

# **POWERSPORTSBUSINESS** CONGRESS

## Dealer Participation Agreement

This Agreement is made as of the date listed below between Affinity Group Inc. d/b/a PowersportsBusinessCongress (PSBC) and \_\_\_\_\_ (Name), \_\_\_\_\_ (Title), for \_\_\_\_\_ (Dealership Name ("Participant")).

PowersportsBusiness Magazine, owned by Affinity Group Inc./Ehlert Publishing Group, organizes PowersportBusinesCongress (PSBC), an event which facilitates three-day forums that align dealer principals and senior management team members with senior level executives representing powersports product or service vendors for the purpose of concise, one-to-one meetings. Participant has agreed to participate in the 2008 PSBC, as further described in this Agreement. In consideration for the mutual promises contained herein, the parties agree as follows:

1. In consideration for PowersportsBusiness Magazine's PSBC Event described in paragraph 3 for the powersports industry, Participant will attend the PSBC event. Such attendance shall include full-time participation in all meetings and activities sponsored by PowersportsBusiness Magazine in connection with the PSBC Event by a decision maker of Participant who has final decision-making authority for Participant (the "Decision Maker"). We are also encouraging Participant to bring additional executives at Participant's expense. All of these persons must be involved in the purchasing process for Participant. In consideration for Participant's attendance, PowersportsBusiness Magazine shall organize the PSBC Event, secure the attendance of key vendors from Participant's industry, and facilitate one-on-one appointments between the Participant and such vendors.
2. PowersportsBusiness Magazine shall make reservations, and pay all transportation expenses for one Participant to attend the PSBC Event, including coach airfare, hotel accommodations, and ground transportation to and from the location of the PSBC Event. Complimentary meal packages are also included for the Participant. PowersportsBusiness Magazine shall not, however, be responsible for personal expenses of any persons attending the PSBC Event, including but not limited to Internet, telephone and fax charges, personal incidentals, sightseeing, and food and beverages the attendee elects to purchase outside of those provided at the PSBC Event. The Participant may bring additional staff and/or guests to the PSBC Event at Participant's expense.
3. The PSBC Event shall be held at the following location on the dates indicated: Dates: Nov. 30 - Dec 3, 2008, at Scottsdale Plaza Resort, Scottsdale, Arizona.
4. Participant acknowledges that in reliance upon Participant's agreement to send the persons specified in paragraph 1 to the PSBC Event, PowersportsBusiness Magazine will incur significant expense, and go to significant effort to organize the PSBC Event. Participant acknowledges that if it fails to send such persons to the PSBC Event, or they fail to attend scheduled meetings and events, PSBC will suffer significant losses, including loss of non-refundable airfare and hotel payments, and obligations to refund amounts paid by vendors for attendance at such meeting. If participant cancels their participation on September 1, 2008 or after, they will be liable for a charge of \$2,500.00 (two thousand five hundred dollars). Participant may suggest a suitable replacement; however, the acceptance of suggested replacement is at the sole discretion of PowersportsBusiness Magazine.
5. This Agreement shall be interpreted in accordance with the laws of Minnesota. Any dispute concerning this Agreement, or the Participant's participation in the PSBC Event, that the parties are unable to resolve on their own, shall be exclusively venued in the state and federal courts of Minnesota, located in Hennepin County, Minnesota, and each of the parties agrees to submit to the exclusive jurisdiction of such courts with respect to such disputes.

Participant: \_\_\_\_\_  
(Dealership Name)

Affinity Group Inc/Ehlert Publishing Group, d/b/a  
PowersportsBusinessCongress hosted by  
PowersportsBusiness Magazine

Signed: \_\_\_\_\_

Signed: \_\_\_\_\_

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

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

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

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

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

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

City, State, Zip: \_\_\_\_\_

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

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

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