



Demo Information

March 20, 2011 • Cowell's Beach – Collins Cove

Location

Cowell's Beach – Collin's Cove
Area is perfect for testing SUP's and longboards

Event Times

Exhibitor Set-Up: 6:00am – 7:00am
Demo: 7:00am -10:00am
Show starts at 10am on Sunday, so please make sure your booth is properly staffed at the Rittenhouse.

What to Bring

- 10x10 pop up tent – please be sure to secure tents with stakes or weights in case of wind
- Blank Waiver forms (see page 3)
- Table/Chairs
- Boards

Waivers

Please print copies of the waiver located on page 3 of this packet. Every person that uses your product will need to sign a waiver, to release liability. Please bring these to the Rittenhouse on Sunday and we will collect them.

Parking

There is a parking lot located adjacent to Cowell's Beach. There are meters that begin at 9am, so please remember to bring quarters. Do not block the emergency access ramp (indicated on floorplan on page 2) – you will be ticketed. Additional parking is located at Depo Park (119 Center St., Santa Cruz, CA, 95060). No vehicles are allowed on the sand at Cowell's Beach – all booth items must be hand carried from your vehicle.

Important – Surf Kayak Festival

The Surf Kayak Festival will be occurring at the same time as the Sacred Craft Demo. Please note, Kayakers will be using the same launch point for their event. Steamers Lane and Inception breaks are closed for the Surf Kayak Festival and will not be available for use at any time throughout the demo. Please do not enter the Surf Kayak Festival water areas and/or create interference with their participants.

Questions?

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Pre-Show Phone #: 949/226-5766
Onsite Phone #: 949/291-3769



Cowell's Beach Map

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Event Waiver

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THIS IS AN IMPORTANT LEGAL DOCUMENT. READ IT CAREFULLY BEFORE SIGNING.

I, the undersigned, and my parent or legal guardian if I am a minor, as consideration for being allowed to enter the premises and venue (the "Venue") for, and participate and observe any or all activities at, Sacred Craft (the "Event") in Santa Cruz, CA on March 20, 2011, hereby irrevocably understand, acknowledge and agree that:

1. RISKS. I WILL INSPECT THE FACILITIES, VENUE AND EQUIPMENT TO BE USED FOR THE EVENT, AND IF I BELIEVE ANYTHING IS UNSAFE, I WILL IMMEDIATELY ADVISE THE EVENT DIRECTOR OR OTHER EVENT STAFF MEMBER THEREOF AND REFUSE TO PARTICIPATE. I WILL BE VOLUNTARILY ENGAGING IN AND OBSERVING ACTIVITIES THAT INVOLVE A HIGH RISK OF SERIOUS INJURY, INCLUDING PERMANENT DISABILITY AND DEATH, AND THAT SEVERE SOCIAL AND ECONOMIC LOSSES MIGHT RESULT NOT ONLY FROM MY OWN ACTIONS, INACTION OR NEGLIGENCE, BUT THE ACTIONS, INACTION OR NEGLIGENCE OF OTHERS, THE RULES OF PLAY OR THE CONDITION OF THE VENUE OR OF ANY EQUIPMENT USED. FURTHER, THERE MAY BE OTHER RISKS NOT KNOWN TO ME OR NOT REASONABLY FORESEEABLE AT THIS TIME.

2. ASSUMPTION OF ALL RISKS AND ALL LIABILITIES; INDEMNIFICATION AND RELEASE. BY ATTENDING, PARTICIPATING OR OBSERVING, I HEREBY ASSUME ALL RISKS DESCRIBED ABOVE, EVEN IF THE EVENT, A PRODUCTION OF NIELSEN EXPOSITIONS, INC., DIRECTORS, EMPLOYEES, AGENTS, COACHES, PARTICIPANTS, SPONSORS, ADVERTISERS, THE CITY OF SANTA CRUZ, ITS OFFICERS, AGENTS AND EMPLOYEES, ANY AFFILIATES OF ANY OF THE FOREGOING, OR OTHERS ASSOCIATED WITH THE EVENT (COLLECTIVELY, "NIELSEN AND THE RELEASED PARTIES") THROUGH NEGLIGENCE OR OTHERWISE, MIGHT BE DEEMED LIABLE. I HEREBY FOREVER RELEASE, COVENANT NOT TO SUE, AND SHALL INDEMNIFY, DEFEND AND HOLD HARMLESS NIELSEN AND THE RELEASED PARTIES FROM AND AGAINST ANY AND ALL LIABILITIES, DAMAGES, CLAIMS, LOSSES, COSTS AND FEES, INCLUDING ATTORNEYS' FEES AND COURT COSTS, ARISING OUT OF MY ATTENDING, PARTICIPATION OR OBSERVING THE EVENT, EVEN IF THEY ARISE OUT OF NEGLIGENCE THAT MAY NOT BE FORESEEABLE AT THIS TIME. I UNDERSTAND THAT IT IS MY RESPONSIBILITY TO OBTAIN ANY INSURANCE NEEDED TO COVER PERSONAL INJURY OR DEATH AND ANY LIABILITY I MIGHT INCUR TO OTHER PARTICIPANTS IN THE EVENT.

3. WAIVER OF UNKNOWN CLAIMS. I EXPRESSLY WAIVE THE BENEFIT OF ANY LAW, RULE OR REGULATION, INCLUDING CALIFORNIA CIVIL CODE SECTION 1542, WHICH PROHIBITS THE GIVING OF A GENERAL RELEASE FOR CLAIMS WHICH A PERSON DOES NOT KNOW OR SUSPECT TO EXIST IN HIS OR HER FAVOR AT THE TIME OF EXECUTING THE RELEASE, WHICH IF KNOWN TO HIM OR HER MUST OR WOULD HAVE MATERIALLY AFFECTED THE SETTLEMENT THEREOF.

4. USE OF PARTICIPANTS NAME, VOICE, PICTURE OR OTHER LIKENESS. I CONSENT TO AND AUTHORIZE, IN ADVANCE AND WITHOUT COMPENSATION OR LIABILITY, THE USE OF MY NAME, VOICE, PICTURE OR OTHER LIKENESS, IN ANY COMBINATION OR ALONE, IN ANY BROADCAST, TELECAST, PRINT MEDIUM, ADVERTISING, PROMOTION OR OTHER ACCOUNT OF THE EVENT.

5. PARTICIPANT IN GOOD PHYSICAL CONDITION; WAIVER AND RELEASE VOLUNTARY AND BINDING ON HEIRS. I REPRESENT THAT I, OR MY MINOR CHILD, ARE IN SUFFICIENTLY GOOD PHYSICAL CONDITION TO PARTICIPATE IN AND OBSERVE THE PROGRAMS AND ACTIVITIES OF THE EVENT WITHOUT JEOPARDIZING OUR HEALTH. I HAVE GIVEN UP SUBSTANTIAL RIGHTS BY SIGNING THIS WAIVER AND RELEASE, AND SIGN IT VOLUNTARILY AND WITHOUT INDUCEMENT. THIS WAIVER AND RELEASE ALSO BINDS MY HEIRS. I MAY NOT ASSIGN THIS WAIVER AND RELEASE.

Name of participant (print)

Participant signature if over 18

Signature of parent/legal guardian if under 18

Date