult and Junior).

Advertising in trade publications and websites will be more extensive than ever before due to the celebrations surrounding the 30th Great North Run. Media partner collaborations (regional and national) and sponsor, partner and association partnerships will support the message of the event and provide further levels of exposure.

Direct Mail campaigns will be used to target new visitors. The event will be marketed to Bupa Great North Runners and spectators, region wide corporate companies, schools, youth and sporting groups and the general public.

News updates and general information will be issued in e-newsletters to a database of previous visitors and partners to sustain public interest in the event.

Utilising mediums including The Great Run Magazine (circulation of 70,000), local press and television and the dedicated event website, news and progress pertaining to the Sport and Fitness Show will be documented and so raising profile and awareness of the show and encouraging visitor attendance.

Exhibitor links on the website, www.greatshow.org will provide further information to potential visitors about exhibitors and the show. The website is an ideal opportunity to conduct further marketing and each exhibitor will have a link to their own website.

There are many opportunities to raise the profile of your business or association, sell/market new products, build partners/distributors, access new/existing target audience face to face, develop brand awareness, hold product launches and network with key players in the Sport and Fitness industry, contact the event office on 0191 241 4523 for more information.

EXHIBITION AND SPONSORSHIP

Previous Sponsors & Exhibitors

Exhibitors at the Bupa Great North Run Show have ranged from sportswear manufacturers and retailers, healthcare and fitness products, training centres and gyms, nutrition and hydration products, financial products and charities through to Sporting associations and outdoor activity centres.

- Nike
- Aqua Pure
- Bupa
- Adidas
- Persil
- David Lloyd Leisure
- Timex
- BT
- Powerade
- British Gymnastics
- Xscape
- Seven Seas
- British Army
- Nexus
- Less Bounce
- Edinburgh Marathon
- Metro Radio
- Rugby Football Union
- Specsavers
- Renault

Why Sponsor or Exhibit?

The Show is a **unique marketing opportunity** to be associated with an event of the calibre and international recognition of the **Bupa Great North Run**. The show encompasses all aspects of the sport and fitness industry and gives opportunities to:

- Sell/market new products
- Product launches
- Build partners/distributors
- Develop brand awareness
- Sampling
- Access new/existing target audience



VISITORS

The target audience for the Show encompasses a range of demographics for all people with an interest in sport and a healthy lifestyle including:

- Great North Runners, spectators and the general public
- Region wide corporate companies
- Communities – schools, youth and sporting groups
- Amateur Sports Teams
- Families – parents and children alike can learn fun ways of improving their fitness and leading a healthy lifestyle

Free Pasta Party Tickets to Bupa Great North Runners

Each runner (senior and junior) will be supplied with free pasta party tickets to the Bupa Great North Run Show along with their Run number.

Corporate Visitors

To extend the appeal of the first day of the show, corporate companies will be contacted and encouraged to visit the show.



WHERE WE ARE

Location

Located in close proximity to The Sage Gateshead, Mill Road Car Park is an excellent location for the Bupa Great Run Show. Overlooking the whole of the NewcastleGateshead Quayside and all of the Great Activity throughout the weekend.

Access

Mill Road Car Park is very accessible from both sides of the river and is within walking distance of Newcastle City Centre.

Transport

Mill Road Car Park is walking distance from Gateshead Interchange for Metro access, and a short bus or taxi ride from Newcastle Central Station for those arriving by train. NewcastleGateshead is well served by public transport and has an efficient road system.

Newcastle Central Railway Station is on the main London East Coast line and trains run regularly from Kings Cross, cross-country from Cornwall and via Edinburgh and Glasgow from Scotland.

