



THE OFFICIAL MARATHON AFTERPARTY

Sunday, October 18 – 10:00 a.m. – 3:00 p.m.
Downtown Detroit, adjacent to the Finish Line

Take advantage of this great opportunity!

In its 32nd year, The Detroit Free Press/Flagstar Marathon is the world's only international marathon with a unique course crossing the U.S./Canadian border twice, and with great entertainment along all 26.2 miles this annual event is absolutely amazing. This Marathon prides itself on providing an extraordinary experience, and this year the Marathon reaches a new goal.

Crossing the Finish Line and conquering the Detroit Free Press/Flagstar Marathon is a true accomplishment that should be celebrated, and this year there's going to be a party to prove it. In its inaugural year, **Conquered: the Official Marathon Afterparty** will be the place where over 18,000 Marathon participants, their supportive families, all of the committed volunteers and all the spirited spectators will converge to celebrate.

Conquered will take place immediately following (and concurrently) as Marathon participants cross the Finish Line, and will be located two blocks adjacent to the Finish Line, in the parking lot at the corner of 3rd St. & W. Lafayette Blvd. There will be food, drinks and live entertainment provided by national recording artist and Michigan native, Brian Vander Ark, of The Verve Pipe fame, and popular, local cover band, The Killer Flamingos. Admission is free and all are welcome.

Our runners work hard, play hard and spend big.

Long-distance runners are young, educated and affluent, and are willing to spend more for quality products and services. They like fine dining, travel and are eco-conscious and "cause" driven.

2008 participant demographics:

- 51% men
- 49% women
- Average age is 39
- 84% have a college degree
- 57% attend graduate school
- Average household income of \$95k
- 80% of our runners come from Southeast Michigan and Ontario.

STANDARD BOOTH INFORMATION

Pulse 220 of Southfield, MI is our production house service provider for **Conquered**. Pulse 220 will provide you with the following standard amenities as part of your event space:

- 10' deep x 10' wide (for larger sizes, combine contiguous booth spaces)
- 10' x 10' open-air floor space
- Standard 6' or 8' table (1)
- Folding chairs (2)

CONFIRMATION

We will send you confirmation upon receiving your application and payment, and will also confirm final details regarding your event presence by October 12.



2009 Application

PLEASE PRINT

NAME _____ TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ STATE/PROVINCE _____ ZIP/POSTAL CODE _____

PHONE _____ FAX _____

WEB SITE _____ EMAIL _____

Tell us about the products or services you will be exhibiting: _____

Are you sampling food or drinks? Are you selling food or drinks?

BOOTH

Please reserve the following exhibit space (we require a 50% deposit to hold your reservation, with balance due September 25.)

- STANDARD BOOTH(S) \$750
- PREMIUM BOOTH(S) \$850
- NON-PROFIT BOOTH(S) \$500

EVENT SIGNAGE SPONSORSHIPS

- Entertainment stage backdrop banner (16' wide x 10' high): \$2,500
- Step-and-repeat banner for photo opportunities (20' wide x 10' high): \$2,900

Fencing wraps:

- Along Howard Street, to the left and right of the entertainment stage, facing the crowd (approx. 115' wide x 4' high): \$3,500
- Along Service Drive at the event entrance, to Howard Street corner, on both sides of the fence (approx. 135' wide x 4' high): \$3,800
- Along Third Street at the event exit, to Howard Street corner, on both sides of the fence (approx. 135' wide x 4' high): \$3,800
- Front of House production tent signage (approx. 10' wide x 2' high): \$1,000
- Entrance/exit treatment: \$4,500

TERMS AND CONDITIONS

You agree to pay by mailing a check or credit authorization for a minimum of 50% of the total with the application, and the balance due by September 25. Setup is approximately 8:00 a.m. and teardown is 3:00-7:00 p.m. Have someone at your booth at all times during Conquered. Do not sublet booth space. Use the gated entrance along the Service Drive and Lafayette Blvd. to move your merchandise in and out. You may not alter the parking lot ground in any way. Accept responsibility for any damages which you may cause to the parking lot event space or other related property. Conform to all city permits, laws, rules and regulations appropriate to your products or services. Carry the insurance necessary to protect yourself in case of incident or accident. Remove all of your belongings from the parking lot event space by 7:00 p.m. on October 18 or it will be removed (and stored, if necessary) at your expense. The Marathon reserves the right to modify the event layout, and to restrict or reject any vendor or sponsor. No refunds after October 9.

We hereby apply for exhibit space and/or goodie bag insert at Conquered: The Official Marathon Afterparty. **We agree to the show terms and conditions.**

SIGNATURE _____ DATE _____

METHOD OF PAYMENT

Total enclosed \$ _____ (US dollars only. Do not send cash. Non-refundable. Non-transferable.)

- Check made payable to Detroit Free Press Money order Credit card (check one) MasterCard Visa American Express

NAME ON CREDIT CARD _____ EXP. DATE _____

BILLED COMPANY NAME _____

BILLED COMPANY ADDRESS _____ BILLED COMPANY PHONE _____

Credit Card # _____ (Please do not leave spaces between the numbers.)

SIGNATURE _____ EXP. DATE _____

Return the completed application with full payment by credit card, check or money order to:

Conquered: The Official Marathon Afterparty
 Attn: Jason Ley, Entertainment Director, Detroit Free Press/Flagstar Marathon
 615 West Lafayette Blvd
 Detroit, MI 48226

Or fax to: **(313) 496-5296**
 Attn: Jason Ley, Entertainment Director,
 Detroit Free Press/Flagstar Marathon
 Email: jley@dnp.com