



Health & Wellness Expo

September 16 & 17, 2011

Display It. Sample It. Sell It.

Reach close to 10,000 health and fitness enthusiasts at the Affinity Health & Wellness Expo, which is part of the 2011 Community First Fox Cities Marathon presented by Kimberly-Clark (the Fox Cities Marathon). This expo gives you opportunities to build your brand awareness, generate leads, and provide valuable information and product samples to attendees. Our participants are active, well-educated and health conscious women and men, with significant spending power

Participant Profile

- Nearly 10,000 people representing participants from 32 states and 4 countries will attend the Affinity Health & Wellness Expo to pick up their race package and registration materials.
- 95% of 2010 participants were from the Midwest
- 2010 Participant Demographics
 - 60% women, 40% men
 - 71% between the ages of 20-49
 - 93% will recommend event to other runners
 - 47% in management or professional occupations
 - 60% with incomes of \$60,000+

Health & Wellness Expo Booth Rental Packages Include

- 10' x 8' booth, with a curtained 8' backdrop and 3' side rails
- One 8' draped table, one chair
- Note: Booths with electrical access are available but limited

Show Information

Location

Fox Valley Technical College
1825 Bluemound Dr., Appleton

Booth Cost

\$400 each

Show Hours

Friday, 4-8 pm, Saturday 9 am-6 pm

Move-In Time

Friday, September 16, 2011
Time: 10:00 am - 3:00 pm

Move-Out Time

Saturday, September 17, 2011
6:00 pm - 8:00 pm

Security

On-site security is available during move-in, move-out and show hours. The expo area will be secure after hours. The Fox Cities Marathon assumes no responsibility for the loss of any articles, either during the show or during move-in/move-out periods.

For information regarding the
Affinity Health & Wellness Expo or the
Fox Cities Marathon, contact us:

(920) 882-9499

info@foxcitiesmarathon.org



Rules & Regulations

1. Exhibitor agrees that management reserves the right to reject or restrict any exhibit.
2. Exhibitor agrees that no refunds will be made to an exhibitor who fails to occupy space, and payment in full is the only guarantee of a booth.
3. The Fox Cities Marathon assigns booths on a priority basis, with sponsors having first selection. Exhibitor agrees that booth assignments may be changed by management up to the start of move-in.
4. Exhibitor agrees not to make undue noise or odor, use hazardous lights, cause damage to the building or booth equipment, or act in any manner deemed inappropriate by the management.
5. Exhibitor agrees to be open and staffed during show hours.
6. Exhibitor agrees not to sublet exhibit space.
7. Exhibitor agrees that all belongings shall be removed from the Expo Hall by 8:00 pm, September 17, 2011. Any items left will be removed and stored at the exhibitor's expense.
8. Exhibitors are permitted to sell products from their booths with the exception of the Exclusive listed products. We strongly encourage sampling and free demonstrations. Food sales are prohibited unless approved by Fox Cities Marathon management.
9. Exhibitors are not to distribute literature outside of their booth area. No race day or course literature distribution of any kind unless negotiated with the Fox Cities Marathon management.
10. You must restrict marketing, display, and distribution of products to within the reserved booth(s) space, and you must not infringe on the space of other exhibitors, or block traffic in aisles or fire exits.
11. Exhibitors are required to submit a Certificate of Insurance for \$2,000,000.00 per occurrence, public liability and property damage, naming the Exhibitor, Fox Valley Technical College and Fox Cities Marathon (FCM), their directors, sponsors or employees and all affiliates as Additional Insured. All certificates must be submitted prior to unloading.
12. Exhibitor agrees to conform to Grand Chute Fire Department rules and regulations.
13. Exhibitor agrees that no exhibitor shall have authority to incur cost or liability for or against Fox Cities Marathon. Exhibitor shall pay all costs pertaining to moving in and moving out. Exhibitor shall be liable for all damages which they may cause to the building or otherwise in connection with their exhibit.
14. Exhibitor agrees that in the case of war, fire, strike, government regulation, public enemy or other cause, the event or any part thereof may be prevented from being held. In that case, the management, in its sole discretion, shall refund to the applicant, his/her proportionate share of unused funds.
15. Exhibitor agrees to assume all responsibility for loss, theft or destruction of goods or for personal injuries to himself, his employees, agents, representatives or visitors. He/she will save harmless the Fox Cities Marathon and the owner(s) of the exhibition facility from any and all liability in connection with any and all of the above.
16. The Fox Cities Marathon reserves the right to final exhibitor approval.

Exhibit Space Contract (Please type or print)

Company/Organization Name _____

Contact _____

Address _____

City _____

State _____

Zip _____

Phone _____

Fax _____

Email address _____

Description of product/services exhibiting _____

of booth(s) _____

Signature (by signing I have read and will abide by agreed upon terms) _____

Do you plan to sell items? YES NO

Will you need electricity? (Limited # of booths available) YES NO

Would you like hotel information/road map of the area? YES NO

Booth availability and placement is on a first-come, first-serve basis.

Please reserve _____ booth(s). \$400.00 each
(booths are available on a first-come, first-serve basis)

We wish to have a booth and insert a product in the goodie bags. (Add \$100.00)

We do not wish to purchase a booth but would like to have a product to be inserted in the goodie bags. \$200.00 for a non-exhibitor.

Payment Type: Cash Check MasterCard VISA

Credit Card # _____

Expiration date ____ / ____ / ____

Name as it appears on your card _____

Signature for authorized use of card _____

Number of Booths _____ x \$400.00 = \$ _____

Payment enclosed: \$ _____ (Checks payable to Fox Cities Marathon)

Return contract and payment to:

Fox Cities Marathon

ATTN: Jesse Drake

P.O. Box 1315

Appleton, WI 54912-1315

Or fax reservations to (920) 830-0921