Newcastle International Airport offers flights from all major UK and many European cities

For general information, enquiries about exhibiting or if you would like to bring an activity to the Show please contact **Catherine Coulter**

**Bupa Great North Run Show
Benchmark Communications,
14 Blandford Square, Newcastle upon Tyne,
NE1 4HZ**

**T: 0191 241 4523
E: catherine@greatshow.org**



Visit www.visitnewcastlegateshead.com for a full map

SPONSORSHIP AND EXHIBITION OPPORTUNITIES

MAIN EVENT SPONSOR

£25,000 +VAT

Benefits:

- Company logo displayed on all event banners in exhibition hall (costs of production to be met by sponsor)
- All promotional and support material e.g. literature, brochures, will be in full colour, featuring your company logo.
- As main sponsor, the event will be listed and promoted as (Your company name) 'Great North Run Show'.
- Extensive coverage for your company in association with the event, including dedicated press releases and PR initiatives.
- Company literature will be distributed throughout the exhibition on both days.
- Copy of full post event report including visitor information and feedback analysis.
- Prime exhibition space of up to 48m² at the event (shell scheme and any additional costs to be met by client).
- A dedicated website link to your company website.



SPONSORSHIP AND EXHIBITION OPPORTUNITIES

ZONE SPONSOR

£7,500 ^{+VAT}

- Commercial Zone
- Outdoor Activity Zone
- Pasta Party Zone
- Family Zone

Benefits:

- Company logo featured on banners throughout your 'Zone' (costs of production to be met by sponsor).
- Media promotion in association with the event, including dedicated press releases and PR initiatives for your company.
- Copy of full post event report including visitor information and feedback analysis.
- Prime exhibition space of up to 16m² at the event (shell scheme and any additional costs to be met by sponsor).
- A dedicated website link to your company website.



EXHIBITION SPACE

Annually the show attracts approximately **20,000 visitors** over the two-day event. Offering the perfect opportunity to display information, sign up new recruits and sell products or services to a huge audience all in two days.

The floorplan has been designed with a view to making the event an interactive experience for its visitors.

This is an outstanding prospect for meeting your target visitors face-to-face as they come to find out more about their personal fitness, general sporting interests and how they can get involved.

Exhibition space is available in a range of sizes both inside and outside the purpose built marquee, and in a selection of different zones.

Within the Commercial Zone stand costs are as per the following information.

| Stand Size (m) | No. of Square Metres | Price | |
|-----------------------|----------------------|----------------------------------|---------------------------------|
| | | Before 1 st June 2010 | After 1 st June 2010 |
| 2 x 2 | 4 | £400 | £500 |
| 2 x 4 | 8 | £500 | £650 |
| 2 x 6 | 12 | £600 | £750 |
| 3 x 2 | 6 | £450 | £600 |
| 3 x 3 | 9 | £550 | £700 |
| 3 x 4 | 12 | £600 | £750 |
| 3 x 5 | 15 | £700 | £900 |
| 4 x 5 Corner Stand | 14 | £650 | £850 |
| 8 x 4 | 32 | £1,200 | £1,500 |
| Demo Area 5 x 7 | 35 | £200 (per half day) | £300 (per half day) |

Rate includes, carpeted area, back and sidewalls (where appropriate), fascia board and name plate and stand cleaning.

Please note that any electrics, power or additional walls required must be purchased separately, costs are available on demand.

Various sized areas can be booked; prices start at only £400 + VAT for a 4m² space until 1st June 2010, after this early bird booking offer exhibition stand costs will rise marginally. When completing the booking form you will be asked to select your first, second and third stand number preference if you have selected space within the Commercial Zone. Please note that exhibition areas will be allocated on a first-come-first-served basis.

Space is available within each of the zones:

- Commercial Zone
- Outdoor Activity Zone
- Pasta Party Zone
- Family Zone

If you opt for space in either the **Outdoor Activity Zone** or the **Family Zone** the rate is £30 +VAT per m². The cost for the space required should be calculated as follows:

Example for a space requiring 6m x 6m.

Stand size - 6m x 6m = 36m²

36m² x £30.00 = £1,080.00 +VAT

Rate includes space, within a dedicated activity area. Please note that any electrics, power or shell scheme walls required must be purchased separately, costs are available on demand.

