

# *A Weekend of Heroes 2010*

*A Best of USA Marketing Production*

## **“Future Warriors”**



The annual **A Weekend of Heroes Action Figure Convention/Military and Law Enforcement Recruitment** display is proudly entering its **7th year** over the weekend of **June 5-6, 2010** at the **historical Glendale Auditorium in Glendale, California.**

A Weekend of Heroes began as a venue for military action figure collectors to meet the real heroes of yesteryears. Over the past five years, the convention has grown to include a sister show, USAirsoft Expo. From World War II to Vietnam to current conflicts, A Weekend of Heroes is THE most effective and fun-filled way for generations to share a sense of military history.

When kids are fascinated by the toy combat dioramas, and the rattling sounds from Airsoft shooting tunnels, conversation between father and son, grandfather and grandchild will begin.....A Weekend of Heroes is all about preserving history.

### **2010 theme is “Future Warriors”**

From *Zulu warriors*, to *Dough boys at Verdon*, to *Panzer commanders* to “*Starship Troopers*” to “*Transformer*” to “*Alien vs. Predator*” to “*Avatar*” to “*Call of Duty – Modern Warfare*” to US armed forces’ high tech fighting devices, the appearances of warriors have changed over the years. In addition to the nostalgic warriors and historical re-enactors, the 2010 show will feature a wide array of Sci-Fi warriors in all shapes, sizes and forms! Comes and see what transforms and shapes the future of war from 1/133 scale and beyond!

### **1/6 Sacle Customized Figure/Vehicle, Diorama Contest and Scaled Model Contests Are Back !!**

**Operation Lion Claws Military Simulation Series (OLCMSS)** will host both the **Female and Male Warrior Costume Contests**, winners will be invited to attend the **Operation Lion Claws’ “War of Angels”** event in Nov. 2010 right here in SoCal.

**Sci-Fi Costume Contest** will be judged by representative of **HOT TOYS**, the leader in Sci-Fi action figure toys! Winner will receive a special gift from HOT TOYS.

Featured in USAirsoft EXPO is North America’s largest Airsoft tournament, **Operation Lion Claws**, whose **military simulation** has proved to be an extremely effective method to instill a sense of HONOR. TACTICS. UNITY in Airsoft enthusiasts nationwide. Come meet the ladies of Lion Claws!!

Our friends from RC Tankers will once again demonstrate their artistry and skill at the show.



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## Logistics

### **Glendale Civic Auditorium**

1401 N. Verdugo Road, Glendale, CA 91208

City of Glendale is centrally located between Los Angeles, Pasadena and Burbank. 15 minutes from Burbank Airport, City of Glendale is minutes away to major attractions such as:

- Universal Studios Hollywood theme park (15 minutes)
- Dream Works SKG campus (in Glendale)
- Gene Autry's Western Heritage Museum (10 minutes)
- Griffith Park Observatory (10 minutes)
- Warner Brother Studios (15 minutes)
- NBC Studios (15 minutes)
- Dogger Stadiums (15 minutes)
- Six Flag Magic Mountain theme park (25 minutes)
- Hollywood Walk of Fame (30 minutes)
- Ronald Regan Presidential Library (45 minutes)
- Santa Monica beach (45 minutes)

For those traveling with a spouse, you can enjoy dining and shopping at the **Glendale Galleria** and **Burbank Media Center Mall**.

### **Driving Direction From...**

#### **San Fernando Valley ...**

East on Ventura Freeway (134) exit at Glendale Blvd. Turn left on Glendale Blvd., proceed north towards the College and turn left into the parking lot after passing Mountain.

#### **San Gabriel Valley...and Riverside**

West on 210 Freeway towards Pasadena, connect to 134 West towards Glendale, take 2 North and exit MOUNTAIN street, turn Left (down the hill) and turn Right on Verdugo (bottom of the hill at traffic light) and an immediate Left turn into the parking lot.

#### **Santa Clarita ...**

South on Golden State Freeway (5) to Ventura Freeway (134) East and exit at Glendale Blvd. Turn left on Glendale Blvd., proceed north towards the College and turn left into the parking lot after passing Mountain.

