

**All Sports Show**

**March 30-31, 2013**

**Arapahoe County Fairgrounds, Aurora, CO**

It’s time to mark your calendar! Please join The All Sports Show and Expo, the Rocky Mountain Regions premiere “Interactive” trade show. The All Sports Show is the Rocky Mountain Regions only total sports event.

Whether your business is new or old, large or small, sports or nutrition focused exhibiting at the “All Sports Show” is a prime business opportunity to meet your potential customers face-to-face and increase your visibility within the sports community. Attendees are seeking education on new products, services, and concepts by the industry professionals. This opportunity will be enhanced through the use of demo areas, seminars, discussions, lectures, product sampling and hands on experiences. You will maximize your exposure and enhance consumer knowledge by presenting your products and services at this consumer based event. The attendees and exhibitors will also enjoy on-site food and beverage concessions.

Recent AP data explains that consumers across the United States spent $918.3 billion dollars on recreation in 2010 including $147.3 billion dollars in sporting and recreational goods. The All Sports Show will offer and represent a major portion of this industry to the consumers in a “family friendly” environment through demonstrations, seminars, interactive areas, and numerous other fun and exciting events.

To ensure a successful event, The All Sports Show will begin pre-marketing this spring through an extensive social media and traditional media marketing blitz including, Face book, Twitter, print and radio advertising, and a user friendly web site. We anticipate the overall reach to sports and nutrition oriented consumers to be in the hundreds of thousands across the State of Colorado.

Please review the innovative sponsorship ideas and opportunities outlined in this enclosure. Your exhibitors pack includes everything you need to know about exhibiting, sponsoring or advertising at the All Sports Show. So don’t delay.

For more information on participating in this event, sponsorship or attending please contact the All Sports Show at [www.allsportsshow.com](http://www.allsportsshow.com) or [info@allsportsshow.com](mailto:info@allsportsshow.com).



Updated 1-13-2012



**EXHIBITOR BENEFITS**

Be a part of the Rocky Mountain Regions’ ALL SPORTS SHOW and EXPO.

The All Sports Show offers the purchasing power of thousands of attendees, athletes, coaches, families, and manufacturers resulting in unmatched revenue and brand awareness opportunities. The exhibitor’s will benefit from immediate and future sales and the building of business-to-business relationships. The ALL SPORTS SHOW is the largest gathering of committed sports and fitness enthusiasts in the Rocky Mountain Region creating a merchandising event with unparalleled trade show sales.

**Benefits of Exhibiting**

* Increase your brand awareness
* Sponsorship packages that fit your marketing strategy and budget
* Marketing packages available to assist you in the promotion of your booth at this event
* Speak directly to your end consumer
* Gain community awareness through demos, giveaways, clinics, etc
* Demonstrate or sample your products, equipment and services directly to your end consumer
* Have your company marketed through the event website for an entire year

If you are looking to expand your clientele, then this is the event for you and your company. Don’t miss out on this premier event with businesses in the athletic and sports industry. Send in your application today! Exhibit space is on a first-come, first-serve basis.

Thank you. We are looking forward to working with you,

Joe Imbriani

[www.allsportsshow.com](http://www.allsportsshow.com)

Updated 1-13-2012





**Partial listing of categories of the sports that should participate in the**

**All Sports Show!!**

Archery Fishing Walking

Baseball Fitness Running

Basketball Football Skiing

Biathlon/Triathlon Golf Soccer

Bodybuilding Gymnastics Softball

Boxing Hockey Cross-Fit

Cheerleading Lacrosse Volleyball Sports Supplements Martial Arts

**Introduce your new Products, Equipment, or Technology at the All Sports Show!!**

**www.allsportsshow.com**

Updated 1-13-2012



**LEVELS OF SPONSORSHIPS**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Sponsorship** |  |  |  | **Double** |  |
| **Level** | **Silver** | **Gold** | **Platinum** | **Platinum** | **Diamond** |
| Price | $400 | $800 | $1500 | $2500 | $5000 |
| Booth | 1 | 1 | 2 | 3 | 4 |
| Booth Size | 10 x 10 | 10 x 10 | 10x20 | 10x30 | 20x20 |
| Demo Area |  | yes | yes | yes | yes |
| Badges | 2 | 2 | 4 | 6 | 8 |
| Web Link | Sponsor | Sponsor | Sponsor | Sponsor | **All** |
| Goodie Bag insert | yes | yes | yes | yes | yes |
| Verbal Recognition | yes | yes | yes | yes | yes |
| Box Lunch |  | Up to 2 | up to 4 | up to 6 | up to 8 |
| Promo Materials |  | yes | yes | yes | yes |
| Hospitality Suite Sponsor |  |  | yes | yes | yes |
| Event Sponsorship |  |  |  | yes | yes |
| Complimentary Mailing List |  |  |  |  | yes |
| Speaker Sponsor |  |  |  |  | yes |
| Scholarship Sponsor |  |  |  |  | yes |

Sponsorships are accepted on a first-come, first-serve basis. Sponsorships requests must include **Vendor Application** and payment in full.