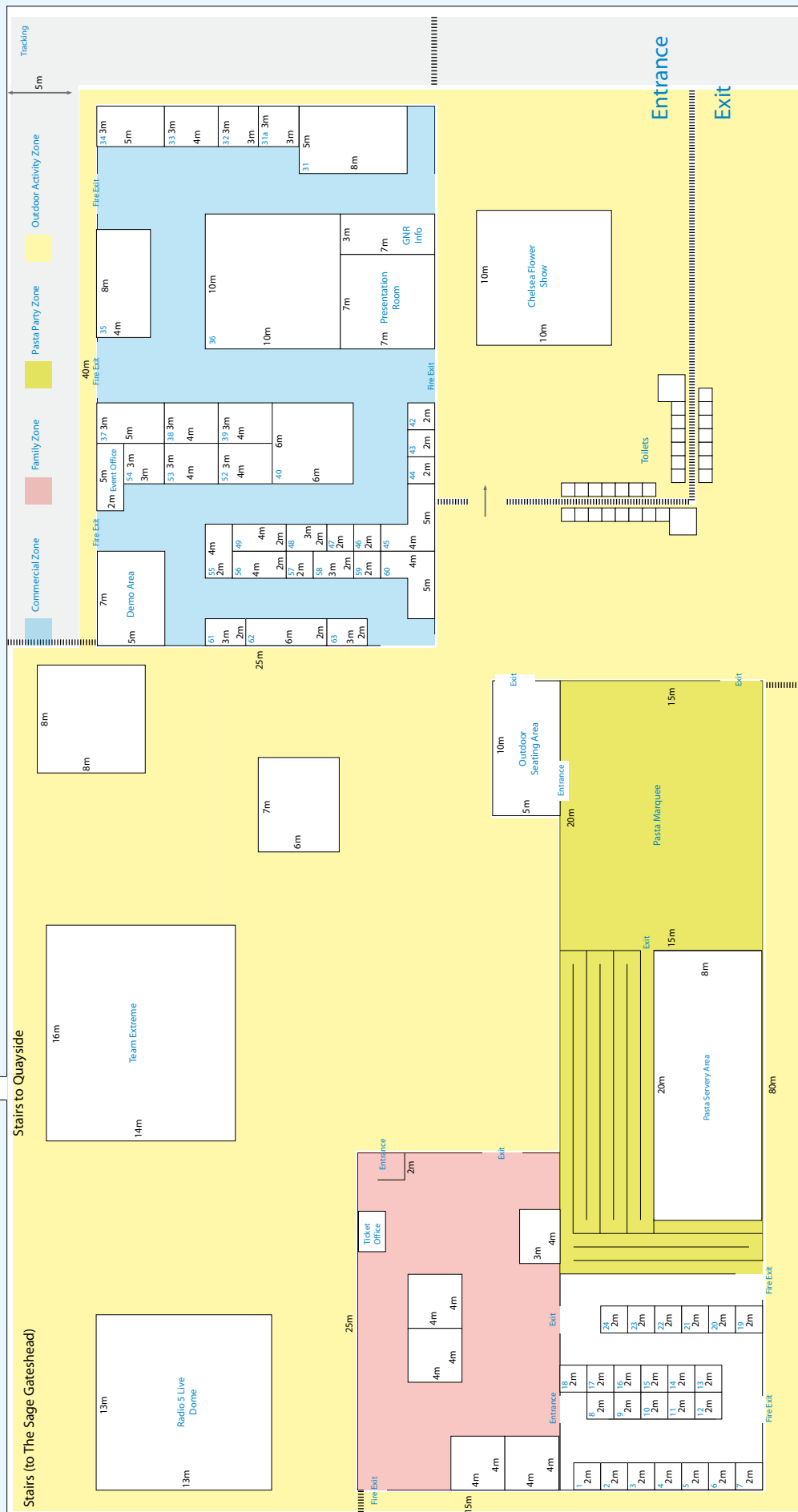
Space within the **Family Zone** and the **Outdoor Activity Zone** will be allocated according to the space each exhibitor requires against crowd flow and the accordance of health and safety standards.

