

PREVENA

HEALTH AND FITNESS EXPO

SATURDAY, MAY 16

DON'T MISS OUT ON THIS
GREAT OPPORTUNITY TO
PROMOTE YOUR PRODUCT,
SERVICE, OR EVENT TO OVER
14,000 EXPO VISITORS!

CELLCOM GREEN BAY
MARATHON

www.cellcomgreenbaymarathon.com



Welcome to the 21st annual Cellcom Green Bay Marathon!

We are celebrating 21 years of offering participants an opportunity for wellness and a path for achieving their goals. Starting out event weekend is the Prevea Health and Fitness Expo at the Lambeau Field Atrium.

Our Expo gives you the opportunity to promote your product, service, or event to over 14,000 Expo visitors! Race participants and their families will be attending to pick up their race bibs and shirts. The t-shirt hand out will be on the Atrium floor alongside the Expo, making the Expo a destination for all participants. It is also promoted to the community as a health and wellness event, drawing locals to the Expo who aren't participating.

The 2020 Prevea Health and Fitness Expo is one you will want to attend. Don't miss out on this great opportunity to reach thousands of people at this engaging and focused event.

Facts:

There were nearly 10,000 registered participants in all 2019 events.

- *Over 14,000 expo attendees*
- *Over half of the runners are from Northeast Wisconsin*
- *The event typically draws people from 43 states*
- *Average age of the distance runner: 39*
- *Average age of the 5k runner: 25*
- *Today's core runner is educated, with 76% having a college degree.**
- *73% of runners report a household income of more than \$75,000.**

**Source USARunning*

“I have been involved in the Cellcom Green Bay Marathon and the Prevea Health and Fitness Expo for over 10 years and it has become an important part in our sales and marketing efforts. The atmosphere is one-of-a-kind and the runners are always looking for new opportunities to explore.”

— Ross, Run Away Shoes



New for 2020!

Vendor Promotion –

New in 2020, the Prevea Health and Fitness Expo will offer vendors the opportunity to be a part of our “Stop By and Say Hi” vendor promotion. The promotion will be listed in the event guide and promoted on social media and will let participants know that if they stop by all participating vendor booths during the expo, they will have the opportunity to win a Packers Pro Shop gift card.

How it works

The Expo Guide will mention the promotion, let participants know how it works, how to enter, and what they could win.

Participants will read which vendors are participating, they will stop by those booths to say hi, and get that vendor square checked off in their booklet. When all vendors squares are checked off, they fill out their contact information on the backside, tear out that page in the book and drop it off at the Official Merch booth. At the end of the Expo, one winner will randomly be selected to win the prize. The gift card will be mailed to that individual.

The value of the prize will be determined by how many vendors participate. The more that participate, the more valuable the prize and the more excitement for the participants and the more likely they are to play.

Vendor logistics

Vendors that would like guaranteed traffic to their booth will sign up to participate during the application process and pay the \$40 fee. At the Expo, they will welcome all participants that are playing and initial their respective square when asked to by each participant. That's it. Nothing else. This is an easy way to garner more traffic to vendor booths with very little action needed on the vendors part.



SHOW INFO

Booth Info –

- Each booth is 10' x 10'
- Registration deadline is April 15, 2020
- (1) \$699
- (2) \$1,298
- (3) \$1,797
- (4) \$2,296
- (5) \$2,845
- (6) \$3,394

Price includes –

- Pipe and drape – 10' back, 3' sides
- 1 – 8' draped table
- Two chairs
- Company sign

Available for an additional fee –

- Electricity – \$45
- Extra table – \$35 per table
- Print ad in Event Guide:
(see Event Guide details on next page)

Date, Hours and Location –

- Expo Setup: Friday May 15, 3 p.m. – 6 p.m.
Saturday, May 16, 5 a.m. – 9:00 a.m.
*Multiple booth/large vendors are **required** to setup on Friday. Load in times will be assigned based on number of booths and intricacies of the setup.*
- Expo Hours: Saturday, May 16, 10 a.m. – 6 p.m.
- Load Out: Saturday, May 16, 6 p.m. – 9 p.m.
- Location: Lambeau Field Atrium
1265 Lombardi Avenue, Green Bay, WI

Contract information –

Expo Director: Marla Maney

Cellcom Green Bay Marathon
PO Box 22490
Green Bay, WI 54305

Email: MarlaManey@Gmail.com
Phone: 920-530-4949



EVENT GUIDE

Event Guide Details –

Ads must be submitted by 04/17/20

- 10,000 event guides printed
- 2+ pass-along readership
- Available to every participant, spectator, support crew and family/friends
- Contains *must have/must read info* such as course maps, road closures, and event times.

