

35th Annual



October 19 - 21, 2012

PARTICIPATION OPPORTUNITIES

Come run with us!

Become part of one of Michigan's most anticipated events, the 35th annual Detroit Free Press/Talmer Bank Marathon. Make your name synonymous with the health, energy and excitement surging from over 50,000 spectators and participants as they take over the streets of Detroit and Windsor on October 21, 2012.

- 2012 projected participation-23,000
- Named one of the ten best races for first time marathoners by Rodale Inc. and MSN's fitness website, Fitbie. Rodale Inc. is the publisher of Men's Health, Runner's World, Running Times and other popular magazines and associated websites
- Competitor Magazine named Detroit's "underwater mile" one of the 26 most interesting marathon miles in 2010
- Named 6th best medal design in 2010 by Marathon & Beyond

2011 marathon:

- 20,310 highly engaged participants
- Every state represented except for Mississippi
- 15 countries represented
- \$76,400 median income 33% ABOVE the DMA
- 56% female participants, 44% male participants



35th Annual Detroit Free Press/Talmer Bank Marathon **2012 HEALTH & FITNESS EXPO**



INFORMATION AND SPONSORSHIP OPPORTUNITIES

HEALTH AND FITNESS EXPO

OCT. 19-20, 2012

An anticipated 50,000 runners, walkers, and their families and friends from all 50 states and a dozen countries will take part in the excitement. The Health and Fitness Expo is FREE and open to the public. All participants, except 5K runners and walkers, are required to pick up their race materials at the Expo.

Hours: Friday, October 19 – 3:00 p.m. to 8:00 p.m. Saturday, October 20 – 10:00 a.m. to 7:00 p.m.
NOTE: Vendors must be set up one hour prior to opening.

Location: Cobo Center, Macomb Hall, One Washington Blvd., Detroit, Michigan 48226

Booth: Single booth \$800 Non-Profit \$500 Premium booth \$900 Corner 6 booths \$5,100

Contents: 10' x 10' booth, skirted table, two (2) chairs, wastebasket, identification sign, back and side walls. Extra amenities available for an additional charge with Convention and Show Services. Info will be provided once registration form is received.

Expo exhibitors can receive booth space at Conquered: the Official Marathon Afterparty, on Sunday, October 21, at the reduced rate of \$400. (Includes space reservation only.)

For exhibitor information, call Annette Sebestin at the Marathon Office at 313-222-2492 or email at asebestin@dnps.com.

Expo stage sponsor: \$3000

Name sign hanging above Seminar Stage sign. Sponsor amenities include: logo inclusion on Expo signage ads, digital platforms, complementary booth at expo, 1/4 page ad in participant guide.

Stage logo sponsor: \$500

24"x24" sign placed in prominent locations around the left and right hand borders of Seminar Stage screen.

GOODIE BAG PROGRAM AND PARTICIPANT GUIDE

OCT. 19-20, 2012

Our Goodie Bag Program and Participant Guide are great, cost-effective ways to get information on your goods and/or services in front of many potential customers. We'll stuff 20,000 goodie bags and distribute them to all registered marathoners, half-marathoners, relay runners, and 5K participants when they pick up their race packets at the Expo. Offer samples, coupons or an item with your logo for a hands-on way to reach thousands of potential customers.

Participant Guide: We will print a 24-page (est.) Participant Guide and present your message in the way of an ad. We do the printing, you just need to supply camera ready artwork to our size specs and you are good to go!

Rates: Quarter page (4.75 x 5.5) = \$800 Half page (9.667 x 5.5) = \$1500 Full page (9.667 x 11.25) = \$2000

Deadline: Artwork must be received by Sept. 7 to be included in the guide.

Other items: All items to be inserted must meet certain size specifications. If a product sample, item must weigh less than 14 ounces. If you have questions about a product sample size, or the guide, please call Annette Sebestin at the Marathon Office at 313-222-2492.

Cost: \$800 per sample or promo item Quantity: 20,000

Deadline: Promotional Items going into Goodie Bags need to be received between Sept. 20 and 28, 2012. Call Sandy Brabant at 586-977-7543 with delivery questions.