Please refer to the exhibition floor plan enclosed for available stand spaces and to reference the stand numbers or contact the event office to discuss your requirements.

To book exhibition space please fill in the enclosed **Exhibitor Booking Form** and fax it back to 0191 245 3802 or post back to the event office.



FLOORPLAN



Floorplan Subject to Change

Exhibition and Sponsorship Booking Form



Company Name: _____ Contact Name: _____
 (Responsible For Exhibition/Sponsorship Participation)
 Position in Company: _____ Address: _____
 Postcode: _____ Telephone: _____
 Facsimile: _____ Email: _____ Website: _____

We agree to abide by the terms & conditions of the 'BUPA Great North Run Show' (P.T.O) & any amendments, which may be imposed by the organisers as a condition of the allotment of space.

Signed: _____ Date: _____

Name in Capitals: _____ Position in Company: _____

| Sponsorship | | |
|--|----------------------------|-----------------------|
| Package | Package Cost | Selected Package Cost |
| Main Event Sponsor | £25,000 | AGREED |
| Zone Sponsor | | |
| Commercial Zone | £7,500 | £ |
| Outdoor Activity Zone | £7,500 | £ |
| Pasta Party Zone | £7,500 | AGREED |
| Family Zone | £7,500 | £ |
| Please note that all costs are subject to VAT at 17.5% We agree to pay the total cost shown above plus vat and we will send payment on allotment | SUB TOTAL COST: | £ |
| | VAT @ 17.5%: | £ |
| | TOTAL COST INC VAT: | £ |

PAYMENT: DUE ON ALLOTMENT

| Exhibition | | | | | | |
|---|----------------------------|-----------------|-----------------|-------------------------|------------------------------|---------------------|
| Exhibition Stand | Stand No. Preference | | | Stand Size (_m x _m) | Stand Size (m ²) | Selected Stand Cost |
| | 1 st | 2 nd | 3 rd | | | |
| Commercial Zone | | | | | | £ |
| <i>Rate includes, carpeted area, back and sidewalls (where appropriate), fascia board and name plate and stand cleaning.</i> | | | | | | |
| Family Zone | | | | | | £ |
| Stand size (m²) x £30.00 = Stand Cost (+VAT) Rate includes indoor space, within a dedicated activity area. | | | | | | |
| Outdoor Activity Zone | | | | | | £ |
| Stand size (m²) x £30.00 = Stand Cost (+VAT) Rate includes outdoor space, within a dedicated activity area. | | | | | | |
| All electrics, shell extras and furniture can be ordered through our dedicated exhibition contractors. Upon completion and return of this form you will receive all relevant order forms enclosed within your Exhibitor Information Pack otherwise please request them from the event office. For any specific exhibition requirements you can contact the contractors directly. | | | | | | |
| Please note that all costs are subject to VAT at 17.5% We agree to pay the total cost shown above plus vat and we will send payment on allotment | SUB TOTAL COST: | | | | £ | |
| | VAT @ 17.5%: | | | | £ | |
| | TOTAL COST INC VAT: | | | | £ | |

PAYMENT: DUE ON ALLOTMENT

Please find enclosed a cheque payable to 'Nova International'

Please invoice me: _____ Purchase Order Number: _____

Please charge my credit card: _____ Card Type: _____
 (+5% admin fee charge)

Card No: _____ Expiry Date: _____

Issue No (switch only): _____ Card Security Code (Last three digits on reverse of card): _____

Cardholder Name: _____ Cardholder Signature: _____

BUPA GREAT NORTH RUN SHOW 2010 EXHIBITION - TERMS AND CONDITIONS

In these terms and conditions the term 'Exhibitor' means any company, firm or person who has been allocated space in the exhibition, or any agent, representative or employee of the exhibitor. The term 'Exhibition' refers to the event detailed in the enclosed literature and where the term 'Organisers' appears it refers solely to Benchmark Communications Ltd & Nova International Ltd.

1. INFORMATION SUPPLIED

Information supplied by the organisers in relation to any exhibition is accurate to the best of their knowledge and belief but shall not constitute any warranty or representation by the organisers and any inaccuracy or mistake therein or omission there from shall not entitle the exhibitor to cancel his space booking.

