



Welcome to **Cycle-Con Weekend 2021**,

The 2021 Cycle-Con Weekend will be an exciting and unique annual event, organized specifically to bring together four unique cycling niche markets; the fast-growing Recumbent Bike & Trike industry, the important Adaptive Cycling movement, the booming Electric Cycles group, and the adventurous Bicycle Tour & Travel contingent. Invited exhibitors are from around the world, representing each segment, includes bike, trike and tandem manufacturers, as well as accessory producers, along with many service suppliers.

Our audiences from across the country includes bicycle dealers, the media, and consumers for a three-day celebration of specialty cycling. Friday's audience is restricted to Dealers Only, with Saturday and Sunday being geared to include consumers. In adjoint to the many exciting exhibits, the show features seminars and demonstrations aimed just for Dealers on Friday, as well as interesting and informative sessions for consumers on Saturday and Sunday. All three days include hours of test rides on the newest and coolest bikes, trikes, quads and tandems on our roomy Outdoor Demo Riding Arena. The new Fairgrounds & Event Center of Montgomery County, in Dayton, Ohio, will provide one of the finest venues available to showcase this exciting show. Dayton is home to the famous Wright Brothers, and the surrounding Miami Valley area of Ohio feature miles and miles of great trails for cycling.

As a valued participating exhibitor your company can:

- Develop and strengthen your brand
- Generate awareness for your products
- Obtain customer feedback from dealers as well as consumers (two important target audiences!)
- See current clients
- Gain industry insight
- Learn what's working (and what isn't)
- Meet new companies that can help your business
- Build partnerships
- Enhance industry credibility
- Generate leads
- Create Lasting Impressions
- Level the marketing field
- Benefit from cost-effective networking and advertising
- Help support and celebrate the recumbent cycling sport and industry

The show's three exhibition days will be Friday, Saturday, and Sunday, October 8-10, with move-in on Thursday, October 11. On Friday, a full day of Industry-Only hours will include the 2021 Industry Reception. There will plenty of opportunities for recumbent cycle and accessory manufacturers, dealers, distributors and others to conduct business, attend informative seminars and socialize with their industry peers. Admission to dealers will be free all three exciting days of the show. Public Hours on Saturday and Sunday will provide an exciting opportunity for recumbent enthusiasts and the interested public to learn about all that's new in the recumbent world. The opportunity to see and ride the newest recumbent bikes from all the major manufacturers will make this a "must do" event for dealers and enthusiasts.

We expect booth reservations to fill quickly, so make sure you look over the following information and reserve your exhibition space as soon as possible. Please review the attached PDF documents with a map of the exhibit hall, booth prices, and other information.

For more information, contact: Charles Coyne - (800) 351-2738 - ccoyn@rtrmag.com





**Adaptive Cycling Expo
Bicycle Tour & Travel Expo
Electric Cycle-Con
Recumbent Cycle-Con**

2021 Exhibitor Space Rental Contract
October 8-10, 2021
Montgomery County Fairgrounds Event Center
645 Infirmary Rd, Dayton, OH 45417

Company Brand/Marketing Name: _____

Address: _____ City: _____

State/Province: _____ Postal Code: _____ Country _____ Website _____

Trade Show Contact Information - Name: _____

Work Phone: _____ Cell/Mobile Phone: _____

Email: _____ FAX _____

Signature Required _____ Agreed to by _____ Date _____
Authorized Signature by Exhibiting Company Representative

By faxing or emailing form, you thereby agree to release all above information for payment processing. Exhibit Booth space rental must be paid in full before the Exhibitor is permitted to install its display. Exhibitor acknowledges having read and will follow the Exposition Rules and Regulations contained in this contract, conditions of contract, show web site, the Exhibitor's Manual, all of which are incorporated by reference herein and form part of this Trade Show Contract. The Exhibitor agrees to be bound by all of the above and to ensure that its employees, agents, and assigns also act in accordance with the above. Contract for Exhibitor, for promotion, presence and participation in regard to the 2021 Cycle-Con, including the Recumbent Cycle-Con, Adaptive Cycling Expo, Bicycle Tour & Travel Expo, and the Electric Cycle-Con - produced and promoted by Coyne Publishing, LLC/Recumbent & Tandem Rider Magazine, set to occur October 8-10, 2021, at The Montgomery County Fairgrounds Event Center 645 Infirmary Rd, Dayton, OH 45417

BOOTH SPACE RATES

We would like to reserve the following:

10' x 10' Inline Booth = \$850.00	(117, 118, 119, 120, 217, 317, 420, 422, 812, 813, 814, 815, 816)	1st Choice Booth(s) # _____ Space Rate \$ _____
10' x 10' Corner Booth = \$925.00	(116, 216, 218, 316, 318, 320, 416, 417, 516, 517, 519, 616, 617, 716, 811)	2nd Choice Booth(s) # _____ Space Rate \$ _____
10' x 20' 1 Corner Booth = \$1775.00	(209, 211, 309, 311)	3rd Choice Booth(s) # _____ Space Rate \$ _____
10' x 20' End Cap Booth = \$1850.00	(205, 207, 214, 405, 605, 609)
10' x 30' End Cap Booth = \$2700.00	(407, 411, 507, 511, 611, 711)	Booth Payment 15% Deposit.....\$ _____
10' x 40' Inline Booth = \$3400.00	(801)	50% Deposit.....\$ _____
20' x 20' End Cap Booth = \$3550.00	(204, 404, 604, 607)	100% Payment.....\$ _____
10' x 50' 1 Corner Booth = \$4325.00	(101, 808)	Booth Deposit Amount.....\$ _____
		Balance Due 4/16/2019\$ _____
		Balance Due 7/16/2019\$ _____

Custom booth configurations are available, contact show management. Every effort will be made to accommodate booth location requests. Show Management reserves the right, in its sole and absolute discretion, to determine who will be permitted to display products as an exhibitor, and the size, location and configuration of exhibition space for which application is made. Exhibiting at prior shows, nature of product displayed, number of booths requested, advertising publication, and other factors may influence, but does not guarantee location of exhibition space.

DEPOSIT SCHEDULE

15% deposit of Booth Space total due at time of contract submission to ensure booth space reservation. (Non-refundable processing fee.) 50% of total Booth invoice due by April 16, 2021. (Exhibitor is liable for 50% of total contract for cancellation or reductions after this date.) 100% of total Booth invoice due by July 16, 2021. (Exhibitor is liable for 100% of total contract for cancellations or reductions after this date.) Booth cost does not include material handling, labor, electrical, decoration or other available auxiliary services. ALL REQUESTS FOR EXHIBIT SPACE MUST BE FOLLOWED IMMEDIATELY BY A DEPOSIT.

Exhibitor Display Info. Enter products/services to be on exhibit? _____

Will you be providing bikes, trikes or tandems for the Demo Riding Arena? _____ How Many? _____

EXHIBITOR DEPOSIT / PAYMENT SCHEDULE

- 15% of Contracted Booth Space rental due with contract to reserve space. (Non-refundable processing fee.) All requests for exhibit space must be followed immediately by a deposit as indicated on the payment schedule.
- 50% of total Booth Invoice due by April 16, 2021.
- 100% of total Booth Invoice due by July 1, 2021. (Exhibitor is liable for 100% of total contract for cancellations or reductions after this date.)
- Booth cost does not include material handling, labor, electrical, decoration of other services.
- Completed and signed contract must be faxed to (909) 614-7353 or emailed to ccoyne@rtmag.com to request a space reservation. The full deposit must be received within ten (10) days of the faxed or emailed reservation.
- Checks payable to: Coyne Publishing LLC, 1313 Paseo Alamos, San Dimas, CA 91773

Exhibitor Space Contract for 2021 Cycle-Con Weekend: Recumbent Cycle-Con, Adaptive Cycling Expo, Bicycle Tour & Travel Expo, Electric Cycle-Con

1. Exhibitor agrees to abide by all regulations and rules adopted by Management in the best interests of the Show, and agrees that Management shall have the final decision in adopting any rule or regulation deemed necessary prior to, during and after the Show.

2. Booth Payment Schedule: 15% deposit due with contract submission. 50% of total due April 15, 2021. 100% of total due July 15, 2021.

3. All cancellations must be in writing to Coyne Publishing, LLC. There will be a 25% cancellation fee prior to August 1, 2021. After that date, there will be no refunds.

4. a: Non-Exhibiting Manufacturers Products. Exhibitor may not display products or signage in or above their booth from eligible non-exhibiting companies unless approved in writing by Show Management.

4. b: Sharing or Subletting Booth Space. Exhibitor shall not assign, sublet, share or apportion the whole or any part of the space allotted, or have representatives, products, equipment, signs, printed materials or any representation from other than the company contracted and assigned the exhibit space without the prior written consent of Show Management.

