

# EXPO EXHIBITOR INFORMATION

Return application or address expo questions and requests to:

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Mercedes-Benz Marathon Weekend  
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Questions to:  
Brent Cotton  
cotton9398@yahoo.com  
205.447.9223

## BE SEEN AT THE 11th ANNUAL ST. VINCENT'S HEALTH SYSTEMS HEALTH & FITNESS EXPO AND PACKET PICKUP!

The Mercedes-Benz  
Marathon Weekend  
February 10-12, 2012

Join the excitement as one of the South's Premier Running Weekends kickoffs with the St. Vincent's Health Systems Health & Fitness Expo and Packet Pick up. This first-class two day event will allow you to market and sell your products and services to more than 15,000 runners and walkers, running enthusiasts and their families, friends and guests. The 2011 event weekend saw more than 13,000 participants, and has grown each year!! We will be back at the Boutwell Auditorium this year for the expo which is directly in front of the start and finish for all the weekend races. Each race participant is required to pick up a race packet at the Expo and all race-weekend registration will be taking place during the event.



**BIRMINGHAM'S PREMIER RACE WEEKEND**

# EXPO EXHIBITOR APPLICATION

## EXHIBIT BOOTHS

	Before Dec. 31	After Dec. 31
<b>10x10 Booth:</b>	<b>\$550</b>	<b>\$650</b>
<b>10x20 Booth:</b>	<b>\$850</b>	<b>\$950</b>
<b>10x30 Booth:</b>	<b>\$1,300</b>	<b>\$1,400</b>
<b>10x40 Booth:</b>	<b>\$1,500</b>	<b>\$1,600</b>
<b>10x10 Corner:</b>	<b>\$650</b>	<b>\$750</b>
<b>10x20 Corner:</b>	<b>\$950</b>	<b>\$1,050</b>

## INCLUDED IN BOOTH RENTAL

2 Chairs  
1 6ft Draped Table  
24-hr security  
1 Trash Can  
Company I.D. sign

## EXHIBIT SET-UP INFORMATION

Expo Location:  
Boutwell Auditorium  
1930 8th Avenue North  
Birmingham, AL 35203

Custom booth configurations  
are available.

BMI reserves the right to limit categories  
of merchandise.

## WEEKEND SCHEDULE (Tentative)

*Set-up:*  
Thurs, Feb. 9: 1:00pm - 7:00pm

Friday, Feb. 10: 8:00am - 10:00am (Must  
be completed by 11:00am)

*Exhibit Hours:*  
Friday, Feb. 10: 12:00pm - 7:00pm (May  
open earlier if all exhibitors are ready)

Saturday, Feb. 11: 8:00am - 6:00pm

*Dismantle:*  
Sat., Feb. 11: 6:00pm - 10:00 p.m.

\* \_\_\_\_\_  
COMPANY NAME

\_\_\_\_\_  
CONTACT PERSON

\_\_\_\_\_  
ADDRESS

\_\_\_\_\_  
CITY/STATE/ZIP

\_\_\_\_\_  
TELEPHONE

\_\_\_\_\_  
FAX

## E-MAIL

	Before Dec. 31	After Dec. 31
<input type="checkbox"/> <b>10x10 Booth:</b>	<b>\$550</b>	<b>\$600</b>
<input type="checkbox"/> <b>10x20 Booth:</b>	<b>\$850</b>	<b>\$900</b>
<input type="checkbox"/> <b>10x30 Booth:</b>	<b>\$1,300</b>	<b>\$1,350</b>
<input type="checkbox"/> <b>10x40 Booth:</b>	<b>\$1,500</b>	<b>\$1,550</b>
<input type="checkbox"/> <b>10x10 Corner Booth:</b>	<b>\$650</b>	<b>\$700</b> WHILE AVAILABLE
<input type="checkbox"/> <b>10x20 Corner Booth:</b>	<b>\$950</b>	<b>\$1000</b> WHILE AVAILABLE

## Payment Method:

<input type="checkbox"/> Check enclosed	_____
<input type="checkbox"/> Visa	_____
<input type="checkbox"/> MasterCard	_____
<input type="checkbox"/> Discover	_____
<input type="checkbox"/> American Express	_____
	Credit Card Number
	Exp Date _____ Security code _____
	Name on card
	Signature

A \$200 Deposit must accompany your application. Full payment is due by January 30, 2012 to exhibit. Checks should be made payable to Birmingham Marathon, Inc.

If possible, please do not place us next to the following companies:

\*Electricity needed  Yes  No

\*Phone/Computer line needed  Yes  No \* Not included in exhibit fee

General Product Line \_\_\_\_\_

By signing this contract, our company and employees agree to abide by all rules and regulations set by the Boutwell Auditorium and Birmingham Marathon Inc. dba Mercedes-Benz Marathon Weekend

Print Name \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

