



2010 SKYLON TOWER HEALTH & FITNESS EXPO

Dear Exhibitor:

Thank you for your interest in the **2010 Skylon Tower Health and Fitness Expo**. This year's event will be held on Friday, October 22nd and Saturday, October 23rd. The Expo promises to be an exciting kick-off to the Niagara Falls International Marathon and provides an excellent opportunity for you to promote your products/services. Please note the Expo hours of **4:00 pm to 9:00 pm** on Friday, October 22nd and from **10:00am to 6:00pm** on Saturday October 23rd. The Expo will be held in the same location as Race Registration and Runners' Number and Race Packet Pick-up. The Health and Fitness Expo is a very well-attended event. Between the runners, their families and friends, and the general public who read about the Expo in the local newspapers, 20,000 people stream through the Skylon Tower over the 2-day event.

Enclosed you will find the information required to book your booth space. Booth reservations are determined on a **first come, first serve** basis and must be accompanied by **payment in full**. Please reserve your booth immediately as space is limited. Send your completed contract along with your payment to:

**Niagara Falls International Marathon
2009 Skylon Tower Health & Fitness Expo
5300 Willmott Street
Niagara Falls, ON L2E 2A7**

Also included in the package is the **Expo Booth Floor Plan**. Please make three choices as space may be booked by the time we receive your contract. Please review the Terms and Conditions as stated by the **Niagara Falls International Marathon**.

We look forward to seeing you in October! Should you require any further information or clarification, please contact me at: michele@niagarafallsmarathon.com or at 905-356-9460.

Yours truly,

Michele Taylor
Assistant Race Director



AN OPPORTUNITY TO PROMOTE YOUR EVENT



The Niagara Falls International Marathon is offering a fantastic opportunity for businesses and organizations working in fields related to sports, health, and tourism to reach sports and fitness fanatics. An extensive show promotion is planned for the Niagara Falls area. The 2010 Skylon Tower Health & Fitness Expo will also be open to the general public and entry to the Expo is free.

VISITOR ANALYSIS

During the weekend, approximately 5,000 runners will clear customs, collect their race number, Champion Chips, and, along with families and friends, visit the 2010 Skylon Tower Health and Fitness Expo. The majority of the visitors will be between 30 and 60 years of age, and are interested in fitness, nutrition and traveling.

DEMOGRAPICS

- 56.14% Female / 43.86% Male
- Average Age 35-50 years old
- Active and healthy lifestyles
- Fitness oriented

WORLD WIDE PARTICIPATION

- Canada 71.05%
- USA 25.94%
- Other Countries 3.01% (UK, Mexico, Australia , Japan etc.)



TERMS AND CONDITIONS

The Exhibitor must accept the following terms and conditions in order to exhibit at the 2010 Skylon Tower Health & Fitness Expo.

Cancellation

No reimbursement will be made in the event of a cancellation.

Booth Rental

Once the completed reservation form and full payment are received, the booth reservation will be confirmed. The Niagara Falls International Marathon reserves the right to refuse any reservation judged inappropriate to the Health and Fitness Expo context. The reservation fee will then be returned.

2010 Skylon Tower Health and Fitness Expo Hours

Friday, October 22, 2009 4:00 pm – 9:00 pm
Saturday, October 23, 2009 10:00 am – 6:00 pm

Set Up & Tear Down Hours

Exhibitors must set up and tear down their booths during the times stated:

Set Up: Thursday, October 21, 2010 9:00 am – 9:00 pm*
Set Up: Friday, October 22, 2010 9:00 am – 3:00 pm*
Tear Down: Saturday, October 23, 2010 6:00 pm – 8:00 pm*

** You will be assigned your specific set-up time and booth number approximately 2 weeks prior to the expo.*

Booth Allotment

The Niagara Falls International Marathon reserves the right to change the location of a confirmed booth if it deems it necessary for the good of the show.

Displays

Displays and installations must stay within the booth rental space and must not interfere in any way with other exhibits and exhibitors.

Booth Presence

Exhibitors must ensure the presence of at least one person in the booth during exhibition hours.

Insurance

Exhibitors must have their own insurance appropriately covering the equipment, the material and the merchandise needed for the event, as well as the staff overseeing their booth. **EXHIBITORS WILL NOT BE ADMITTED WITHOUT PROOF OF SAID INSURANCE.** (Certificate of Insurance from insurance agent).

Selling Goods and Services

Selling goods and services is permitted.



Food and Refreshments

Exhibitors may not sell food or refreshments in their booth. Samples, however may be given out.

Publicity Activities

Publicity activities, other than distributing pamphlets, promotional articles or samples, must be submitted to the Niagara Falls International Marathon prior to the 2010 Skylon Tower Health & Fitness Expo for approval. Otherwise, the organization reserves the right to end the activity during the event.

Electricity

Exhibitors must inform the Expo Coordinator of their need for electricity **no later than October 1, 2010.**

Parking

Exhibitors have access to the parking at the 2010 Skylon Tower Health and Fitness Expo. One designated parking space will be provided for each exhibitor.

