

**ADVERTISE YOUR PRODUCT, SERVICES AT THE
LONG BEACH INTERNATIONALS
A MARTIAL ARTS FESTIVAL & EXPO
REACH THOUSANDS OF POTENTIAL CUSTOMERS
AT THIS INCREDIBLE THREE DAY
FESTIVAL AND COMPETITION**



July 22, 23, 2011 Long Beach CA, USA

YOU CAN ADVERTISE WITH US AND REACH THOUSANDS OF COMPETITORS, SCHOOLS OWNERS, INSTRUCTORS, MARTIAL ARTS AND MMA FANS FROM AROUND THE WORLD. BEST OF ALL YOU CAN DO IT QUICKLY, INEXPENSIVELY AND WITH CONFIDENCE IN ONE OF THE MOST EXCITING EVENTS OF ITS KIND ANY WHERE...

The Long Beach International Martial Arts Festival, is a one of a kind event, with a Martial Arts competition, Martial Arts Trade Show, Health, Fitness, Mixed Martial Arts Expo drawing the Best of the Best from around the world. They all come to compete for cash and prizes and the INTERNATIONAL CHAMPIONSHIP TROPHY. You can rest assured that your advertising dollar will be maximized and you will be seen as a part of a professional high profile event.

SHOW PROGRAM ADVERTISING:

This beautiful four color, gloss book stock program has become a collectors item. As it features all show information, schedules, seminars, and more. Put your advertisement in this fantastic program and everyone who attends will see your message. That's right get your message out and do it right.

We have booth sizes to fit all types of budgets from the start up company to the corporate giants. There is a space just right for you here at THE LONG BEACH INTERNATIONALS. We have limited sponsorships available, so act quickly to secure your participation in this one of a kind event that only takes place once a year.

For trade show exhibitor information simply fill out the attached form below to secure your advertising placement and booth space now!

CONTACT STEVE COOPER AT 714-889-9431

steve@smaevents.info

www.smaevents.info

SMA EVENTS & THE MARTIAL ARTS

The Industry: Martial Arts Competitions and Expo's

With an estimated 18 to 20 million martial arts practitioners in the U.S. and an additional 40 to 50 million 'casual users' (spectators, family members, friends etc.), the corporate and sales industries are now taking notice of the martial arts in an entirely different way. The industry is ready for a program such as SMA (Sport Martial Arts) competition and training. It will only be a matter of time before someone takes advantage of the opportunity which is now presented.

It must also be noted that the martial arts is a family oriented business where parents are an integral part of the equation of success. In fact, most martial arts tournaments and events make up to 30% of their profits from the lucrative spectator market that is made up of parents, friends and siblings. Companies like Disney understand this fact and the industry is changing to meet the needs of these 'newly' discovered specialized groups that add profits to the bottom line. That's where SMA Events and our SMA Fitness program fits in. By tying the two industries together at one Competition and Expo you are able to reach new market groups simultaneously rather than with two separate events and marketing programs

According to data from New York City-based research firm Simmons Market Research, an estimated 18.1 million Americans participated in karate or some other form of martial art at least once in the past year. Included in that estimate are 9.4 million adults, 5.5 million teenagers and 3.2 million kids.

An estimated 5 percent of adults say they participated in martial arts last year at least once, and a quarter of those (28 percent) say they do martial arts "every chance they get." Surprisingly, this bunch is fairly evenly split between men (52 percent) and women (48 percent). But for the most part, participants are young. Sixty-three percent are between 18 and 34, compared with 25 percent who are between 35 and 49 and 11 percent who are 50 or older.

Interestingly, Asian American adults are no more likely to participate in martial arts than are whites; around 5 percent of each group is involved in the sport. Blacks, on the other hand, are more likely than whites or Asians to engage in martial arts, with 7 percent saying they have participated in the sport at least once in the past year.

Karate, kickboxing and related sports are significantly more popular among teens than their parents. According to Simmons, a quarter of all teenage boys - and almost as many (22 percent) teen girls - say they have participated in martial arts in the past year.

When these teens are not practicing their karate chops, chances are they aren't sitting still. Fully 75 percent of teens who practice karate say that they have also played golf in the past year, 74 percent have skateboarded, 69 percent have practiced yoga, and 41 percent have gone downhill or cross-country skiing.

In fact, teens who spar are even more likely to see their activities as beneficial to their overall health and social life than teens who are their equally active peers. Two-thirds, (67 percent), of teens who practice martial arts say, "Sports are a part of my social life." 77 percent say, "Sports are important to keep healthy." For those teens who participate in a sport other than karate, the figures are 59 percent and 71 percent, respectively.

Kids are less interested in karate than their big brothers and sisters, but more interested than their moms and dads; an estimated 13 percent of children ages 6 to 11 have participated in some kind of martial arts activity in the past year, according to Simmons. When it comes to the peewee division, however, boys are significantly more interested than girls: Of aspiring Jackie Chan's, 61 percent are boys, and only 39 percent are girls.