5. All electrical wiring and outlets shall be at the Exhibitor's expense. Exhibitor must use the Montgomery County Fairgrounds Event Center-approved electrical contractor for such services.

6. Exhibitor will be liable for and will indemnify and hold harmless Management for any loss or damages whatsoever occurring to or suffered by any person or company, including, without limiting the generality of the foregoing. Exhibitor, other Exhibitors, Management, official show contractors, the owner of the building and their respective agents, servants and employees, and members of the public attending the Show either (a) on the said space or (b) elsewhere if said loss damages arose from and were in any way connected with Exhibitor's occupancy of said space.

7. Management reserves the right any time to reject, prohibit, alter or remove exhibits or any part thereof, including printed materials, product signs, lights or sound, and to expel exhibitors or their personnel if, in management's opinion, their conduct or presentation is objectionable to other Show participants. All printed materials, product signs, lights or sound, shall be in good taste and will not contravene the spirit, mission and objectives of the Show.

8. Exhibitors agree to confine their presentations within the contracted space only, and within the maximum height set by the Show rules and regulations and to maintain a staff in their booth space during show hours. All single and inline linear booth back walls are restricted to 8 feet in height. No part of the structural display at its full 8ft. height may extend out more than 5 feet from the back wall at the height. Exhibitors may contract with Show Management other opportunities for further visibility, public presentations and advertising.

9. Exhibitor is responsible for the placement and cost of insurance related to Show participation. The Exhibitor is responsible to forward to the Show Management proof of insurance 60 days before the Show. The Exhibitor cannot participate in the show in any way until proof of insurance is provided.

10. Exhibitor agrees that no display or any part of the display be dismantled or removed during the entire run of the Show, but must remain intact until the closing of the hour of the last day of the Show. The Exhibitor also agrees to remove the exhibit, equipment and appurtenances from the Show building by the final move-out time limit. In the event of

failure to do so, the Exhibitor agrees to pay for additional costs as may be incurred.

11. Exhibitor agrees to abide by the instructions given by the Show Director pertaining to the move-in and move-out schedule.

12. Exhibitor agrees to observe all union contracts and labor relations agreements in force, agreements between Show Management, official contractors serving companies, and the building in which the Show will take place, in accordance with the labor laws of the jurisdiction in which the building is located. The Exhibitor will not do anything directly or indirectly connected with the display or regulation of any governmental body, or which may be in violation of The Montgomery County Fairgrounds Event Center, city, county or state regulations.

13. Management reserves the right at its sole discretion to change the date or dates upon which the Show is to be held, and shall not be liable in damages otherwise by reasons of any such change. In addition, Management shall not be liable for damages or otherwise failure to carry out the terms of this Agreement in whole or in part where caused directly or indirectly by or in consequence of fire, storm, flood, water damage, war, rebellion, insurrection, Wind Damage, Act of God, riot, civil commotion, strike or by any cause whatsoever beyond the control of Management, whether similar to or dissimilar from the causes enumerated herein. In the event that the exhibit space to be used by the Exhibitor should in any way be rendered unusable, the Exhibitor shall pay for such space only for the period during which it was or could have used as determined within the sole discretion of Management.

14. Management reserves the right to cancel this contract and to withhold possession of exhibit space if the Exhibitor fails to perform any material condition of this contract or refuses to abide by the Show rules and regulations, in which case the Exhibitor shall forfeit as liquidation damages all space rental payments made by him and any further occupancy of such space.

15. The Exhibitor Service Manual will be forwarded to all participants at the latest 60 days before the event. *Show Management reserves the right to modify, or add to the above noted regulations. All modifications if any will be announced on Show Management's web site and/or will be published in the Exhibitor Service Manual. The names Bicycle Tour & Travel Expo, Recumbent Cycle-Con Trade Show & Convention, Bicycle Tour & Travel Expo, and Electric Cycle-Con belong to Coyne Publishing, LLC. All use of these names may only be used with the permission of Coyne Publishing, LLC. All unauthorized uses will be prosecuted.

PAYMENT: All prices in U.S. Dollars, 100% due, or remaining balance due, July 15, 2021. A 15% deposit must accompany this contract. Contracts will NOT be processed without correct deposit amount.

Checks Payable to: Coyne Publishing LLC

MAIL COMPLETED FORM AND CHECKS TO:
Coyne Publishing LLC,
1313 Paseo Alamos
San Dimas, CA 91773