Payment Policy: Full payment must accompany your Vendor Application. Registration will not be confirmed until payment is received.

Cancellation Policy: Refunds will be issued in full if notice of cancellation is received in writing no later than October 1, 2012. Half Refunds will be offered from October 2, 2012 to December 31, 2012. No monetary refunds will be issued after December 31, 2012.

Updated 1-13-2012

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**All Sports Show**

**Vendor Application**

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Company: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

City: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_State:\_\_\_\_\_\_\_\_\_ Zip: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Cell: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Website: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Products/Services to be exhibited: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| --- | --- | --- |
| **Sponsorship Level** | **Cost** | **$ Amount** |
| ***Link Only*** | **$100** |  |
| **Silver** | **$400** |  |
| **Gold** | **$800** |  |
| **Platinum** | **$1500** |  |
| **Double Platinum** | **$2500** |  |
| **Diamond** | **$5000** |  |
|  |  |  |
| **UPGRADES** |  |  |
| **Electrical Hook Up** | **$25** |  |
| **Box Lunch - Saturday** | **$10** |  |
| **Box Lunch-Sunday** | **$10** |  |
|  |  |  |
| **TOTAL** | **$** |  |

**Payment method: Visa\_\_\_\_\_\_ MasterCard \_\_\_\_\_\_ Check #\_\_\_\_\_\_\_\_\_ Cash\_\_\_\_\_\_\_**

**Account Number:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Exp\_\_\_\_\_\_\_\_\_Code:\_\_\_\_\_\_**

**Name as it appears on card\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Card Billing Address:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Credit Card Authorized Signature:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Agreed upon on this date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Authorized Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Please Note: Credit card charge will be listed as All Sports Show on your credit card billing statement. Please complete and return with your payment to: All Sports Show C/o Joe Imbriani PO Box 462583, Aurora, CO 80046 Cell: 303-868-7863 Fax: 720-870-6300 Joe @allsportsshow.com

Please make checks payable to: **All Sports Show.** Upon receipt of completed contract and payment you will receive a contract confirmation for your files. We hereby apply for exhibit space at the **All Sports Show**. We agree to abide by the show Terms and Conditions. Updated 1-13-2012

Terms and Conditions

1. **All Sports Show** (herein after called the “Management”) and the Exhibitor agree that all displays must be fully set up and operational by 8:00 a.m. Saturday, March 30, 2013. No cases or packing materials of any sort may be brought in or out of the exhibition hall during show hours. Exhibitors also agree to be open and staffed from 9:00 a.m. to 4:00 p.m. Saturday, March 30, 2013, and from 9:00 a.m. to 4:00 p.m. on Sunday, March 31, 2013.
2. Exhibitors agree that displays will not visually or physically disturb aisles or adjacent exhibitor’s signs and/or materials and exhibitor agree that hard walls will not exceed 8’ feet without prior approval of Management. Management reserves the right to approve all design plans.
3. Exhibitor agrees to conform to all City of Aurora, City of Denver and State of Colorado safety codes, rules and regulations.
4. Exhibitor agrees not to sublet exhibit space or exhibit any merchandise other than that specified in the show contract. Exhibitor agrees that **All Sports Show** reserves the right to reject, modify or restrict any exhibit.
5. Exhibit agrees that space assignments may be changed by Management.
6. Exhibitor agrees that electrical wiring or installation shall be done by the electrical contractor approved by the facility and requested in writing no later than March 1, 2013.
7. Exhibitor agrees that all belongings shall be removed from the Exhibit Hall by 6:00 p.m., Sunday, March 31, 2013. Any items not removed may be disposed of unless agreed upon with Management.
8. Exhibitor agrees not to make undue noise, or odor, use bright or hazardous lights, cause damage to the building or booth equipment or act in any manner deemed inappropriate by Management. Radios and speakers are permitted at a volume level non-intrusive to neighboring booths.
9. Exhibitor agrees that solicitation of business will not be conducted in the lobby, entrance to show, aisles or in another exhibitor booths.
10. Exhibitor agrees that no exhibitor shall have authority to incur cost or liability for or against Management. Exhibitor shall pay all costs pertaining to moving out. Exhibitor shall be liable for all damages which it and its personnel may cause to the building, or otherwise in connection with his/her exhibit.
11. Exhibitor agrees that in the event due to war, fire, strike, government regulation, public enemy or other cause, the show or any part thereof is prevented from being held, is cancelled by the Management, the Management, in its sole discretion, shall determine and refund to the applicant his proportionate share of unused funds.
12. Exhibitor agrees to assume all responsibility for loss, theft, or destruction of goods or for personal injuries to himself/herself, his/her employees, agents, representatives, or visitors, and shall indemnify, defend and save harmless the Management and the facility, from any and all liability in connection with any and all of the above.
13. Exhibitor agrees that the serving or use of alcoholic beverages by exhibitors in the entire show facility is prohibited.
14. Exhibitor acknowledges and agrees that projections of attendance are estimates only, and that no guarantees regarding attendance are being made.
15. Exhibitor agrees that the failure of either party to enforce any provision of this Agreement shall not operate as a waiver by such party of its right to enforce the same or any other provision at any time.
16. Exhibitor agrees that, except as otherwise specifically provided herein, this Agreement constitutes the entire Agreement between the parties, and supersedes all proposals, promotional materials, negotiations and understandings of any nature whatsoever. This Agreement may be amended only by written instrument signed by both parties.
17. Exhibitor agrees that this agreement shall be governed and construed in accordance with the laws of State of Colorado; any disputes between the parties shall be brought in the courts of the State of Colorado.