#### **Los Angeles ... and Orange County**

North on Golden State Freeway (5) to Ventura Freeway (134) East. exit at Glendale Blvd. Turn left on Glendale Blvd., proceed north towards the College and turn left into the parking lot after passing Mountain.

#### **Long Beach ...**

North on Long Beach Freeway (710), connect to Golden State Freeway North (5), to Ventura Freeway (134) East. exit at Glendale Blvd. Turn left on Glendale Blvd., proceed north towards the College and turn left into the parking lot after passing Mountain.

***City of Glendale is named TOP 10 safest cities in California!***

# A Weekend of Heroes 2010

**June 5, 6, 2010**



## Were To Stay...

### Hilton Los Angeles North Glendale

100 W Glenoaks Blvd  
Glendale, CA 91202  
(818)956-5466

**A Weekend of Heroes special rate \$119+tax inclusive of Breakfast buffet for the guest. Self-Park overnight parking \$10 per night.**

- Minutes from Glendale Auditorium.
- Minutes from Glendale Galleria.
- Minutes from shops and restaurants on Brand Blvd.
- Complimentary shuttle services to/from Burbank Airport.
- AVIS Rent-A-Car on site (pickup/drop-off at the hotel).



## Event Schedule subject to change

Friday, June 4, 2010	Saturday, June 5, 2010
3:00pm~7:00pm Exhibitors Move In	09:00am~10:00am Exhibitors Only
<p>There's NO SHOW on Friday, just exhibitor move-in.</p> <p>All move-in MUST be completed by 6:45pm as the auditorium will lock the doors at 7:00pm.</p>	<p><b>10:00am~5:00pm Open to Public</b></p> <p>10:00am~1:00pm Submit Contest Entries</p> <p>@Coordinator - Fran Adams</p> <p><b>5:00pm Convention Floor Closes</b></p> <p><b>Doors locked</b></p> <p><b>VIP dinner details TBA</b></p>

# *A Weekend of Heroes 2010*

	Help brighten the day of a wounded GI ! To sponsor a dinner for a wounded returning Iraq war veteran, please contact John Lu at best <a href="mailto:ofusamkt@aol.com">ofusamkt@aol.com</a> (818)551-9905
<b>Sunday, June 6, 2010</b>	
No early birds on Sunday 09:00am~10:00am Exhibitors Only <b>10:00am~3:00pm</b>  <b><i>Military Costumes contest!!</i></b> <b><i>Sponsored by</i></b> <b><i>OPERATION LION CLAWS</i></b> <b><i>MILITARY SIMULATION SERIES</i></b>	Saturday and Sunday open to PUBLIC. General Admission: \$8 per adult. Children ages 10 and under free.  Current Military and Law Enforcement with valid ID FREE *accompanying family members are also FREE
<b>3:00pm~6:00pm Tear Down</b>	

# A Weekend of Heroes 2010

## Exhibitor Release Form

Check or money orders must be made payable in US dollars and issued by a US bank. Please make checks payable to Best of USA Marketing mail to: P.O.BOX 5354, Glendale, CA 91221-5354

Credit card via Paypal account: [jljo@aol.com](mailto:jljo@aol.com)

Bank wire: Call (818)551-9905 for details or e mail us at [bestofusamkt@aol.com](mailto:bestofusamkt@aol.com) for more information

**Confirmation**-All reservations will be confirmed by e mail. Two badges per booth. All Exhibitors will receive their badges during the registration period on Friday, June 4, 2010 between 3:00pm~7:00pm during registration period. Exhibitor Registration Desk will be set up on site to assist you with your convention needs.

### Cancellations/Refunds

If you must cancel for any reason, notify us in writing on or before 6PM PST before May 1, 2010 to receive a full refund. No refund will be given for cancellations made after May. 1, 2010.

**Photo release**-We occasionally uses photos of our show participants in promotional material. By attending, you agree to allow us the use of your likeness, name, voice, photograph, signature, logo or trademark in such material. You also agree to hold Best of USA Marketing, Convention sponsors, and Glendale Civic Auditorium harmless on any loss, damaged, or stolen goods while attending the A Weekend of Heroes.

