

# Orlando International Dragon Boat Festival at Walt Disney World Resort

October 16th 2010, Downtown Disney, Lake Buena Vista, Florida

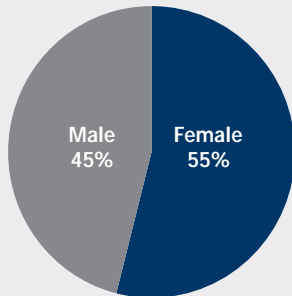
Join us at the 2010 Orlando International Dragon Boat Festival at Walt Disney World Resort. Launched in 2008, the Festival became the most talked about event on the North American race schedule. Staged at the epi-center of Downtown Disney, the event combines the spirit of dragon boating with the magic of Walt Disney.

### Vital Stats

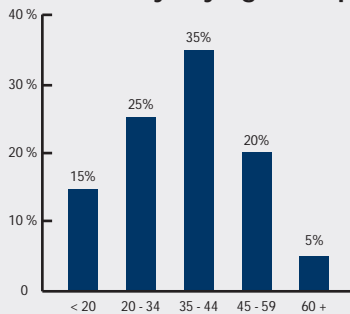
- 1-Day Festival
- 2,500 Participants
- 30,000 Spectators
- Ethnically Diverse
- Premier dragon boat event world-wide

### An Ideal Demographic Picture

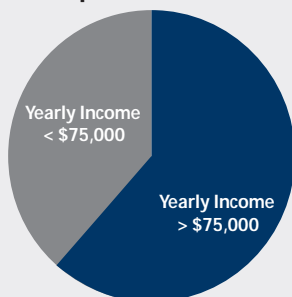
#### Gender Equality



#### Dominated by Key Age Groups



#### Participants Are Affluent



### What is dragon boat racing?

The world's fastest growing water sport is also the most exciting. Twenty paddlers move in unison, combining strength with teamwork in a boat whose elaborate design originates in ancient China. Dragon boat racing is a sport for men and women of all ages and abilities; comprising of a maximum of 20 paddlers, with a steersperson (cox) and a drummer. Anyone can do it and have fun! Teamwork is everything in dragon boat racing. Synchronicity is more important than strength. A perfectly synchronized team will almost always beat a stronger, but less coordinated team.

### What is the Orlando International Dragon Boat Festival?

Combining the giving spirit with the spirit of competition can create tremendous results. That's the philosophy behind one of North America's newest and most sought out dragon boat festivals. The Orlando International Dragon Boat Festival at Walt Disney World Resort is a one-day regatta that brings together 2,500 recreational and elite dragon boat athletes and thousands of spectators. The event offers an exhilarating combination of racing in concert with an entertainment showcase for corporations, community organizations and families.

### Why become an Exhibitor?

The Orlando International Dragon Boat Festival at Walt Disney World Resort provides a unique opportunity to integrate your brand into one of the premier annual dragon boat events world-wide. Due to the nature of the sport, the event puts you in front of a diverse group of consumer and business networks. Within a captivating environment with a burst of activity happening throughout the festival grounds, this truly innovative avenue provides interaction with key influencers with buying power.

### Festival Highlights Include:

- A lively Expo Area with constant traffic
- A large Athletes' Village
- Talented musicians and acts rocking the Main Stage
- Fun and Interactive Activities for all ages throughout Downtown Disney
- Grandstand seating for premier spectator viewing

Sponsorship opportunities are also available. For more information, please contact Aaron Soroka at [aaron@gwndragonboat.com](mailto:aaron@gwndragonboat.com) or 416.962.8899.



## Orlando International Dragon Boat Festival at Walt Disney World Resort

October 16th 2010, Downtown Disney, Lake Buena Vista, Florida

EXHIBITOR REQUIREMENTS	QTY.	EXHIBITOR RATES	AMOUNT
<b>Footprint Requirement</b>		<b>Exhibitor Fees</b>	
Retail Vendors (10 x 10)		\$ 750.00	\$
Retail Vendors (10 x 20)		\$ 1,250.00	\$
Retail Vendors (20 x 20)		\$ 1,750.00	\$
Exhibitors (10 x 10)		\$ 1,000.00	\$
Exhibitors (10 x 20)		\$ 1,500.00	\$
Exhibitors (20 x 20)		\$ 2,000.00	\$
Please contact GWN Dragon Boat for pricing for other sized space, or other sampling opportunities			
<b>Power Requirements</b>			
Additional Outlets (1 provided free per 100 sq. ft.)		\$ 50.00	\$
<b>Equipment Rentals</b>		<b>Rental Fees (each)</b>	
10' x 10' Tent		\$ 200.00	\$
10' x 20' Tent		\$ 300.00	\$
20' x 20' Tent		\$ 450.00	\$
Tables		\$ 15.00	\$
Chairs		\$ 5.00	\$
		Sub Total:	\$
		6.5 % Florida States Tax: All items above are subject to taxes	\$
		<b>TOTAL FEE ENCLOSED:</b>	\$

### EXHIBITOR INFORMATION

Exhibitor Name:	
Type of Product (s):	
Contact Person:	
Address:	
City / Town:	
Province / State:	Postal Code / Zip:
Telephone No:	Fax No:
Email Address:	
On-Site Contact Person(s):	
On-Site Cell No.:	

All prices are in USD.

Please make checks payable to Great White North Communications Ltd. To pay by credit card please call 416.962.8899.

Return exhibitor form via email to [carolyn@gwndragonboat.com](mailto:carolyn@gwndragonboat.com) or via mail to: Great White North Communications Ltd., 577 Wellington Street West, 2nd Floor, Toronto, ON M5V 1G3

\* GWN reserves the right to determine the location of the exhibitor on-site and reserves the right to accept or refuse any applications. Exhibitors are responsible for any vendor permits or licensing they may require. For more information please contact us or go to [www.gwndragonboat.com](http://www.gwndragonboat.com)