



2023 RUNNER'S EXPO VENDOR HANDBOOK

2023 Expo Dates

Friday, May 26
Saturday, May 27

2023 Race Day

Sunday, May 28

Reach health and fitness enthusiasts at the 2023 Calgary Marathon Runner's Expo and over 10,000 participants and spectators on race day. This is an ideal opportunity to introduce your health and wellness related products and services to Calgary Marathon participants, their friends and family members.

The Runner's Expo and Race Day festivities are free and open to the public. Sign up times for registrants in 2023 will spread out the traffic flow encouraging more meaningful face-to-face interactions.

SERVUS CALGARY MARATHON

www.CalgaryMarathon.com

Please review the information in this document carefully as important vendor information is contained within. If the document does not address your question, contact the Calgary Marathon office at marketing@calgarymarathon.com for further assistance.

VENDOR PACKAGES

Booth Packages Include:

- Booth on Friday May 26th & Saturday May 27th
- Company link on the Calgary Marathon website
- One social media mention
- One e-newsletter mention with link to your website
- Curtained 8' backdrop / 3' side rails
- One skirted table
- One Chair

VENDOR RATES

Vendors: 10x10 \$1300 + GST = \$1365

Non-Profits/Charities: 10x10 (limited availability) \$750 + GST = \$787.50

Custom sizes/pricing available, please contact marketing@calgarymarathon.com

ADD-ONS

- **Race Day Space** - Keep your space an extra day and reach more people by adding Sunday May 28th (\$250, limited space)
- **Race Guide Ad** - Promote your brand in our virtual Race Guide that is sent to all participants pre-race weekend (prices vary)
- **Virtual Goody Bag Item** - Include a promo or coupon code in the virtual goody bag that is sent to all participants post-race (prices vary)



HOW IT WORKS

STEP 1

Complete [Exhibitor Application Form](#) located on our webpage.

STEP 2

Vendors will be notified of acceptance within 5 business days of your application submission.

STEP 3

Vendors will be sent an invoice to be paid to Calgary Marathon Society.

STEP 4

If applicable, complete necessary forms for food/beverage, wireless interest, electrical outlets etc.

STEP 5

Booth assignments will be provided on or before May 17.

SCHEDULE

Date	Set Up Time	Open to Public	Notes
Thursday, May 25	2:00pm - 8:00pm	N/A	*Mandatory for booths with tents, special licenses (ex. food)
Friday, May 26	8:00am - 10:00am	11:00am-8:00pm	Mandatory
Saturday, May 27	-	10:00am-5:00pm	Mandatory
Sunday, May 28 (Race Day)	Set up by 8:00am at the latest. If you wish to engage with runners before the race you may set up earlier*	6:00am-1:00pm	*Race Day booth optional for an additional fee

In order to keep to a critical timeline, all booths requiring special licenses (ie. serving food), with tents, or with additional needs must be set up by 8pm on Thursday, May 26th. Basic booth setups (i.e. no tents, power, or internet) must be set up by 10am Friday morning.

ADDITIONAL INFO

Booth Construction - Canopies, tents & overhead structures

Canopies MUST have a tag attached to the tent that states the Canadian fire certification on the tag (the certification is CAN/ULC-S109). If it does not have this certification, the fire department will ask the exhibitor to take the tent down.

Booth Construction - Large banners

Large banners or any large amounts of fabric (for example larger than 5 feet by 5 feet) that are part of your display must have the same Canadian certification (CAN/ULC-S109). Please have this certification ready in your booth for the fire inspector. If it is not certified, the exhibitor can do a flame test on a small piece of the fabric and have this ready for the fire department with their booth.

Booth Construction - Trees, wood chips, and hay

Any fresh cut trees need to be tagged with the date they were cut. Any wood chips, hay bales etc. must be treated/sprayed with a fire retardant chemical.

Booth Space Includes

Each booth space includes 1 skirted table and 1 chair; if no table or chair is required please let us know as before May 1st, 2023 by emailing marketing@calgarymarathon.com. *Electricity is not included in booth cost and must be ordered and paid for separately through the portal.

Electricity & Internet at booth

Internet/electricity is ordered directly through the Calgary Stampede Event Services' online booking portal: <https://exhibitor.calgarystampede.com/> Vendors may book these services using a paper form for an additional \$25 manual fee.

Food Sampling

If you are sampling/handling food/beverage products and/or selling food/beverage products, we will send you an [Alberta Health Services Form](#) and the [Stampede Concessionaire form](#) to be completed and returned to us no later than May 1, 2023.

ADDITIONAL INFO

Advertising Space is Available

Connect with over 8,000 participants by advertising in our annual **Race Guide** that is distributed to all participants prior to race weekend, or add a promo code/coupon in our **Virtual Goody Bag** sent to all participants post-event. Please email marketing@calgarymarathon.com to learn more about rates and space availability.

Trade show services/deliveries

Global Convention Services Ltd. is our trade show supplier and if you need anything from material handling, to booth set-up, deliveries or special rentals, please contact them before race weekend at iashton@globalconvention.ca

Teardown

If you have confirmed your booth until Saturday May 27th, teardown will take place AFTER 6:00pm on Saturday May 27th.

If you have confirmed your both until Race Day, Sunday May 28th, teardown will take place AFTER 1:00pm Sunday, May 28th.

Booths must remain in place and may not tear down before 6:00pm on Saturday, May 27th to ensure attendees can enjoy the full expo experience.

Booth Number and Layout

Your booth # and a floor layout will be emailed to you by May 17th, prior to race weekend. Booths will be numbered and a team will be on site to help you locate your booth. Booth assignment is final and cannot be moved for any reason.

Parking at Stampede Park

Standard Stampede Parking rates apply for Runner's Expo at \$15.00 per day.