



CALGARY MARATHON
46TH ANNUAL • MAY 30TH 2010

**HEALTH & WELLNESS
EXPO / RACE PACKAGE
PICKUP**

MAY 28 & 29 2010



**VOTED ALBERTA'S BEST
ROAD RACE - 2009**





THE OPPORTUNITY

Reach close to 10,000 health and fitness enthusiasts at the 2010 Scotiabank Calgary Marathon Health and Wellness Expo. On average each attendee spends 2 hours in the Health and Wellness Expo, allowing you 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.

VISITOR PROFILE

- Close to 10,000 people representing all provinces in Canada and 20 countries from around the world will attend the Health and Wellness Expo to pick up their race package and registration materials
- 94% of 2009 participants were from Alberta, with over 80% from Calgary
- Over 225,000 Calgarians age 18 and over run or jog
- 2009 Participant Demographics
 - Average 60% female, 40% male and in the 25 to 50 year old age group
 - 44% household incomes of \$75,000+ and 26% with incomes \$50,000+
 - Largely employed as management and/or professionals
 - 90% participants have post-secondary or university education
 - Active, healthy and fitness-oriented individuals

HEALTH AND WELLNESS EXPO BOOTH RENTAL PACKAGES INCLUDE

- Curtained 8' backdrop / 3' side rails
- One 8' draped table
- Two chairs
- Name on the Scotiabank Calgary Marathon website with a link to your company/organization's website

*Please note electrical outlets are available at the exhibitor's expense; arrangements must be made prior to May 1, 2010

MOVE-IN TIME

Thursday, May 27 from 12 - 8 p.m.

Friday, May 28 from 9 a.m. - 12 p.m.

EXPO HOURS

Friday, May 28 from 4 - 8 p.m.

Saturday, May 29 from 10 a.m. - 5 p.m.

MOVE-OUT

Saturday, May 29 from 5 - 10 p.m.

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FIRE REGULATIONS

The use of propane is strictly prohibited inside MaxBell Centre. All exits aisles and access ways must be kept free of obstructions at all times. The exhibitors must adhere to all regulation and comply with requests of The Calgary Fire Department and CMS.

SAFETY

Safety markings (flagging, railings, etc.) must be placed on any projection or other objects where attendees could injure themselves. Operating equipment and other objects, which might cause bodily harm, must be adequately safeguarded. Storage of any inflammable material is strictly forbidden. Do not cut draperies, poke holes etc. or you will be invoiced for the damage.

FIRST AID

First Aid may be contacted through the on-site marathon office.

VEHICLES

Vehicles are not permitted inside MaxBell Centre. All deliveries must be arrive at the shipping entrance.

BANNERS / BALLOONS

Banners are to be pre-approved by the Event Manager. Any banner placement outside of the rented booth space is completed only by the Calgary Marathon Society. Helium balloons and large inflatable or advertising type balloons may be permitted in MaxBell Centre. Both must be pre-approved by the CMS. Submissions can be made to the attention of the Event Manager. All balloons must be fastened securely to your exhibit. When permission is granted, the Exhibitor must complete a waiver accepting all responsibility for retrieval and repair costs should the balloons escape.

INSURANCE

Entry into the loading areas is at the Exhibitor's risk and neither the CMS or MaxBell Centre will assume responsibility for personal injury due to accidents of any cause whatsoever.

Management and staff wish to assure all Exhibitors that every precaution is taken to safeguard exhibits. Both the CMS and MaxBell Centre will assume no responsibility for the safety of exhibits against robbery, fire, damage, accidents or for any cause whatsoever, either during move-in, show time, or move out periods. In all cases, Exhibitors must insure their own goods and exhibits against any such loss. The exhibitors shall indemnity and hold harmless the CMS and MaxBell Centre from all liability that might ensue from any cause whatsoever.

Please attach a Certificate of Insurance for \$2,000,000.00 per occurrence, public liability and property damage, naming the Exhibitor, Calgary Marathon Society (CMS), MaxBell Centre, their Directors and employees, and all affiliates and subsidiaries directly or indirectly controlled by CMS as Additional Insured.

All certificates must be in prior to unloading.

SECURITY

On site Security is available during move-in, move-out and show hours. The Hall will be secure after hours. Security staff is employed to safeguard your interest; so exhibitors are asked to co-operate fully in the performance of their duties. The Calgary Marathon Society assumes no responsibility for the loss for any articles, either during the show or during move-in / move-out periods.

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SELLING GUIDELINES

Exhibitors are permitted to sell packaged products from their booths with the exception of the Exclusive listed products. We strongly encourage sampling and free demonstrations all other food sales prohibited unless approved by CMS management.

LITERATURE DISTRIBUTION

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 Event Manager.