2. APPLICATION FOR SPACE

(A) Application for space must be made on the official booking form and must contain information on the exhibits to be displayed. The organisers may accept applications by purchase order, in writing, or by facsimile, or accept a deposit payment in lieu of written application, at their sole discretion, and on the understanding that the terms and conditions contained herein fully apply.

(B) Any application for space, or any acceptance thereof or by the organisers shall not be conditional on the presence or location of any other exhibitor at the same or any other exhibition and any reference to such conditionality shall not apply to any contract between the organisers and the exhibitor for exhibition stand space.

3. CANCELLATION OF SPACE

(A) If the exhibitor wishes to cancel, then written notice of such wish must be forwarded to and received by the organisers by recorded delivery post not later than the dates referred in the table below. For the avoidance of doubt the organisers shall not be obliged to accept the exhibitors wish to cancel his space booking.

(B) In the event that the exhibitor either:

(I) Wishes to cancel his space booking after acceptance by the organiser or:

(II) Fails to meet any of the payment obligations (whether as to the amounts or dates of payment)

Then the organisers reserve the right (But without being obliged to do so) to apply the following cancellation charges and to re-allocate the space booked:

| Cancellation Occurring | Cancellation Charge |
|---|---------------------|
| On or before 17 th July 2010 | 25% |
| 18 th July to 14 th August 2010 | 50% |
| On or after 15 th August 2010 | 100% |

(C) Notwithstanding that the organisers may re-sell or re-allocate the cancelled space after payment of the above cancellation charges the organiser shall be under no obligation to reimburse all or any part of such cancellation charges.

4. SPACE REDUCTION

Where an exhibitor wishes to reduce the size of his space booking after allocation of space, notification must be received in writing. The organisers reserve the right to apply the scale of cancellation charges outlined above to the total cost of the area by which the original stand has been reduced on a pro rata basis, and to re-allocate the area in question.

5. LOCATION OF SPACE

For the avoidance of doubt any contract between the organisers and the exhibitor for exhibition stand space is only for an amount of such space and no acceptance by the organisers of the exhibitors space booking form or allocation of the exhibitors name to any particular part of any exhibition floor plan will constitute any agreement warranty or representation by the organisers that the exhibitor is entitled to exhibit at the exhibition in such particular location and the organisers reserve the right without being required to give notice to the exhibitor to alter the layout of any exhibition floor plan at any time.

6. UNOCCUPIED SPACE

Every exhibitor must occupy the space allotted to him by show opening time on the first day of the exhibition. Any exhibitor failing to do so will be deemed to have cancelled his space booking. In this event, the terms and conditions relating to cancellation will apply and space maybe offered to a new or existing exhibitor.

7. FIRE PRECAUTIONS AND DANGEROUS MATERIALS

All materials used for building, decorating or cover stands must be of non-flammable material. Exhibitors must comply with all instructions given by the organisers to avoid the risk of fire or any other risk.

The following are excluded from the exhibition; explosives; detonating or fulminating compounds, and all dangerous or harmful substances, including priming, fireworks, etc. Priming, fireworks, matches and similar objects can only be exhibited in the form of imitations, and on condition that they contain no inflammable matter. Only goods described at the time of application may be displayed on stands, and any goods not approved by the organisers must be removed from the building.

8. EXCLUSION OF PERSON

The organisers reserve the right to exclude or remove from the exhibition any persons whose presence at the absolute discretion of the organisers is or is likely to be undesirable and the organisers may exercise such rights notwithstanding that any person is a servant or agent of the exhibitor or otherwise any way connected or associated with the exhibitor.

9. POSTPONEMENT OR ABANDONMENT

The exhibitor shall not have any claim against the organisers in respect of any loss or damage consequent upon the failure for whatever reason of the exhibition being held or of the building becoming wholly, or partially unavailable for the holding of the exhibition for reason beyond the organisers' control. If by re-arrangement or postponement of the period of the exhibition, or by substitution of another hall for the exhibition, or by means of any other reasonable matter of thing, the exhibition can be carried through, the contracts for space shall be binding upon all parties, except as to the size and position, as to which any modification, substitution, or re-arrangement considered necessary by the organisers shall be substituted for the original.

