



edmontonmarathon.ca



SPORTS EXPO
AUGUST 17-18

EXHIBITORS INFORMATION

IT'S ALL ABOUT REACH!

The Servus Edmonton Marathon has an amazing network of active participants and the ability to expose your brand to this targeted audience.



We welcome you to join us at the
2018 Servus Edmonton Marathon Sports Expo
on Friday, August 17 and Saturday, August 18
at the Shaw Conference Centre



9797 Jasper Avenue, Hall D,
Edmonton AB T5J 1N9

WEEKEND EVENTS PROMISE SOMETHING FOR EVERYONE

- Marathon Run/Walk
- Half Marathon Run/Walk
- 10km Run/Walk
- 5km Run/Walk
- ABC Kids 1KM Fun Run and Activities
- Running Room Friendship Run (FREE)

BENEFITS OF PARTICIPATION

- Last year there was 4,500 participants, including more than 2,700 marathon and half marathon participants from all over North America, attending the EXPO to pick up their registration packages.
- Total EXPO attendance is approximately 12,000 participants and visitors.
- Showcase, demonstrate, promote and sell your products and/or services to thousands of health and fitness conscious consumers and enthusiasts.
- Increase exposure with a unique opportunity to reach a diverse audience – kids, parents, grandparents.
- Every race participant must pass through the FREE Expo to pick up their race bids and packages and exit the same way, giving you maximum exposure to your clients. Make personal contact with thousands of your target customers.

RACE PACKAGE DISTRIBUTION

The participant package pick-up bags also includes promotional materials, coupons or products. There are two options to have promotional insertions into the race package.

Quantity required 4500

Exhibitor - Brochure or Product Sample \$150

Non-Exhibitor - Brochure or Product Sample \$300

Materials must be on site by Thursday, August 16 at 9:30 a.m. Dropping off materials can be arranged with the Expo coordinator, otherwise there will be additional handling fees. For material & handling fees or extra materials for your Expo booth,



Please contact:
Eileen Sullivan Expo Coordinator
Eileen.sullivan@21one.ca

EXPO LOCATION

Shaw Conference Center - [map](#)
Hall D
9797 Jasper Avenue
Edmonton, AB T5J 1N9

EXPO LAYOUT (link- coming soon)

EXPO BOOTHS

- Standard Booth 10'x 10'
- Corner Booth 10' x 10' (limited numbers)
- 8' back draped Wall, 3' side draped walls
- Includes 8' skirted table and 2 chairs
- Company link on the Servus Edmonton Marathon website

Electrical Not Included - (link coming soon)

Standard Booth - \$450

Corner Booth - \$550

**** Order two booths and receive 10% off total****

EXPO HOURS

- Friday August 17th
11:00 a.m. - 7:00 p.m.
- Saturday August 18th
9:00 a.m. - 6:00 p.m.

MOVE-IN HOURS

- Thursday August 16th
Noon - 5:00 p.m.
- Friday August 17th
8:00 a.m. - 10:00 a.m.

****must be moved in by Friday 10:00 a.m.,
Expo opens at 11:00 a.m.****

MOVE-OUT HOURS

- Saturday August 18th
6:05 p.m. - 7:00 p.m.

DEMOGRAPHICS

PARTICIPANTS: MARATHON: 785
HALF MARATHON: 2010
OTHER: 1775

GENDER BREAKDOWN: FEMALE: 56%
MALE: 44%

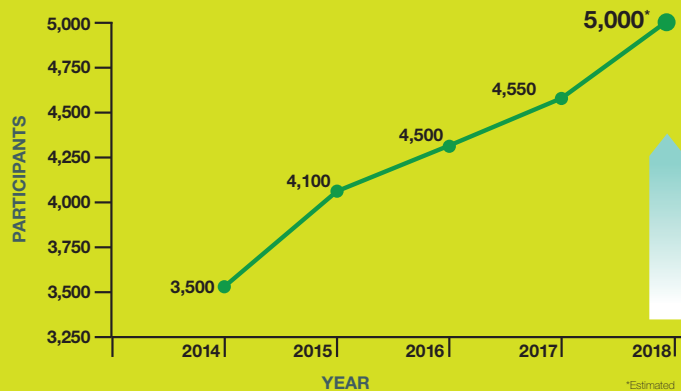
AGE BREAKDOWN: UNDER 19: 10%
20-29: 22%
30-39: 30%
40-49: 20%
50-59: 12%
OVER 60: 6%

TOTAL ATTENDANCE: Approximately 12,000
(including spectators)

ACTIVE AND HEALTHY LIFESTYLE

WELLNESS AND FITNESS ORIENTED

REGISTRATION



For more info, please contact:
Eileen Sullivan Expo Coordinator
Eileen.sullivan@21one.ca



EXHIBITOR APPLICATION: SERVUS EDMONTON MARATHON'S SPORTS EXPO

Exhibiting Company Name:		
Address:		
City:	Province:	Postal Code:
Email:		Cell Number:
Website Address:		
Display Name:		
Description of Product/Service:		
Electrical Required:	No	Yes

Please advise if bringing your own table or table cover.