BOOTH ASSIGNMENT

The Calgary Marathon Society assigns booths on a priority basis, sponsors have first selection. Adjustments may be necessary to provide maximum utilization of space. A sample floor plan is attached and you may request a particular space, which will be confirmed prior to April 30, 2010. Please note that the floor plan is subject to change. No Exhibitor shall assign, sublet, or apportion the whole or any part of the space allotted without the knowledge and consent of the Event Manager. It is the responsibility of the Exhibitor to inform the Event Manager, in writing, a list of all products and/or services offered to the public at the show. The Calgary Marathon Society reserves the right to omit and disallow products and services that may detract or be objectionable.

ADMISSION

There is no cost to the public to attend the Health and Wellness Expo. Access passes are required for all personnel to access the site in pre and post show hours.

RACE PACKAGE INSERT

Opportunities are available to include products and literature within every participant's race package. For more information and details, please contact Lynn Cox at: lynn@calgarymarathon.com

Inserts range from \$500 - \$1,000

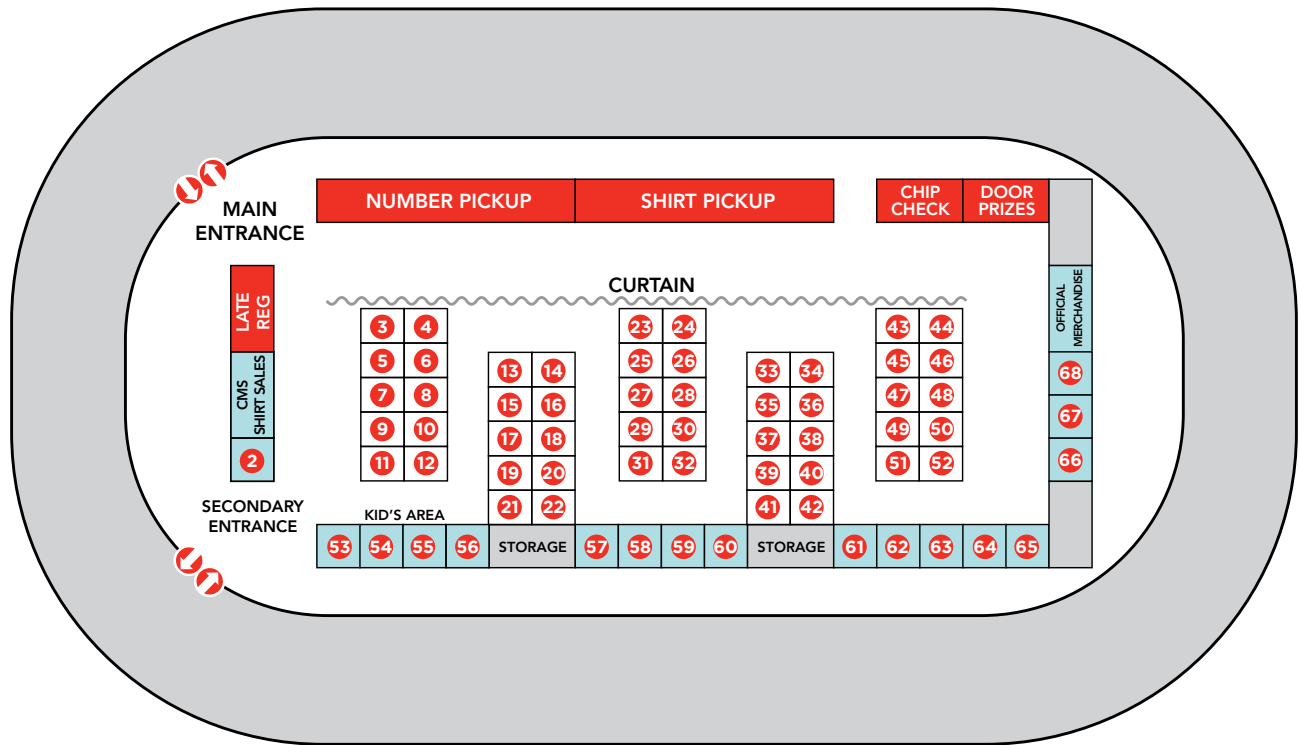
RACE GUIDE ADVERTISING

Limited space is available to advertise your product, service or organisation in the Scotiabank Calgary Marathon Guide. Contact lynn@calgarymarathon.com to discuss opportunities and pricing.

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*Layout subject to change

FLOOR PLAN FOR BOOTH SPACE

Booth dimension options available (GST will be added to the prices below)

- 10'x10' Regular \$ 900
- 10'x10' Corner \$ 1,000
- 10'x20' Regular \$ 1,600
- 10'x10' Regular Not For Profit \$ 600 (limited availability)
- 10'x30' "L-Shaped" Corner \$ 2,000

CONTACT

Lynn Cox | Marketing Director, Scotiabank Calgary Marathon
 phone 403.264.2996 | fax: 403.251.9070
 P.O. Box 296, Stn. M Calgary, AB T2P 2H9
 lynn@calgarymarathon.com