Karate lessons don't come cheap, and the likelihood that a child will partake in martial arts increases proportionately with the income of his or her parents. Fifteen percent of kids whose parents earn \$75,000 or more a year participate in martial arts, compared with 13 percent of those whose parents make between \$50,000 and \$75,000. Only 10 percent of kids whose parents earn \$50,000 or less participated in the sport. With school budget cuts and sports programs closing in public schools, after school martial arts programs are flourishing, filling in where physical education classes have been dropped. Latest findings have shown that 30% of grade school students (grades 1st through 6th) participate in some sort of after school martial arts program as their physical activity.

Sport Martial Arts is a market just waiting to be discovered and SMA Events brings your product and/or services to the martial arts market via a number of high profile martial arts events. These events have included involvement with such clients as Disney's Wide World of Sports, Paramount Pictures, Universal studio's, Sony Pictures and Six Flags Theme parks where we helped create and administer "The Karate Kid Challenge" to promote The Karate Kid movie in 2010. Both in the US and Europe. SMA Events has a large promotional network, which is continuing to grow. Join in the opportunity as we promote our events, to have SMA Events promote your products and services!



**MARTIAL ARTS FESTIVAL
EXHIBIT SPACE/SPONSOR APPLICATION AND ADVERTISEMENT**

Name of Business: _____

Name of Owner/Contact Person: _____

Address: _____








City: _____ State: _____ Zip: _____

Phone: _____ Ext: _____ Fax: _____ Alternate Phone: _____

Email Address: _____ Website Address: _____

Address (if different than above): _____

Type of Good to be Exhibited/Sold: _____

Exhibitor Space	Cost	Qty	Advertisement Opportunities	Add on items	Cost	Qty
 10 x 10 booth	\$500	_____	Event Program Booklet	Electrical out let	\$200	_____
 10 x 10 booth	\$750	_____	Business Card Free with Booth purchase	Phone line	TBQ	_____
 10 x 10 booth	\$1,000	_____	Until June 21 st	Internet line	TBQ	_____
 10 x 20 booth	\$1,250	_____	Business card	Extra Chair	\$12	_____
 10 x 20 booth	\$1,500	_____	1/4 page	Extra table	\$25	_____
 20 x 20 booth	\$3,000	_____	1/2 page	Banner in Comp Area	\$200	_____
 20 x 20 island	\$4,000	_____	Full page			_____

Total Amount Enclosed: \$ _____

Payment Method: Check Money Order Credit Card

Credit Card Number: _____

Name of Credit Card: _____

Expiration Date: _____

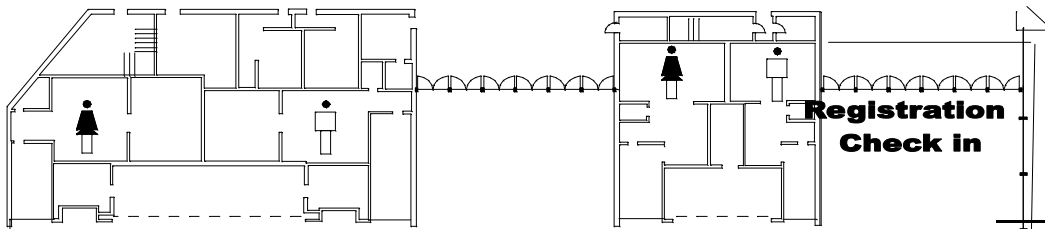
3-Digit Code on Back of Credit Card: _____

Signature: _____

Make Checks and Money Orders Payable to: SMA Events

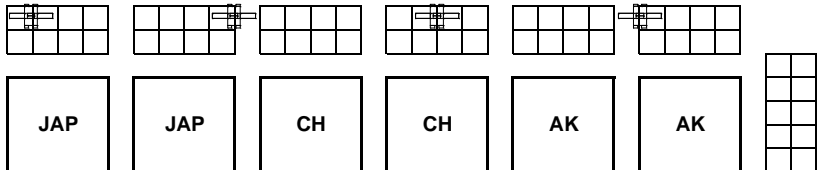
Mail Registration and Payment to: SMA Events 6041 Bolsa Ave, Suite 4 #454, Huntington Beach CA 92647

For Additional Information, contact Steve Cooper at 714-889-9431 or E-mail Steve @longbeachikc.com

