

MILWAUKEE

LAKEFRONT MARATHON



2011
HEALTH
& FITNESS
EXPO

Friday, September 30, 2011
4 pm – 7 pm

Saturday, October 1, 2011
9 am – 3 pm

Did you know???

More than 60% of runners make a purchase at the expo

More than 66% of runners have a household income over \$75,000 & 43% over \$100,000

86% of runners have a 4 year college degree or higher

Over 6,000 attendees in 2010



Plans are once again underway for the Milwaukee Lakefront Marathon. Starting gun for event weekend is the Health & Fitness Expo located at the beautiful Milwaukee School of Engineering (MSOE) Kern Center in downtown Milwaukee.

The expo gives you the opportunity to promote your product, service or event to over 6,000 expo visitors! Runners and their families must attend the expo to receive their race packets.

2011 Lakefront Marathon Health & Fitness Expo



EXPO DETAILS

Booth Prices:

1 – 2 booths	\$350 each
3 or more	\$300 each

Each booth is 10' x 10' and includes:

1 – 8' draped table	2 chairs
3' high side wall drape	garbage receptacle
8' high back wall drape	

Show Hours:

Friday, September 30, 2011

Set Up	9 am – 3 pm
Expo Hours	4 pm – 7 pm

Saturday, October 1, 2011

Expo Hours	9 am – 6 pm
Breakdown	6 pm – 8 pm

Additional Expo Opportunities at Finish Line:

Sunday, October 2, 2011

Expo Hours	9 am – 2 pm
\$150 – space at finish line area, 1 table provided	

Goodie Bag Opportunities:

Get your product and/or information into the hands of over 3,000 marathon runners. Options include insertions in the goodie bags or virtual goodie bags that will be sent to all registered runners via e-mail.

\$300 – non expo exhibitors
\$150 – expo exhibitors
Product donations are free.

2011 Lakefront Marathon Health & Fitness Expo

EXHIBITOR REGISTRATION

COMPANY NAME _____

CONTACT NAME _____

ADDRESS _____

CITY/STATE/ZIP _____

E-MAIL _____

PHONE _____ FAX _____

PRODUCT/DESCRIPTION

SIGNATURE _____

(Your signature indicates acceptance of the terms and conditions of this agreement. Please keep a copy of this agreement and the terms and conditions on file for your records.)

Desired Number of Booth Spaces:

_____ x \$ _____ per booth = \$ _____

1-2 booths: \$350 each / 3+ booths: \$300 each

Finish Line Booth: \$150 _____

Goodie Bag insert: \$300 _____

TOTAL: \$ _____

Mail completed form and payment to:

Lakefront Marathon
Attn: Pam Mankowski
712 N. Wisconsin St.
De Pere, WI 54115

Questions?

Contact Pam Mankowski
pam.mankowski@yahoo.com
920-606-5484

Terms and Conditions

1. All booths must be pre-paid prior to booth set up.
2. All displays must be fully set up by 3:30pm, Friday September 30th , 2011.
3. Exhibitor agrees to pay all applicable sales tax (currently 5.6%).
4. Exhibitor agrees to be open and staffed during expo hours.
5. Exhibitor will assume the duty and responsibility to obtain any necessary government permits or licenses.
6. All exhibitors must commence dismantling their booths immediately at the close of the expo; all booths must be dismantled no later than 10 pm Saturday, October 1st.
7. No exhibitors may dismantle their booths prior to the close of the show, Saturday, October 1, 2011 at 6 pm.
8. Exhibitor shall not use combustible material at any time. All materials must be flameproof and must not be stored under or behind tables. All packing containers, excelsior or wrapping materials are to be removed from the floor. All inflammable fluids must be kept in safety containers. Use of any material or fluid must comply with the City of Milwaukee Fire Department regulations.
9. Exhibitors shall not use balloons with helium.
10. Exhibitor agrees not to deface property and agrees to accept liability for any damage to the property of others or to the Kern Center. Any damage shall be remedied at Exhibitor's expense to the satisfaction of the property owner.
11. All wiring must conform to the City of Milwaukee Electrical Code.
12. Lakefront Marathon will assign booths on a first come first serve basis.
13. Exhibitor agrees that space assignments are subject to reasonable changes by Lakefront Marathon.
14. Exhibitor agrees that its displays will not disturb the aisles or adjacent exhibitors.
15. No refunds will be made to any Exhibitor who fails to occupy the space.
16. Exhibitor acknowledges that Lakefront Marathon reserves the right to reject or restrict exhibits.
17. Exhibitor agrees to carry the following insurance: Worker's compensation, comprehensive public general liability and property damage, independent contractors, personal injury and blanket contractual liability.
18. Exhibitor assumes the entire responsibility and hereby agrees to protect, indemnify, and hold harmless Lakefront Marthon, Badgerland Striders, The Kern Center, the event planner, The City of Milwaukee, and all their officers, directors, shareholders, employees, agents, affiliates and representatives against all claims, losses and damages to persons or property, governmental charges, or fines and attorney fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy or use of exhibition premises or any part thereof.
19. In the event of war, fire, strike, terrorist attack, government regulation, public catastrophe, act of God, or other uncontrollable cause, the expo or any part thereof is prevented from being held, or cancelled, Lakefront Marathon shall reasonably determine a refund, if any, to be paid to the applicant Exhibitor based on Lakefront Marathon's proportionate share of unused funds.
20. Exhibitor shall not sublet the exhibit space contracted for and shall not exhibit or permit to be exhibited any merchandise or promotional material other than that specified in the application. Lakefront Marathon reserves the right to reject the display of any merchandise or promotional material.
21. Only one exhibitor may occupy assigned booth space unless prior approval is given by Lakefront Marathon
22. Exhibitor must arrange and pay for the conveyance of goods to and from the Expo, including all costs assessed by the Kern Center or the Lakefront Marathon and for the installation and subsequent removal and disposal of such goods.
23. Each exhibitor is bound in all respects by these Terms and Conditions. Exhibitor must bring to the notice of all agents or contractors it employs each of the Terms and Conditions as may affect such agents and contractors and any claim arising from the failure of the exhibitor to give such notice shall be the sole responsibility of that exhibitor
24. Violations of these Terms and Conditions may result in the forfeiture of exhibiting space, without refund, at Lakefront Marathon's discretion.