

2011 MARATHON EXPOS

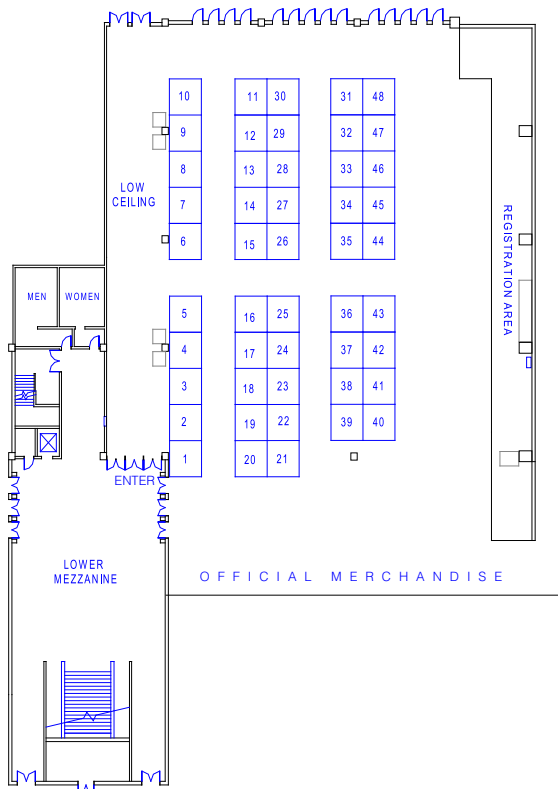
XL CENTER & BUSHNELL PARK

OCTOBER 13-15, 2011

Hartford, CT

www.INGHartfordMarathon.com

XL CENTER EXPO LAYOUT (FOR HEALTHY LIFESTYLES EXPO)



3 DAYS, 2 GREAT EXPOS. WHY SHOULD YOU EXHIBIT?

- Introduce new products & services
- Demonstrate, sample & sell
- Create a customer database
- Personal one-on-one selling
- Develop new business
- Conduct consumer surveys
- Interact with captive audience
- Our runners are motivated to purchase

The Expos held in conjunction with the ING Hartford Marathon and Half Marathon will enable you to reach thousands of fitness enthusiasts and market to active professionals with a keen interest in running, good health, and physical fitness.

HEALTHY LIFESTYLES EXPO & FINISH LINE EXPO

- Held in conjunction with the ING Hartford Marathon & Half-Marathon, 5K, Kids K and ING Run for Something Better Day
- The ING Hartford Marathon weekend attracts over 45,000 runners, volunteers and spectators to the Greater Hartford area
- The locations of the Healthy Lifestyles Expo and Finish Line Expo in Downtown Hartford attract attendance from the corporate workforce of over 100,000 people
- The Healthy Lifestyles Expo is the exclusive packet pickup location for over 12,000 registered runners
- Both are free and open to the public

Healthy Lifestyles Expo:

Held in the XL Center on Thursday, October 13 & Friday, October 14.

Finish Line Expo:

Held in Bushnell Park (Hartford) on Saturday, October 15. Adjacent to the start and finish line of all races.



EXPO FACTS

Healthy Lifestyles Expo	XL Center	1 Civic Center Plaza	Hartford, CT 06103
Thursday, October 13	Show Hours: 11:00 AM – 7:00 PM	Set-up Hours: 7:00 AM – 11:00 AM	
Friday, October 14	Show Hours: 11:00 AM – 7:00 PM	Breakdown Hours: 7:00 – 8:00 PM	
Finish Line Expo	Bushnell Park	1 Jewell St.	Hartford, CT 06103
Saturday, October 15	Show Hours: 8:00 AM – 2:00 PM	Set-up Hours: 6:00 AM – 7:00 AM Breakdown Hours: 2:00 PM – 3:00 PM	

VENDOR DETAILS

Exhibit Space @ Healthy Lifestyles Expo

8'x10' booth includes:

- 8' Back Drop
- 3' Side Rail
- 7" x 44" ID Sign
- 8' Table
- 2 Chairs
- Listing on www.INGHartfordMarathon.com website with link

Exhibit Space @ Finish Line Expo

10'x10' booth includes:

- 10'x10' Tent with back
- 7" x 44" ID Sign
- 8' Table
- 2 Chairs
- Listing on www.INGHartfordMarathon.com website with link

Exhibitor Confirmation

Exhibitors will receive email confirmation upon receipt of deposit. Additional information, directions, and forms to purchase extra booth furnishings, phone lines, electricity, AV equipment, etc. are available upon request.

Application

Booths will be assigned on a first come, first serve basis upon receipt of completed application and payment.

Phone and electrical information will follow, if requested.

No refunds will be given after August 1, 2011. Any booth space with a balance due after September 1, 2011 could be subject to reassignment.

Additional information or questions, contact:

Danielle Alt, Expo Director • 860-652-8866 • Danielle@hartfordmarathon.com

Terms & Conditions:

- HMF and the exhibitor agree that all displays will be fully set up by 11:00 am on Thursday, October 13, 2011 and will be removed by 9:00 pm Friday, October 14, 2011 for the XL Center Healthy Lifestyles Expo. For exhibitors on Saturday, October 15, 2011, all displays will be fully set up by 7:00 am and will be removed by 3:00 pm.
- Exhibitor agrees to be open and staffed during the full length of the show.
- Exhibitor agrees that displays will not disturb aisles and/or adjacent exhibitors visually or physically.
- Exhibitor is responsible for any state and local permits and insurance.
- Exhibitor agrees NOT to use the HMF or ING Hartford Marathon logo or name on merchandise for sale without a license from the Board of Directors of the Hartford Marathon Foundation.
- No refunds will be made to exhibitors who fail to occupy space.
- Exhibitor is responsible for the cost of moving in and out and is liable for any damage caused to the exhibit space in connection with their exhibit.
- Exhibitor assumes responsibility for loss, theft, or destruction of goods or for personal injuries to him/herself, his/her employees, agents, representatives and will hold harmless Hartford Marathon Foundation, XL Center and the City of Hartford from any and all liability in connection with any and all of the above.
- Booth assignment and use may not be transferred in any manner.
- Hartford Marathon Foundation reserves the right to make last minute changes of booth space if necessary.
- Hartford Marathon Foundation is not responsible for vendor profitability.

X

Please sign: I have read the Terms and Conditions regarding the Healthy Lifestyles & Finish Line Expo and agree to abide by them.

BOOTH REGISTRATION FORM

Please complete and return

Contact Information

Company Name: _____

Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Website address for link: _____

Product/Service: _____

Title for Booth Sign: _____

Booth Preferences: (1) _____ (2) _____ (3) _____

(preferences only available for Healthy Lifestyles Expo)

(Check box):

I will need extra furnishings and/or phone/electric information.

Payment	10/13 – 10/14 Standard Booth (____ x \$500)*	<input type="text"/>
	10/13 – 10/14 Corner Booth (____ x \$600)*	<input type="text"/>
	10/15 Standard Booth (____ x \$650)*	<input type="text"/>
	Subtotal:	<input type="text"/>
	Deposit Enclosed (minimum 50% required):	<input type="text"/>
	BALANCE (due no later than September 1, 2011):	<input type="text"/>

Make checks payable to: Hartford Marathon Foundation

Credit Card #: _____ Exp. Date: _____

X

Authorized Signature for Credit Card Payment

Mail, Email or fax this form with payment to: Danielle Alt

Hartford Marathon Foundation

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Glastonbury, CT 06033

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860-652-8145 (fax)

danielle@hartfordmarathon.com

www.INGHartfordMarathon.com