



MERCEDES-BENZ MARATHON WEEKEND RACES

(SUNDAY, FEB. 14 RACES)-

MERCEDES MARATHON BENEFITING THE BELL CENTER EIP

MERCEDES HALF-MARATHON

FIRST COMMERCIAL BANK 5-PERSON RELAY

(SATURDAY, FEB. 13 RACES)-

BE5K BENEFITING KID ONE TRANSPORT

MERCEDES KIDS MARATHON

About the Race Expo

Join the excitement as one of the South's Premier Running Weekends kickoffs with the Mercedes-Benz Marathon Weekend Race Expo. This first-class two day event will allow you to market and sell your products and services to more than 25,000 runners and walkers, running enthusiasts and their families, friends and guests. The 2009 event weekend saw more than 10,000 participants, and has grown each year!! An exciting addition to the race expo is the BEK 5K Kid One Transport POST RACE PARTY!! This family-focused event starts your day putting you in the face of the thousands of race participants and their cheering sections on Saturday morning, as they celebrate the 5K finish with music, games, specialty foods and of course, the awards ceremony! Don't miss out on this opportunity!!

The BJCC South Exhibition Hall, the expo venue in the heart of Historic Birmingham's City Center Business District, is centrally located less than a block from the Start and Finish Areas for all races, and is convenient to other race venues like VIP areas and hotels! Each race participant is required to pick up a race packet and goodie bag at the Expo and all race-weekend registration will be taking place during the event.

Runner Demographics

- In marathon & half-marathon distances, women outnumbered men 54% to 46%
- Over 86% of runners in the US are between 18 and 49 years old
- 33.7 million Americans are runners, with 38% competing for 3 years or less
- Over 12 million runners have household incomes of over \$75,000
- Over 85% of runners have obtained college education or higher

Areas of Acknowledgement

Exhibitors will be acknowledged in the following areas:

- Signage inside the race expo
- On the Mercedes Marathon Website

Exhibit Hall Traffic

To ensure visibility of your exhibit, all booths will be in high traffic and visible locations, plus:

- Registration and packet pick-up – Every participant must visit the expo to register or pick up their packet and goodie bag
- Center of Historic Birmingham's Business District drives Friday's lunchtime visitors
- Refreshments & entertainment
- Prize drawings
- Pre-race Festivities
- Information booth
- Live local television feeds & broadcasts on local Fox affiliate
- And more...

EXHIBITOR INFORMATION

Exhibit Booths

	Before Dec. 31	After Dec. 31		Before Dec. 31	After Dec. 31
_____ 10x10 Booth :	\$500	\$550	_____ 10x20 Booth :	\$ 800	\$850
_____ 10x30 Booth :	\$1,200	\$1,250	_____ 10x40 Booth :	\$1,400	\$1,450

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: BJCC South Exhibition Hall
2100 Richard Arrington, Jr. Blvd.
Birmingham, AL 35203

• Custom booth configurations are available
• BMI reserves the right to limit categories of merchandise.

Weekend Schedule (*Tentative*)

Set-up: Thurs, Feb. 11: 1:00pm - 7:00pm
Friday, Feb. 12: 8:00am - 10:00am (*Must be completed by 10:00am*)

Exhibit Hours:

Friday, Feb. 12: 12:00pm - 7:00pm (*May open earlier if all exhibitors are ready*)
Saturday, Feb. 13: 8:00am - 6:00pm

Dismantle: Sat., Feb. 13: 6:00pm – 10:00 p.m.

St. Vincent's Health Systems
Health & Fitness Expo and Packet Pickup
Mercedes-Benz Marathon Weekend
February 12-13, 2010 ♦ Birmingham, Alabama

Exhibitor Application

COMPANY NAME _____

CONTACT PERSON _____

ADDRESS _____

CITY/STATE/ZIP _____

TELEPHONE _____ FAX _____ E-mail _____

Exhibitor Subject to Approval

Select booth size

	Before Dec.31	After Dec.31		Before Dec.31	After Dec. 31
_____ 10x10 Booth :	\$500	\$550	_____ 10x20 Booth :	\$ 800	\$ 850
_____ 10x30 Booth :	\$1,200	\$1,250	_____ 10x40 Booth :	\$1,400	\$1,450

Payment Method: ___ Check enclosed ___ Visa ___ MasterCard ___ Discover ___ American Express

Credit Card Number _____ Exp Date _____

Name on card _____

Signature _____

*A \$200 Deposit must accompany your application. Full payment is due by January 31, 2010 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 _____

Return completed application or address expo questions and requests to:

**Brent Cotton, Expo Director
Mercedes-Benz Marathon Weekend
Post Office Box 59260
Birmingham, AL 35259**

**Questions to:
Brent Cotton
cotton9398@yahoo.com
205.447.9223**

RACE HOTLINE: 205.870.7771

RACE FAX: 205.870.7729