Additional Services

Additional services, judged necessary for the good of the exhibition, are offered to exhibitors (equipment, accessories etc.) at an additional cost. Exhibitors must notify the 2010 Skylon Tower Health & Fitness Expo of their needs **no later than October 1, 2010.**



EXHIBITION INFORMATION & SCHEDULE OF EVENTS

Thursday October 21st , 2010

Set Up (Specific set-up times to be assigned) 9:00 am – 9:00 pm

Friday October 22nd , 2010

Set Up (Specific set-up times to be assigned) 9:00 am – 3:00 pm

Expo Hours 4:00 pm – 9:00 pm

Half, 10k & 5k Registration & Number Pick Up 4:00 pm – 9:00 pm

Saturday October 23rd , 2010

Expo Hours 10:00 am – 6:00 pm

Marathon Number Pick up 10:00 am – 6:00 pm

Half, 10k & 5k Registration & Number Pick up 10:00 am – 6:00 pm

Tear Down 6:00 pm – 8:00 pm

Niagara Falls International Marathon asks that booths not be broken down or moved out until the Expo is officially closed on Saturday, October 23rd, 2010 at 6:00 pm.



NIAGARA FALLS
INTERNATIONAL MARATHON

BOOTH RENTAL

Please secure your booth space immediately with full payment. Spaces will be assigned on a first come, first serve basis. *****Register before July 1st 2010 and receive a \$100.00 discount on your total Expo entry fees.*****

Dimension	Style	Cost in Canadian Dollars
10' x 10'	Regular	\$550 + gst
10' x 10'	Corner	\$650 + gst

Additional Booths \$500 + gst

Booth Rental for Not for profit organizations \$350+ gst

Booth Rental Package Includes

- 8' backdrop / 3' side rail curtains
- One 6' draped table
- One wastebasket
- Two chairs

Please note that additional services/equipment are at the exhibitor's expense. See reservation form for prices.

RESERVATIONS/ QUESTIONS

Please contact Michele Taylor at:

(905)356-9460

michele@niagarafallsmarathon.com

2009 Skylon Tower Health & Fitness Expo

5300 Willmott Street

Niagara Falls, ON L2E 2A7

info@niagarafallsmarathon.com

www.niagarafallsmarathon.com

Fax: (905) 356-7156

Phone: (905) 356-9460



RESERVATION FORM

Form must be completed in full and returned to the address below with payment to hold space at the 2010 Skylon Tower Health & Fitness Expo.

Name of the Organization: _____
 Name of Representative: _____
 Address: _____
 City: _____ Prov/ State: _____ Post /Zip Code: _____
 Phone: _____ Fax: _____
 Email: _____
 Type of Goods or Services Offered: _____

Please refer to the floor plan provided and indicate your preferred booth location, no guarantee

➤ 1st Choice _____ 2nd Choice _____ 3rd Choice _____

Costs Paid to Niagara Falls International Marathon:			
Booth (depending on style)		\$	
15 Amp Power in Booth (\$50 for 2 days)		\$	
GST (5%)		\$	
Extension Cord (free of Charge)	Yes	No	
Additional Costs Paid to Niagara Falls International Marathon:			
30 Amp Power in Booth (\$250 for 2 days)		\$	
Tow Motor or Pump Cart (\$20/hour Min 1 Hour)		\$	
Set Up	Yes	No	
Tear Down	Yes	No	
		GST (5%)	\$
		Total	\$

You will receive a copy of the confirmation contract outlining your booth number once we have received full payment and assigned booth numbers. Booth is not reserved until payment is received.

Authorized Signature: _____ **Date:** _____

Your signature confirms that you have read and agreed to the terms and conditions related to the 2010 Skylon Tower Health & Fitness Expo. Please keep a copy of this document for your records.

Please complete the form (print or type) and mail it along with payment in full, either by cheque or credit card (**Visa or MasterCard**). Cheques should be made payable to Niagara Falls International Marathon. **Certificate of Insurance must accompany this application.**

Credit Card # _____ Expiry Date _____

Authorized Signature _____

2009 Skylon Tower Health & Fitness Expo

5300 Willmott St, Niagara Falls, ON L2E 2A7 Attention: Michele Taylor, Assistant Race Director



EXHIBIT INFORMATION REQUEST FORM

Exhibitor/Company Name:

(Please print exactly as it should appear on your identification sign)

Length of time required for set up: _____

Need to use loading dock: Yes _____ **No** _____

Type, size and number of vehicles coming into loading dock:

**Please complete and return to Michele Taylor at
michele@niagarafallsmarathon.com
or fax to 905-356-7156**

If you have any questions, please call 905-356-9460



ATTENTION EXHIBITORS

The exhibit hall will be secured during non-show hours, however neither **Show Management** nor the **Expo Facility** are responsible for lost or stolen articles.

Exhibitors are responsible for any damage done to the facility or rental equipment.

Booth equipment **may not** be taken off the exhibition floor during show hours without the **written permission** of the Show Management.