10. STAND LETTING

Is deemed personal to the exhibiting company contracting and is in no way assignable to any other person, company or organisation.

The under letting or sharing possession of any part of the stand is absolutely prohibited without the prior written consent of the organisers provided always that consent will not be forthcoming in any circumstances for an assigning or under letting or sharing of possession of a stand with any publishing or exhibition or exhibition organising company or organisation directly or indirectly connected with the business of publishing.

11. PROHIBITION OF TRANSFER

Exhibitors may not assign, sublet, or grant licenses in respect of the whole, or any parts of the space allocated to them, or assigned or otherwise deal with their rights and obligations hereunder nor may any cards, advertisements, or printed matter of firms who are not bona fide exhibitors be exhibited or distributed on any stand. This does not apply to firms being associated with, subsidiaries, agents or principals of the exhibitor, which are duly listed on the official space booking form at the time of booking.

12. LICENSOR AND LICENSEE

On the acceptance of this application for space by the organisers there is a contract between the organisers and the exhibitor including these terms and conditions, subject to amendments as mentioned below, and as regards any space so allotted, the relationship of licensor and licensee shall exist between the organisers and the exhibitors, from the date of the exhibitor occupying the space. In case of non-payment of any sum due from the exhibitor, whether legally demanded or not, or of a breach, or non-observance, by the exhibitor or any of the terms and conditions herein contained, or any regulations to be observed by him, the organiser shall have the right to revoke his licence and re-enter upon the allocated space to remove and exclude the exhibitor, and all persons there from without prejudice to the right to recover all sums payable by the exhibitor and all other claims against him, and damages sustained by the organisers.

13. INSURANCE

The organisers are not responsible for the safety of any exhibit or other property of the exhibitor or other person, or for the loss, damage or destruction by theft, or fire or any cause, or for the loss, damage, or injury sustained by any exhibitor or other persons. This is whether by reason of any default in the exhibition building caused by fire; storm; tempest; lightning; explosion; national emergency; war; labour disputes; strikes; lock-outs; civil disturbances; inevitable accident; force majeure or for any other cause not within the direct control of the organisers whether of the same kind or not. No responsibility can be accepted for any consequences of prevention, postponement or abandonment of the exhibition. Exhibitors should secure their own insurance to cover all liabilities and risks.

14. ATTENDANCE

The exhibitor acknowledges that the organisers shall not be held responsible for the failure of all or any other contracted exhibitions to attend the exhibition or the failure of any number of attendees to attend the exhibition for any reason beyond the reasonable control of the organisers.

15. EXHIBITION OPENING HOURS

Details of exhibition opening hours will be given in the exhibition programme, during these times stands must be manned by exhibitor's staff.

16. SIGNATORIES

The person or persons signing the space application form on behalf of the exhibitor shall be deemed to have full authority to do so on behalf of the exhibitor and the exhibitor shall have no right to claim as against the organisers that such person or persons did not have such authority.

17. EXHIBITORS' BANKRUPTCY

In the event of an exhibitor becoming bankrupt, committing any act of bankruptcy, going to liquidation, having a receiver appointed in respect of any of its assets the organiser's reserve the right to terminate the contract with the exhibitor and the terms and conditions relating to cancellations shall apply.

18. ERECTION OF STANDS

No exhibitor will be permitted to display his goods in such a manner as, in the opinion of the organisers, obstructs the light or impedes the view along the open spaces or gangways, or to occasion inconvenience or otherwise effect the display of other exhibitors.

19. THE TERMS AND CONDITIONS

Shall be construed in accordance with English law and any disputes resulting from an interpretation of these terms and conditions shall be settled by the English court.

For general information, enquiries about exhibiting or if you would like to bring an activity to the Show please contact **Catherine Coulter**

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