Direct all correspondence to: All Sports Show

C/o Joe Imbriani

Phone: 303-868-7863

Fax: 720-870-6300

[vendor@allsportsshow.com](mailto:vendor@allsportsshow.com)

Updated 1-13-2012

Authorization Request

Sample Food and/or Beverage Distribution

Organizations and/or their exhibitors may distribute sample food and/or beverage products only upon written authorization.

1. Items dispensed by an exhibitor are limited to products manufactured, processed or distributed by exhibiting company.
2. All items are limited to SAMPLE SIZES and may be distributed from exhibit location only.
3. Drinks CANNOT be mixed with alcohol under any circumstances.
4. All personnel responsible for presentation or distribution of samples must wear rubber gloves.
5. Each exhibitor needs to provide their own trash cans if sampling food or beverages.

Company Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Booth #:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

City:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_State:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Zip:\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Cell:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

E-mail:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Product(s) to be sampled:

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Proposed method of distribution:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Please complete this form in its entirety and return to:**

All Sports Show, c/o Joe Imbriani, PO Box 462583, Aurora, CO 80046

Phone: 303-868-7863 Fax: 720-870-6300

[vendor@allsportsshow.com](mailto:vendor@allsportsshow.com)

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Official Use Only

Date:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Approved\_\_\_\_\_\_\_\_\_\_\_\_\_Denied\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Notes:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Updated 1-13-2012

All Sports Show Marketing

The All Sports Show is marketed through various channels with the goal of reaching as many consumers as possible to drive attendance for the event. We are also partnered with many media outlets, companies and event promoters to ensure that the consumer is educated about the event and that their interest in attending is elevated. The sponsors and exhibitors of the All Sports Show have the opportunity to reach out to the community as well.

**We would like to suggest that every exhibitor and sponsor participate in marketing this event as well as giving away door prizes.** There will be a designated booth that will be allocated for announcing the winners of your drawings. This will build excitement with the attendees and drive traffic to the event if large prizes are donated. Please do not have drawings for discounts or consultations. True drawing items have a cash value and a perceived value with your audience with the goal of driving future business to your company. Examples of donations are below.

|  |  |
| --- | --- |
| Complimentary memberships | Complimentary equipment |
| Passes to events | Complimentary product |
| Cash off items (with worth above $100) | Gift cards |
| Complimentary services | Trips |
| Special Opportunities (meet an athlete, etc.) | Sports Memorabilia |

You are responsible for drawing your own winners and bringing the winner’s information to the Promotional booth where we will display the winners from each participating exhibitor. The winners will then be redirected to the exhibitor for receipt of the prize and a repeat visit to your booth.

We would like to pre-promote your drawing opportunity to the public within our marketing materials. If you have a drawing item that is worth $500+, please list the item below, describe the item and give its value. This is a FREE marketing benefit for you and will assist in driving traffic to the event.

Company Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Booth #:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

E-mail:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Drawing Item (s):

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**Marketing assistance to support your effort in promoting your attendance at the All Sports Show is also available for an additional fee. Please contact** [**erin@theseedconnection.com**](mailto:erin@theseedconnection.com) **for more information.**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Official Use Only

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Approved\_\_\_\_\_\_\_\_\_\_\_\_\_Denied\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Notes: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Updated 1-29-2012