



## **2011 SKYLON TOWER HEALTH & FITNESS EXPO**

This year's event will be held on Friday, October 21<sup>st</sup> and Saturday, October 22<sup>nd</sup>. 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 are **3:00 pm to 8:00 pm** on Friday, October 21st and **10:00 am to 6:00 pm** on Saturday, October 22nd.

The Expo will be held in the same location as race registration and runners' number and race packet pickup. The Health and Fitness Expo is very well attended by runners, their families and friends, and the general public who read about the Expo in the local newspapers. It is expected some 20,000 people will stream through the Skylon Tower over the 2-day event.

### **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 2011 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 5500 runners will clear Customs, collect their race number and Champion Chips, and, along with families and friends, visit the 2011 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 66.7%
- USA 20.9%
- Other Countries 12.4%

## EXHIBITION INFORMATION & SCHEDULE OF EVENTS

### Thursday October 20<sup>th</sup>, 2011

Setup (Specific setup times to be assigned) 9:00 am – 8:00 pm

### Friday October 21<sup>st</sup>, 2011

Setup (Specific setup times to be assigned) 9:00 am – 2:00 pm

Expo Hours 3:00 pm – 8:00 pm

Half, 10k & 5k Registration & Number Pickup 3:00 pm – 8:00 pm

### Saturday October 22<sup>nd</sup>, 2011

Expo Hours 10:00 am – 6:00 pm

Marathon /Marathon Relay

Number Pickup 10:00 am – 6:00 pm

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

Teardown 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 22<sup>nd</sup>, 2011 at 6:00 pm.

## BOOTH RENTAL

Please secure your booth space immediately with full payment. Spaces will be assigned on a first come, first served basis.

Dimension	Style	Cost in Canadian Dollars
10' x 10'	Regular	\$575 + HST
10' x 10'	Corner	\$675 + HST

Additional Booths \$500 + HST

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

Booth Rental Package Includes

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

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

### RESERVATIONS/ QUESTIONS

Please contact Jim Ralston at:

(905)356-9460

[info@niagarafallsmarathon.com](mailto:info@niagarafallsmarathon.com)

[www.niagarafallsmarathon.com](http://www.niagarafallsmarathon.com)

Fax: (905) 356-7156

**2011 Skylon Health & Fitness Expo**

5300 Willmott Street

Niagara Falls, ON L2E 2A7

# TERMS AND CONDITIONS

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The Exhibitor must accept the following terms and conditions in order to exhibit at the 2011 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.

## **2011 Skylon Tower Health and Fitness Expo Hours**

Friday, October 21, 2011 3:00 pm – 8:00 pm  
Saturday, October 22, 2011 10:00 am – 6:00 pm

## **Setup & Teardown Hours/Booth Assignment**

Exhibitors must setup and teardown their booths during the times stated:

Setup: Thursday, October 20, 2011 9:00 am – 8:00 pm  
SetUp: Friday, October 21, 2011 9:00 am – 2:00 pm  
Teardown: Saturday, October 22, 2011 6:00 pm – 8:00 pm

You will be assigned your specific setup time and booth number approximately 2 weeks prior to the expo. 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. However, samples may be given out.

## **Electricity**

Exhibitors must inform the Expo Coordinator of their need for electricity **no later than October 1, 2011.**

**Parking**

Exhibitors have access to parking at the 2011 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 2011 Skylon Tower Health & Fitness Expo of their needs **no later than October 1, 2011**.

**ATTENTION EXHIBITORS**

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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.



## RESERVATION FORM

**Form must be completed in full and returned to the address below with payment to hold space at the 2011 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

➤ 1<sup>st</sup> Choice \_\_\_\_\_ 2<sup>nd</sup> Choice \_\_\_\_\_ 3<sup>rd</sup> Choice \_\_\_\_\_

<b>Costs Paid to Niagara Falls International Marathon:</b>	
Booth (depending on style)	\$ _____
15 Amp Power in Booth (\$50 for 2 days)	\$ _____
HST (13%)	\$ _____
<b>Additional Costs Paid to Niagara Falls International Marathon:</b>	
30 Amp Power in Booth (\$250 for 2 days)	\$ _____
Tow Motor or Pump Cart (\$25/hour Min 1 Hour)	\$ _____
Setup    Yes                      No         Teardown                      Yes    No	HST 13%    \$ _____
	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 2011 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 \_\_\_\_\_

2011 Skylon Tower Health & Fitness Expo

5300 Willmott St, Niagara Falls, ON L2E 2A7 Attention: Jim Ralston, Race Director

**EXHIBIT INFORMATION REQUEST FORM**

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Exhibitor/Company Name:

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

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Length of time required for setup: \_\_\_\_\_

Need to use loading dock: Yes \_\_\_\_\_ No \_\_\_\_\_

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

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Please complete and return to Jim Ralston at [info@niagarafallsmarathon.com](mailto:info@niagarafallsmarathon.com)  
or fax to 905-356-7156.

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