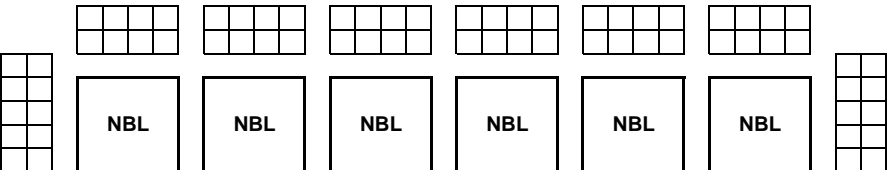
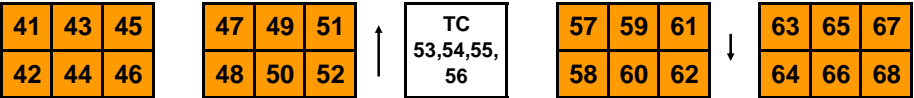
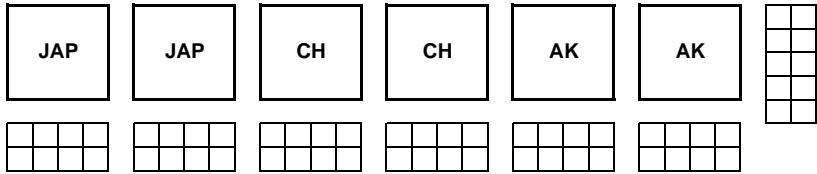


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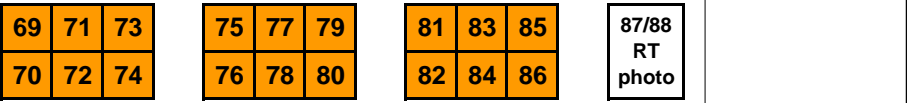
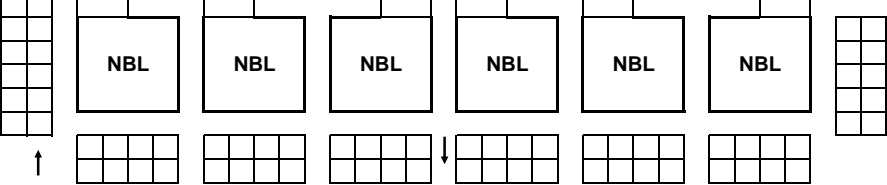
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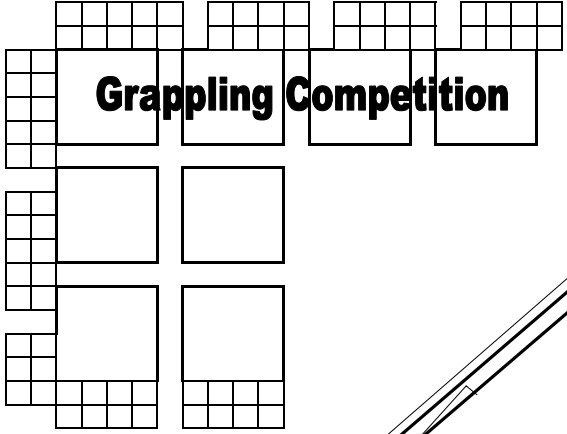
Martial Arts Karate Competition



Martial Arts Karate Competition



Grappling Competition





LONG BEACH INTERNATIONALS
A Martial Arts Festival & Competition
Exhibitors/Advertisers Rules and Regulations
July 22, 23, 2011

Exhibit and advertise with The Long Beach Internationals - A Martial Arts Festival and Competition, and reach thousands of competitors, spectators, school owners, instructors and fans from around the world . . .

Acceptance Procedure

Please fill in all information required on the application; clearly mark your choice of exhibitor space, event flyer ads, show program ads and/or sponsorship requests. Please sign the application and return via U.S. Mail or Email a copy using the contact information provided on the application form. All applicants, advertisement requests, and sponsors who are accepted will be notified by U.S. mail or email. If your application is denied, a notification and refund of payment will be provided. No refunds will be issued once your application is accepted. SMA Event's management reserves the right to accept or reject submitted applications.

Tournament Flyer Ads & Show Program

Event flyer deadlines are December 15 for first edition flyer and February 10 for the second edition flyer. May 1st for third run Each print run will consist of 15,000 flyers. Ads designed by SMA Events will require 5 days for processing and design fees may apply. For ads please email SMA Events at lbexpo@smaausa.com, or call 714-889-0431.

Exhibitor Space

No specific location is guaranteed until full payment has been received. SMA Event's management reserves the right to alter the floor plan and/or reassign any exhibitor location without notice, regardless of assigned space. Exhibitor agrees to accept relocation if it becomes necessary or advisable. No exhibitor shall assign, sublet or apportion the whole or any part of its space. No person, firm, or organization not assigned to the exhibit space shall be permitted to exhibit or solicit business within any occupied part of the show or related events. All rules and regulations herein and subsequently received shall be communicated to all parties involved in set-up, management, operation, and tear-down of the exhibitor booth space at the LBI-expo. Exhibitor is responsible for containing trash in their area. This includes during and after the event has ended and after move out. If your exhibitor area is not left in move-in condition, SMA Event's management reserves the right to refuse future exhibitor space to applicant and will assess penalty fines. You, your staff, and booth space must remain in a neat, clean, and orderly fashion during show hours. Exhibits and displays must be contained within the booth space. Conduct and displays must be appropriate. No pets are allowed at the event.

