



# PREVEA HEALTH & FITNESS EXPO

FRIDAY, MAY 20<sup>TH</sup>  
&  
SATURDAY, MAY 21<sup>ST</sup>

DON'T MISS OUT ON  
THIS GREAT OPPORTUNITY  
TO PROMOTE YOUR  
PRODUCT, SERVICE OR  
EVENT TO OVER 20,000  
EXPO VISITORS!



[WWW.CELLCOMGREENBAYMARATHON.COM](http://WWW.CELLCOMGREENBAYMARATHON.COM)

## **WELCOME TO THE 17TH ANNUAL CELLCOM GREEN BAY MARATHON!**

*The starting gun for event weekend is the Prevea Health & Fitness Expo at the Lambeau Field Atrium.*

*Our Expo gives you the opportunity to promote your product, service or event to over 20,000 Expo visitors! Race participants and their families will be attending so they can pick up their race packets. It is also promoted to the community as a free health and fitness event as well.*

### **OTHER EXCITING EVENTS WILL KEEP PARTICIPANTS BUSY THROUGHOUT THE DAY:**

*Course talks and first time marathoner panels are scheduled throughout the day on Saturday. Local radio station Star 98 will be broadcasting live throughout the day from the Expo Media Stage.*

*The 2016 Prevea Health & Fitness Expo is going to be bigger than ever. Don't miss out on this great opportunity to reach thousands of people at a fun and high-energy event!*

There were nearly 14,000 participants in all events in 2015.

- Over 20,000 expo attendees
- About half of the runners are local
- Participants from 47 states
- Average age of 5K is 25
- Average age of distance is 37
- 62% female / 38% male

### **VIRTUAL RACE BAG OPPORTUNITIES**

We are paper free again this year! The current trend in race goodie bags is the "Virtual Race Bag" which saves us time, saves you money and helps the environment. This is a great opportunity for you to advertise directly to ALL of the race participants.

The virtual race bag gives you the opportunity to display a trackable offer in our online race bag which is shared with all our race participants. The participants are able to choose how to engage your message by printing the offer or visiting your website. The virtual race bag is emailed to all participants before and after the race.

- \$300 – Non Exhibitors, general placement
- \$400 – Non Exhibitors, premium placement
- \$200 – Exhibitors

**Deadline for Virtual Race Bag participation is  
April 30.**



# SHOW INFO

## BOOTH PRICES

Each booth is 10' long by 8' deep  
Friday, May 20, 8am-2pm

- |           |  |
|-----------|--|
| <b>1</b>  | \$675  |
| <b>2</b>  | \$625  |
| <b>3</b>  | \$575  |
| <b>4+</b> | \$525  |
| <b>1</b>  | Non Profit- \$400<br>Proof of non-profit status required |

## PRICES INCLUDE:

- Pipe and drape - 8' back 3' sides
- Draped table
- Two chairs
- Garbage receptacle
- Company sign

## AVAILABLE FOR ADDITIONAL FEE:

- Electricity

## DATES & HOURS

### EXPO SETUP:

Friday, May 20, 8am-2pm  
Please make prior arrangements if  
Additional set-up time is needed.

### EXPO HOURS:

Friday, May 20, 3pm-7pm  
Saturday, May 21, 10am-7pm

### MOVE OUT:

Saturday, May 21, 7pm-10pm

## CONTACT INFO

### EXPO DIRECTOR: Marci VandenHouten

Cellcom Green Bay Marathon  
211 N Broadway Ste. 104  
Green Bay, WI 54303

Email: [mvanxpo16@gmail.com](mailto:mvanxpo16@gmail.com)

Phone: 920-619-9062

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# RULES

1. Exhibitor agrees that management reserves the right to reject or restrict any exhibit.
2. Exhibitor agrees that no refunds will be made to an exhibitor who fails to occupy space.
3. Exhibitor agrees that space assignments may be changed by management.
4. Exhibitor agrees not to make undue noise or odor, use hazardous lights, or cause damage to the building or booth equipment, or act in any manner deemed inappropriate by the management.
5. Exhibitor may purchase more than one booth.
6. Exhibitor agrees to be open and staffed during the show hours.
7. Exhibitor agrees not to sublet exhibit space.
8. Exhibitor agrees that all belongings shall be removed from the Expo hall by 10pm, Saturday, May 21, 2016. Any items left will be removed and stored at the exhibitor's expense.
9. Selling is allowed.
10. Exhibitor may sell prepackaged food items which are intended for off-premise consumption only.
11. Exhibitor agrees to conform to Green Bay Fire Department rules and regulations.
12. Exhibitor agrees that no exhibitor shall have authority to incur cost or liability for or against the Cellcom Green Bay Marathon or Prevea Health Services. Exhibitor shall pay all costs pertaining to moving in and moving out. Exhibitor shall be liable for all damages which he/she may cause to the building, or otherwise in connection with his/her exhibit.
13. Exhibitor agrees to provide proof of liability insurance covering all activities within their booth at the Expo. Please have your insurance carrier mail certificates to our attention, naming Prevea Health Services, the Green Bay Packers and Cellcom Green Bay Marathon as "additional insured". No exhibits will be permitted without proof of insurance.
14. Exhibitor agrees that in the case of war, fire, strike, government regulation, public enemy, or other cause, the event or any part thereof may be prevented from being held. In that case, the management, in its sole discretion, shall refund to the applicant his/her proportionate share of unused funds.
15. Exhibitor agrees to assume all responsibility for loss, theft or destruction of goods, or for personal injuries to Exhibitor's employees, agents, representatives or visitors. Exhibitor will hold harmless, Prevea Health Services, Cellcom Green Bay Marathon and the owner(s) of the exhibition facility, from any and all liability in connection with any and all of the above.

## THANKS TO OUR SPONSORS!