Promotional items send to: Detroit Free Press Marathon Goodie Bags c/o Detroit Media Partnership, Attn: Sandy Brabant, 6200 Metropolitan Parkway, Sterling Hts, MI 48312

CONQUERED – RACE DAY EXHIBITORS

OCT. 21, 2012

Thousands of people will celebrate at Conquered: the Official Marathon Afterparty. The party takes place near the Finish Line in the parking lot at the corner of Third Street and W. Lafayette Boulevard. As a vendor, you can have a prime location in front of your consumers. Admission is free and open to the thousands of marathon participants, their supportive families, committed volunteers and spirited spectators.

Hours: 9:00 a.m. to 2:00 p.m. (NOTE: Setup begins at 7:00 a.m. teardown takes place 2:00 p.m. -6:00 p.m.)

Location: Downtown Detroit, two blocks from the Finish Line

Costs: Standard starting at \$600* Non-Profit starting at \$350 Event Signage: Please inquire

Contents: Details will be provided once registration form is received. Please inquire about customizing your space.

*Negotiable based on services provided.

For space availability, please call Cindy Jacobs at the Marathon office at 313-223-4530 or email at cjacobs@dnps.com.

35th Annual Detroit Free Press/Talmer Bank Marathon 2012 HEALTH & FITNESS EXPO



APPLICATION

CONTACT INFORMATION (PLEASE PRINT) PUT A CHECK MARK BY THE ITEMS BELOW THAT YOU ARE INTERESTED IN.

COMPANY NAME _____

CONTACT NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

EMAIL _____ WEBSITE _____

SIGNATURE _____

(With your signature you agree to the terms and conditions contained in this packet.)

HEALTH AND FITNESS EXPO – EXHIBITOR

OCT. 19-20, 2012

BOOTH: STANDARD BOOTH(S) \$800 PREMIUM BOOTH(S) \$900 CORNER 6 BOOTHS \$5,100 NON-PROFIT BOOTH(S) \$500

NUMBER OF BOOTHS _____ PREFERRED TOP 3 BOOTH #'S (SEE ATTACHED FLOOR PLAN) _____

PRODUCT OR SERVICE _____

STAGE: Stage sponsorship \$3,000 Stage logo \$500 Stage appearance \$200 for 20 min
 Stage logo and appearance \$600 Standard booth, stage logo and appearance \$1,000 Premium booth, stage logo and appearance \$1,200

Total \$ _____

GOODIE BAG PROGRAM

OCT. 19-20, 2012

NUMBER OF ITEMS _____ AT \$800 EACH ITEM _____ DESCRIBE ITEM TO BE INSERTED _____

Total \$ _____

PARTICIPANT GUIDE FOR RUNNERS GOODIE BAG

OCT. 19-21, 2012

Quarter page (4.75 x 5.5) = \$800 Half page (9.667 x 5.5) = \$1500 Full page (9.667 x 11.25) = \$2000

Total \$ _____

CONQUERED – RACE DAY EXHIBITORS

OCT. 21, 2012

BOOTH: STANDARD STARTING AT \$600* NON-PROFIT STARTING AT \$350 EXPO EXHIBITOR SPECIAL \$400

EVENT SIGNAGE: 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

Total \$ _____

EXPO AND CONQUERED EXHIBITOR PACKAGE

OCT. 19-21, 2012

ONE STANDARD BOOTH AT THE EXPO AND CONQUERED \$1200

Total \$ _____

METHOD OF PAYMENT Payment must be made in full on or before September 28, 2012.

(U.S. dollars only. No payments accepted at Expo setup. Non-refundable. Non-transferable.)

GRAND TOTAL \$ _____

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

CARD NUMBER _____ EXPIRATION DATE _____

NAME ON CARD _____ SIGNATURE _____

Fax completed form to Annette Sebestin at 313-496-5296; or email to: asebestin@dnps.com;
 or mail to: Detroit Free Press Marathon Expo, 615 W. Lafayette, Detroit, MI 48226

35th Annual Detroit Free Press/Talmer Bank Marathon 2012 HEALTH & FITNESS EXPO



TERMS AND CONDITIONS

Detroit Free Press/Talmer Bank Marathon Expo and Conquered are intended to be a rewarding experience for exhibitors, sponsors, runners and attendees. We want to give you the best chance possible to promote your business and products. In order to assure fairness and priority, all exhibitors are bound by the following Terms and Conditions and any additional Terms and Conditions that the Marathon determines are necessary.