Event Guide Ad Specs –

Two page spread, with bleed:

11 x 8.5 trim size. Add .125 bleed to all 4 sides (11.25 x 8.75)

Keep important info 1/4in. from trim!

Two page spread, no bleed:

10 x 7.5

Full page, with bleed:

5.5 x 8.5 trim size. Add .125 bleed to all 4 sides (5.75 x 8.75)

Keep important info 1/4in. from trim!

Full page, no bleed:

4.5 x 7.5

Half page:

4.5 x 3.5

Quarter page:

2.125 x 3.625

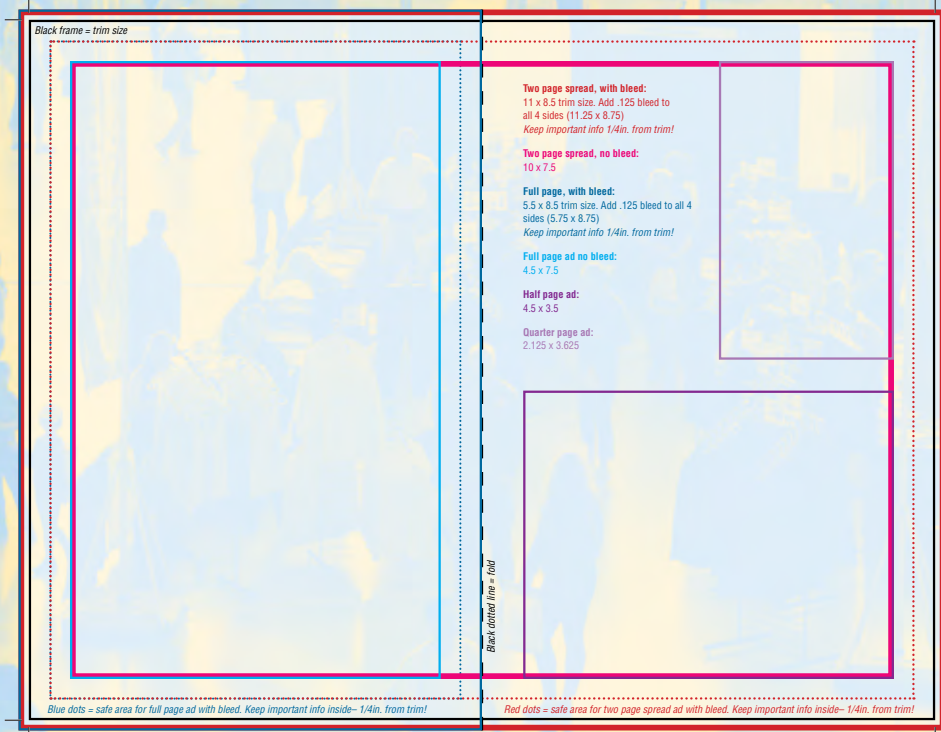
Event Guide Ad Prices –

1/4 page ad – \$150

1/2 page ad – \$200

Full page ad – \$300

Two page spread – \$575



RULES

1. Exhibitor agrees that marathon staff/team 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 marathon staff/team.
4. Exhibitor agrees not to make undue noise or odor, use hazardous lights, helium balloons, or cause damage to the building or booth equipment, or act in any manner deemed inappropriate by the marathon staff/team.
5. Exhibitor may purchase more than one booth.
6. Exhibitor agrees to keep the exhibit open and staffed while the expo is open - eight hours.
7. Exhibitor agrees not to sublet exhibit space.
8. Exhibitor agrees that all belongings shall be removed from the Expo venue by 9 p.m., Saturday, May 16, 2020. Any items left will be removed and discarded or stored at 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 confirm to Green Bay Fire Department rules and regulations.
12. Exhibitor agrees that no exhibitor shall have authority to incur costs 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 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 marathon staff/team, in its sole discretion, shall refund to the applicant his/her proportionate share of unused funds.
14. 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.
15. 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!