**Parking**- Auditorium parking is \$6/day

**Food and Beverages**- Glendale Civic Auditorium may have food and beverage concessions during the show. **Outside food okay!!**

**Indemnification**-Exhibitors assumes responsibility and agrees to indemnify and defend Best of USA Marketing, Convention sponsors, Glendale Civic Auditorium, City of Glendale, event sponsors and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises.

The Exhibitor understands that neither Best of USA Marketing, Glendale Civic Auditorium, City of Glendale, nor event sponsors maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

While Security personnel may be available generally for the purpose of safeguarding the general public at the Convention, the Exhibitor is solely responsible for the safekeeping of its own property while attending the Convention during and after Convention hours. The Exhibitor therefore assumes the responsibility to indemnify, defend and hold Best of USA Marketing, Glendale Civic Auditorium, City of Glendale and event sponsors harmless against any claims arising from any loss suffered by the Exhibitor.

All Exhibitors are expected to and shall conduct themselves in a professional and courteous manner. Any Exhibitor who, in the opinion of Best of USA Marketing, Glendale Civic Auditorium, City of Glendale, and event sponsors, fails to conduct themselves in such a manner may be asked to leave the Convention at any time without any right to a refund of fees, either in whole or in part. Without limiting the generality of the above, the possession of any firearm or weapon at the Convention without the express, prior written permission of Best of USA Marketing or event sponsors shall result in immediate expulsion. Alcoholic beverages and illegal drugs are also prohibited, and possession of alcoholic beverages or illegal drugs shall also result in immediate expulsion. In order to uphold these provisions, the Exhibitor agrees to permit reasonable inspection of their wares by a duly authorized agent of Best of USA Marketing. The Exhibitor indemnifies and holds Best of USA Marketing, Glendale Civic Auditorium, and event sponsors harmless for any losses caused by a breach of these conditions.

\_\_\_\_\_ Exhibitor Signature \_\_\_\_\_ Date

# A Weekend of Heroes 2010

## Corporate Exhibitor Registration Form

John Lu

[bestofusamkt@aol.com](mailto:bestofusamkt@aol.com)

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

Tel.: (818)-551-9905 Fax: (818)551-0217 phone/fax

Check or money orders must be made payable in US dollars and issued by a US bank. Please make checks payable to **Best of USA Marketing**. Mail to: P.O.Box 5354, Glendale, CA 91221-5354

Each booth consists of: 4 admission badges 4 chairs [Six 8-foot tables](#) \*larger than before.

Overall space measures 8' x 26' (please provide your own skirt/table cloth)

Complimentary Electricity (based on available plugs)

10-month advertising on A Weekend of Heroes website

Logo on all AWH 2009 related print ads and website

Right to produce a Convention Exclusive with Convention logo

Right to sell direct at the show

Right to display corporate banner indoors (preferably self-standing)

Right to distribute marketing material and provide gift bags and other giveaways

Company \_\_\_\_\_

Nature of your business: 1:1 scale militaria \_\_\_ Action Figures \_\_\_ 1:6 Vehicles \_\_\_ Scale Models \_\_\_

Books \_\_\_ Diorama \_\_\_ Others \_\_\_\_\_

Contact person's First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Day Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail Address \_\_\_\_\_ @ **very important!**

**@One complimentary dinner event ticket offered per every three booths purchased.**

**Booth cost: \$1500 paid by Mar. 1, 2010**

**Glendale City Tax \$ 20 x 1 = \$ 20.00 @no longer have to worry about County Tax Collectors**

**Grand Total.....\$1,520.00**

**Exhibitor Confirmation**-You will have two badges for admission. All exhibitors will receive their badges during Convention registration period on **Friday, June 4, 2010 between 3:00pm~7:00pm**. Exhibitor Registration Desk will be set up on site to assist you with your convention needs.

**Please contact Mr. John Lu at [bestofusamkt@aol.com](mailto:bestofusamkt@aol.com) should your firm wishes to sponsor a TROPHY (no long gift certificates) for various CONTESTS.**