1. You agree to pay by check or credit card a minimum of 50% of the total with the application, and the balance due by Sept. 28, 2012.
2. Expo Booth/display shall be set up by 2 p.m. on Friday, Oct. 19, 2012. Setup begins at 8 a.m. on Thursday, Oct. 18, 2012 until 3:30 p.m. and resumes Friday, Oct. 19, 2012, 8 a.m. until 2 p.m.
3. Display shall not extend beyond the assigned space, nor disturb the aisles or other exhibits.
4. Booth shall remain open and staffed during Expo hours as stated on registration form and not dismantled before that time.
5. Detroit Free Press/Talmer Bank Marathon will assign booths at its discretion. Space assignments are subject to reasonable changes made by Detroit Free Press/Talmer Bank Marathon.
6. No refunds 2 weeks prior to event move-in date. No refunds shall be paid to any Exhibitor who fails to occupy its assigned space for any reason other than a failure of the Marathon to provide exhibition space. In the event that the Marathon is unable to provide exhibition space for a reason other than those events and reasons set forth in Paragraph 12, the Exhibitor agrees that its damages are limited to the refund of any deposit or payment made by the Exhibitor.
7. Detroit Free Press Marathon/Talmer Bank has the right to reject exhibits.
8. Exhibitor will not exhibit any merchandise or promotional material other than specified in the reservation form. Detroit Free Press Marathon/Talmer Bank has the right to reject the display of any merchandise or promotional material.
9. Detroit Free Press Marathon/Talmer Bank will hire security to secure materials stored in the exhibition hall during the times the show is not open to the public. Detroit Free Press/Talmer Bank Marathon shall not be liable for the acts or omissions of the security guards. Exhibitor assumes all responsibility for loss, theft or destruction of goods, or personal injuries to itself, its employees, agents, representatives or visitors and will indemnify and hold harmless Detroit Free Press/Talmer Bank Marathon, its officers, employees, agents, volunteers, contractors, sponsors, runners, patrons and Expo attendees from all claims arising from any act, omission or negligence of the Expo Exhibitor.
10. Exhibitor agrees not to deface property and agrees to accept liability for any damage to property of others or the Cobo Center. Any damage shall be remedied at Exhibitor's expense and to the satisfaction of the property owner.
11. In the event of war, fire, terrorist attack, public catastrophe, strike, act of God, civil unrest or other uncontrollable cause that prevents the Expo or any part thereof from being held, Detroit Free Press/Talmer Bank Marathon shall, in its sole discretion, determine what refund, if any, is to be paid to Exhibitors.
12. Exhibitor agrees to the Marathon's promotional, non-commercial use of its images, and the images of its workers, agents and staff, in photographs, video, film or other media depictions of the Expo. Exhibitor agrees to and shall disclose to its workers, agents and staff performing sale or services at the Expo that the Marathon may photograph, film video or otherwise make and use image of such persons for promotional, non-commercial purposes.
13. Each Exhibitor is bound in all respects by these Terms and Conditions. Violations of these Terms and Conditions may result in the forfeiture of the exhibiting space, without refund.
14. No subletting of booth space allowed.
15. Flammable chemicals or painting are not allowed in building.
16. No soliciting in the aisles.
17. Canopies and tents not allowed unless pre-approved.
18. No balloons with helium.
19. No music or audio allowed that would interfere with adjacent exhibitors.
20. No cooking allowed at booth unless approved by Expo Director. Food items must be pre-prepared and no larger than 4 oz. in size. Beverages must be 2 oz. or less.
21. Do not place or operate any equipment on the premises.

CONQUERED: 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 Boulevard 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 21 or it will be removed (and stored, if necessary) at your expense.