Standard booth, is comprised of a 10' X 10' space, 8' pipe and drape back with 3' pipe and drape sides, (1) 3' x 8' table skirted, (1) trash can, (1) 12" x 36" name plaque, (4) Exhibitor Event Passes, (1) parking pass, plus (2) passes to the night time martial arts show.

Extended Booths, A 10' X 20' booth receives an additional (2) Exhibitor Event Passes, plus (2) additional martial arts final show passes. All 20' X 20' booth will receive an additional (4) Exhibitor Event passes, (1) additional parking pass, plus (4) passes to the final martial arts show. Additional parking passes and final martial arts show passes may be purchased at discount pricing for exhibitors. Email us at lbexpo@smaausa.com or call 714-889-9431.

Exhibitor Space Payment: A 50% non-refundable deposit is required with this application. Applications will not be accepted without the initial deposit. The balance of the exhibitor space fee is payable in full no later than June 15, 2011. After which your space will be released with no refund and assigned to an alternate client Contact sales manager for payment options.



LBI-Expo
Exhibitors/Advertisers Rules and Regulations
July 22, 23, 2011

Continued

Exhibitor Set-Up

Set-Up: Friday 7/22/2011 - 10:00am to 6:00pm Hall C / 10:00am – 4:00pm Grand Ball Room

Exhibition: Friday 7/22/2011 Grand Ball room only - 5:00pm – 10:pm; Saturday Hall C 7/23/2011 - 8:00am to 6:00pm

Tear Down: Saturday 7/23/2011 - 5:30PM to 12.00PM

All exhibitors will be responsible for supplying their own extension cords, lights and dollies. Exhibitors will be contacted by the tradeshow director and given a check in number and check in time. Exhibitors with vehicles and large set ups will be given priority numbers and contacted for specific times to arrive at the event. No set up will be allowed while the event is in operation without written permission from the show director or event executive producer. This is a non-union facility which saves you money. There are no carry in charges or added move in expenses. If a fork lift is required arrangements must be made prior to exhibitors move into the facility. You, the exhibitor, are responsible for handling your product and booth set up unless other wise arranged prior to move in. Storage of product can be arranged 30 days prior to the event. This space is limited.

Initial Below:

_____ I agree to pay in full for Exhibit Space, Sponsorship and/or Advertising based on the rates shown herein and by prescribed due dates. I acknowledge that if I have not fully paid for space or advertising that said will continue to be open to other applicants. I fully understand that this application will become a binding contract upon acceptance by SMA's management. Exhibitor agrees to accept relocation if it becomes necessary or advisable in the sole judgment of SMA Event's management. I understand that no exhibitor shall assign, sublet or apportion the whole or any part of its space. I understand that no person, firm, or organization not assigned to the exhibit space will be permitted to exhibit or solicit business within any occupied part of he show or related events.

_____ I have read the Exhibitors/Advertisers Rules and Regulation for exhibiting, sponsoring or advertising and agree to abide by all instructions within this agreement. Signatory agrees to convey all rules and regulations herein and subsequently received to all parties involved in set-up, management, operation, and tear-down of the exhibitor booth space at the Long Beach Internationals (LBI-expo).

_____ I release SMA Events, SMA management, the Long Beach Convention Center, Martial Arts Enterprises, Inc., Steve Cooper, and staff members employed by same entities and persons from any liability for damages and injuries whatsoever from attendance at the Long Beach International Martial Arts Festival (LBI-MAF).

_____ I agree to supply all names of exhibitor employees, helpers, handlers, set-up personnel, management members and any other persons that will be involved in the operations, set-up or tear down of the exhibitors booth space, supplies, product and any materials requiring moving in or distribution both prior to and after hours of the event.

_____ I further to agree that there will be a waiver supplied by the event staff to be signed by any and all persons mention in the prior paragraph.

_____ Fully aware of the risks involved, I hereby expressly assume all risks of injury or other damages related to participation in or attendance at the LBI-MAF and forever release from any and all liability for injury or damages related to participation in or attendance at the LBI-MAF the following entities and persons: The LBI-MAF; Steve Cooper, its staff, directors, coordinators, officials, and any other persons associated with the production and operation; The Sport Martial Arts Association; and the Long Beach Convention Center and Martial Arts Enterprises, Inc.. The participant voluntarily waives all rights to seek compensation from any of the above parties for accidental or negligent in tort or contract resulting in any way from participation or attendance at the LBI-MAF, the sufficiency of which consideration is hereby acknowledged by attendee's Initials.