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TERMS AND CONDITIONS

- 1. The Health and Wellness Expo of the Calgary Marathon Society (hereinafter referred to as the "Expo") agrees to provide, on request and subject to application approval, a standard exhibit booth without additional cost to the Exhibitor. (1 skirted table and 2 chairs)
- 2. It is agreed that the space shall not be sublet without written permission to the Expo (one product or service per booth /sponsorship only).
- 3. The Exhibitor agrees to abide by all regulations and rules adopted by the Expo in the best interest of the Expo, and agree that the expo shall have the final decision in adopting any rule or regulation deemed necessary prior to, during and after the Expo.
- 4. The Exhibitor will hold the Expo, harmless from any damage, expenses or liability, arising from any injury or damage to said Exhibitor, his agents, servants or employees or to the property of said Exhibitor or occurring in the said building or the approaches and entrances thereto, except by negligence of the Expo.
- 5. If the Exhibitor fails to comply with and respect the terms of this agreement, all rights of the Exhibitors hereunder shall cease and terminate. Any payment made by the Exhibitor on account hereof will be retained by the Expo as liquidated damages for breach of his/her contract and the Expo may thereupon rent said space.
- 6. The Expo reserves the right to reject or prohibit exhibits or exhibitors, which the Expo considers objectionable or to relocate exhibits or exhibitors when, in the Expo's opinion, such moves are necessary to maintain the character and/or good order of the Expo.
- 7. The Exhibitor's property shall be placed on display and exhibited at his/her risk and the Expo assumes no responsibility for loss or damage thereto. The Exhibitor shall assume all responsibility for loss or damage to his/her property due to fire, theft, flood, lightening, earthquake, explosion, or any cause beyond the control of the Expo.
- 8. The Exhibitor agrees that no display may be dismantled or goods removed during the entire run of the Expo, but will remain intact until the closing hour of the last day of the Expo. The Exhibitor also agrees to remove his/her exhibit, equipment and any other property from the Expo building by the final move out time limit, or in the event of failure to do so, the Exhibitor agrees to pay for such additional costs as may be incurred.
- 9. In the event the building should be destroyed by fire, or if any circumstances whatsoever should occur which might 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 Exhibitors, 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 the Exhibitor will be made by the Expo in the event of this Expo not being held as proposed, and the Expo shall be released from any and all claims for damage or otherwise.
- 10. The Exhibitor is liable for any damage caused to building floors, walls, or columns, or to standard booth equipment, or to other Exhibitor's property. Exhibitors may not apply, paint, lacquer, adhesive, other coating to floors or to standard booth equipment, no cutting or stapling to drapes.
- 11. The Exhibitor shall undertake to maintain qualified personnel in his/her display during Expo hours and will limit the number of his/her representatives to three per booth at any given time.
- 12. The Exhibitor will assume responsibility for obtaining proper licenses for vending their products in the Expo Building, and labeling those products in accordance with the law. The Exhibitor will hold the Calgary Marathon Society harmless from any damage or loss received due to the Exhibitor's failure to secure proper licensing and labeling for his/her products.
- 13. There are NO REFUNDS for any reason (except for clause 9) on any payments made to the CMS if the Exhibitor wishes to cancel.
- 14. Any liability of the Calgary Marathon Society shall not in any event exceed the amount paid by the Exhibitor.

THE FOREGOING IS AGREED IN FULL BY THE EXHIBITOR:

In accordance with the aforementioned terms and conditions, The Calgary Marathon Society grant, the visiting organization, the right to short-term display at the Health and Wellness Expo on May 28 and 29, 2010.

I have read and understand and agree to the above rules and regulations. By signing this agreement, I will abide by these rules.

Printed name of authorized Person

Authorized signature

Date

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Name of Organization _____ Contact Name _____

Address _____

City _____ State | Province _____ Zip|Postal Code _____ Country _____

Phone _____ Fax _____ Mobile _____

E-mail _____ Number of event passes required _____

Additional booth service requirements Once a booth has been assigned to you, a confirmation will be mailed indicating booth number.

Briefly describe the product or service you will be promoting at the 2010 Health and Wellness Expo:

BOOTH DIMENSION REQUESTED

Booth dimension options available (GST to be added to all above prices)

- 10'x10' Regular \$ 900
- 10'x10' Corner \$ 1,000
- 10'x20' Regular \$ 1,600
- 10'x10' Regular Not For Profit \$ 600 (limited availability)
- 10'x30' "L-Shaped" Corner \$ 2,000

Booth number requested (refer to map on previous page for numbers)

1st choice _____ 2nd choice _____ 3rd choice _____

RACE PACKAGE INSERT REQUEST: _____

Subtotal \$ _____

GST (5%) \$ _____

Total payment submitted \$ _____

Please submit payments to

CALGARY MARATHON SOCIETY

P.O. Box 296, Station M
CALGARY AB T2G 3J4

OFFICE | 403 264 2996

FAX | 403 251 9070

info@calgarymarathon.com

METHOD OF PAYMENT

Cheque Money Order Bank Draft (attach to form) | Please make payable to: Calgary Marathon Society

Visa MC _____ Expiry Name on card _____ Signature _____

For Office Use Only		
Booth number	Payment received	Date received
Scotiabank Calgary Marathon Authorizing Signature		

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