Table: _____ Table cloth: _____

Electrical ordered separately and paid directly to showtech

EXPO BOOTH

10 x 10 Corner Booth \$550 x _____ = \$ _____

10 x 10 Standard Booth \$450 x _____ = \$ _____

PARTICIPANT PACKAGE INSERT OPTIONS

(Quantity of 4,500 required)

Exhibitor

Brochure or Product Sample \$150 x _____ = \$ _____

Non Exhibitor

Brochure or Product Sample \$300 x _____ = \$ _____

Sub Total: \$ _____

5% GST: \$ _____

TOTAL: \$ _____

EXHIBITORS TERMS AND CONDITIONS

1. The Exhibitor agrees that all displays will be fully set up by 10:00 a.m., Friday, August 17th, 2018.
2. The Exhibitor agrees to have their booth open and staffed during the Expo hours on Friday, August 17th from 11:00 a.m. to 7:00 p.m.; Saturday, August 18th from 9:00 a.m. – 6:00 p.m.
3. The Exhibitor agrees that displays will not visually or physically disturb aisles or adjacent exhibitors.
4. The Exhibitor agrees to conform to all rules and regulations adopted by the Expo in the best interest of the Expo, and agree that the Expo shall have final decision in adopting any rule or regulation deemed necessary prior to, during and after the Expo.
5. The Exhibitor agrees not to sublet space or exhibit any merchandise other than that approved by the Marathon, without permission from the Marathon.
6. The Exhibitor will be informed prior to event weekend of the booth space assigned to them; however, the Exhibitor acknowledges and agrees that booth assignments may be changed by the Marathon. Every effort will be made by the Marathon not to change booth assignments.
7. The Exhibitor agrees that all literature, products, etc. belonging to the Exhibitor shall be removed from The Shaw Conference Centre by 7:00 p.m., Saturday, August 18th, 2018.
8. The Exhibitor agrees that the violation of any terms and conditions of this Agreement may result in forfeiture of the booth. Fees paid by the Exhibitor will be retained by the Marathon as liquidated damages for breach of this Agreement.
9. The Exhibitor agrees that the Marathon reserves the right to reject or restrict any exhibit.
10. The Exhibitor agrees not to cause damage to the site or booth equipment or act in any manner deemed inappropriate by the Marathon. The Exhibitor agrees they shall be liable for all damages which they may cause to the site in connection with their exhibit. Exhibitors may not apply paint, lacquer, adhesive or other coatings to floors or to standard booth equipment without written permission of the Marathon.
11. The Exhibitor assumes entire responsibility and liability for losses.
12. The Exhibitor understands that neither the Servus Edmonton Marathon nor Shaw Conference Centre maintain insurance covering the Exhibitors property or lost revenue, and it is the sole responsibility of the Exhibitor to obtain insurance for this risk.
13. The Exhibitor hereby agrees to indemnify and hold harmless the Servus Edmonton Marathon and The Shaw Conference Centre from any claims arising as a result of the Exhibitor's exhibit or any actions or conduct of the Exhibitor or the Exhibitor's agents or employees, or the property of the Exhibitor.
14. In the event any circumstances whatsoever should occur which make it impossible or impractical for the Expo to permit Exhibitors to occupy the premises or if the Expo is cancelled, the Exhibitor shall pay for space only for the period the space was, or could have been, occupied by such Exhibitor, and the Expo will be in no way responsible for any claims or damage, which might arise in consequence thereto. A refund of all monies received from Exhibitor will be made by the Expo in the event of this Expo not being held as proposed, and the Expo shall be released for any and all claims for damage and otherwise.
15. Cancellation fee of 50% to June 30, 2018; NO REFUNDS on or after July 1, 2018 (except for clause #14)
16. The Exhibitor will assume responsibility for obtaining any required licenses for vending their products in the Shaw Conference Centre, and any costs incurred by the Marathon due to the Exhibitor's failure to secure proper licensing.
17. Any liability of the Marathon shall not in any event exceed the amount paid by the Exhibitor.