



**CELLCOM GREEN BAY**

# MARATHON

**PREVEA**  
**HEALTH & FITNESS**  
**EXPO**

**FRIDAY, MAY 19<sup>TH</sup>**  
**&**  
**SATURDAY, MAY 20<sup>TH</sup>**

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

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



## **WELCOME TO THE 18TH 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.*

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

*First Timer's Forums are scheduled throughout the day on Saturday. Local radio station Star 98 will be broadcasting live throughout the day from the Expo Media Stage. Get refreshed with FREE restorative yoga on Friday and Saturday at the Prevea Health and Fitness Expo. Stay tuned for further details on times and location.*

*The 2017 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 2016.

- Over 20,000 expo attendees
- About half of the runners are local
- Participants from 49 states
- Average age of 5K runner is 25
- Average age of distance runner 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.

- \$349 – Non-Exhibitors
- \$199 – Exhibitors

**Deadline for Virtual Race Bag participation  
is April 14.**



# SHOW INFO

## BOOTH PRICES

Each booth is 10' long by 10' deep

Registration deadline: April 14, 2017

**1 Booth:** \$699

**2 Booths:** \$1,298

**3 Booths:** \$1,797

**4 Booths:** \$2,196

**5 Booths:** \$2,745

**6 Booths:** \$3,294

**Non-Profit Booths:** \$400 each

Proof of non-profit status required

## PRICES INCLUDE:

- Pipe and drape - 10' back 3' sides
- Draped 8' table
- Two chairs
- Company sign

## AVAILABLE FOR ADDITIONAL FEE:

- Electricity - \$45 per day

## DATES & HOURS

### EXPO SETUP:

Friday, May 19, 8 a.m.-2 p.m.

Please make prior arrangements if additional set-up time is needed.

### EXPO HOURS:

Friday, May 19, 3 p.m.-7 p.m.

Saturday, May 20, 9 a.m.-6 p.m.

### MOVE OUT:

Saturday, May 20, 6 p.m.-9 p.m.

## CONTACT INFO

### EXPO COORDINATOR: 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

**CELLCOMGREENBAYMARATHON.COM**

# 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 9 p.m., Saturday, May 20, 2017. 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. 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, 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, 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.
16. Exhibitor agrees that payments of rental fees are not refundable in the event of exhibitor cancellation less than 30 days before the Expo. A 50% service fee will be assessed when refunds are made.

## THANKS TO OUR SPONSORS!

