

BURNCO Calgary Marathon Fitness Expo 2004

Reach more than 10,000 health and fitness enthusiasts! The 2004 Burnco Calgary Marathon Fitness Expo provides you with an opportunity to reach an ideal target market of active, educated health conscious women and men. This is the chance to expose your booth or display to over 10,000 potential customers from the running community. On average each runner spends 2 hours in the Fitness Expo, creating a climate for you to meet and talk to our runners, providing information and product samples.

Visitors Profile

- Over 10,000 participants, volunteers and friends representing all provinces in Canada and 20 countries from around the world, must attend the Fitness Expo to pick up their race package and registration materials,
- 226,600 Calgaryans age 18 and over run or jog,
- 52% of our participants have household incomes of \$75,000 plus,
- 60% of our participants have post secondary education,
- Majority of participants are between the ages of 30 – 60.

Booth Rental

| Dimension | Type | Price including GST |
|------------------|-------------------------|----------------------------|
| 10' x 10' | Regular | \$481.50 CDN |
| 10' x 10' | Corner | \$535.00 CDN |
| 10' x 20' | Regular | \$856.00 CDN |
| 10' x 10' | Regular, not-for profit | \$374.50 CDN |

Booth rental packages include the following:

- Curtained 8' backdrop / 3' side rails,
- One 8' draped table,
- Two chairs,
- Name on the BURNCO Calgary Marathon with hotlink to your company/organizations website, and
- Please note electrical outlets and phone lines are available at the exhibitor's expense, arrangements must be made prior to June 15, 2004.

Fitness Expo Hours

Move in:

Thursday, July 8 from 2:00pm – 8:00pm

Friday, July 9 from 9:00am – 2:00pm

Fitness Expo Hours:

Friday, July 9 from 4:00pm – 9:00pm

Saturday, July 10 from 10:00am – 6:00pm

Move out:

Saturday, July 10 from 6:00pm – 10:00pm

For more information or confirmation of Exhibitor Space contact:

Jacqui Sanderson
Race Director, Burnco Calgary Marathon
P.O. Box 296, Stn. M
Calgary, AB T2P 2H9

Phone: (403) 264-2996
Fax: (403) 251-9070
e-mail: info@calgarymarathon.com
web site: www.calgarymarathon.com

BURNCO Calgary Marathon **Fitness Expo 2004**

Terms and Conditions

- Only once a completed reservation form and full payment has been received will a booth reservation be confirmed. The BURNCO Calgary Marathon reserves the right to refuse any reservation that conflicts with existing sponsor exclusivity arrangement or is judged inappropriate for the Fitness Expo, in this case your cheque will be returned.
- The Fitness Expo fee is non-refundable and non-transferable under any circumstances.
- Exhibitor booths must be manned at all times during the Fitness Expo hours.
- Only one exhibitor per booth unless otherwise agreed to by the BURNCO Calgary Marathon.
- Displays and installations must stay within the booth rental space and must not interfere in any way with other exhibits and exhibitors.
- Publicity activities held during the Fitness Expo – such as a contest, must be submitted to the BURNCO Calgary Marathon for approval prior to June 30 for approval.
- Exhibitor will allow us to take and use photographs of their exhibit space for promotional purposes.
- Exhibitor agrees all belongings will be removed from the Expo Hall by 10:00pm on Saturday, July 10 or as close to that time as possible.
- Exhibitor agrees to hold the BURNCO Calgary Marathon and its affiliates harmless from any claims from or due to acts of exhibitors, its agent and employees, howsoever designated, and/or for loss and/or injury to people and/or property of any nature.
- Exhibitor assumes all responsibility for loss, theft, or destruction of goods, or for personal injuries to him/herself, agents, employees, representatives, or visitors, and will hold harmless the BURNCO Calgary Marathon and any of its affiliates from any liability in connection with any or all of the above.
- BURNCO Calgary Marathon agrees that in the case of war, fire, strike, government regulation, act of God, which may prevent the event from being held, it shall, in its sole discretion, make refunds or refund to the exhibitor.

I have read and understand and agree to the above rules and regulations. By signing this agreement, I will abide by these rules.

Printed name of authorized Person: _____

Authorized signature: _____ Date: _____

BURNCO Calgary Marathon
Fitness Expo 2004 – Registration Form

Name of the organization: _____

Contact Name: _____

Address: _____

City: _____ Province / State: _____ Postal / Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Briefly describe the product or service you will be promoting at the Fitness Expo.

Booth Dimension requested: _____

Total Payment Submitted: _____

Additional requirements (such as phone line or power): _____

Method of Payment:

Cheque or Money Order should be payable to the Calgary Marathon.

Visa / MC #: _____ Expiry Date: _____

Name on Card: _____ Signature: _____

Once a booth has been assigned to you, a confirmation will be mailed indicating booth number.

Please complete this form and return it along with payment in full to:

BURNCO Calgary Marathon
Attn: Fitness Expo
P.O. Box 296, Stn. M
Calgary, AB T2P 2H9

For office use only:

Booth number: _____ Payment received: _____ Date received: _____

Authorized signature: _____