



Madison Mini-Marathon & 5K Expo
Southeast Recreational Facility (SERF) University of Wisconsin Madison, WI
August 20, 2010

The Madison Mini-Marathon and 5K Packet Pick-up & Expo promises to provide an exceptional opportunity to promote and market your company's products and services this fall in the Madison area. The expo is held in conjunction with the 2nd Annual Madison Mini-Marathon & 5K with an expected 4,000 participants. Participants will enjoy the beauty of Madison from the University of Wisconsin Campus, State Street, Wisconsin State Capital, the University of Wisconsin Arboretum and the wonderful views of the lakes.

The Expo and Packet Pickup will take place on August 20, 2010 in the Southeast Recreation Facility (SERF) on the campus of the University of Wisconsin-Madison. The Expo will serve as the pick-up location for Race numbers, t-shirts and Goodie Bags for the participants. Plan now to be involved and catch all the excitement of the Mini-Marathon and the Expo.

SHOW DATE

Friday, August 20, 2010

EXPO HOURS

Set-up: Friday: 7 a.m. to 10:30 a.m.
Due to venue restrictions, setup will be by appointment only.

Show Hours: Friday: 11 a.m. to 9 p.m.

Tear Down: All exhibitors must have their booths dismantled and removed from the hall by 10:59 p.m. Friday.

EXHIBIT HALL

Southeast Recreational Facility (SERF)
GYM 4-Court1, Court 2
715 W. Dayton St.
Madison, WI 52715

BOOTH PRICES

10'x10' Booth:.....\$400
10'x10' Corner Booth:.....\$425
Additional booth configurations are available upon request.

Booth price includes:

- Booths are 10'x10'. Refer to the Expo Floor Plan for details
- Booth package includes a 6' draped table, and 2 chairs.
- 7"x 44" booth ID sign
- Any additional equipment or utilities must be arranged at exhibitor's cost

GOODIE BAG PRICE

4,500 Inserts:.....\$500

INFORMATION

For any additional information call Jim Furuya at (317) 201-9511. You may also contact him at jim@eventfuel.net.

PAYMENT

A non-refundable deposit of 50% of the total booth fee reserves each booth. Final payment is due August 1, 2010.

CANCELLATION

An exhibitor will not be at liberty to cancel or withdraw their application once it has been confirmed by the Madison Mini-Marathon

Terms and Conditions

1. Exhibitor agrees that the Madison Mini-Marathon 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 the Madison Mini-Marathon.
4. Exhibitor agrees not to make undue noise or odor, use hazardous lights, cause damage to the building or booth equipment, or act in any manner deemed inappropriate by the Madison Mini-Marathon.
5. Exhibitor may purchase more than one booth.
6. Exhibitor agrees to be open and staffed during all show tours.
7. Exhibitor agrees not to sublet exhibit space.
8. Exhibitor will be assigned to a setup time. Exhibitors missing their setup time will be required to wait until the next open setup time.
9. Exhibitor agrees that all belongings shall be removed from the Expo by 11 PM, August 20, 2010. Any items left will be removed and stored at the exhibitor's expense.
10. Selling is allowed. Products should be sold at a reasonable retail cost.
11. Exhibitor may sell pre-packaged food items, which are intended for off-premise consumption only. All other food items, including sampling, need the approval of the Madison Mini-Marathon.
12. Exhibitor agrees to conform to Madison Fire Department and Division of Recreational Sports/University of Wisconsin-Madison rules and regulations, including the rules on food product sampling. Contact Jim Furuya for a complete set of rules.
13. Exhibitor agrees that no exhibitor shall have authority to incur cost or liability for or against the Madison Mini-Marathon. And all its related events. Exhibitor shall pay all costs pertaining to moving in and moving out. Exhibitor shall be liable for all damages which they may cause to the building or otherwise in connection with their exhibit.
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 himself, his employees, agents, representatives or visitors. He/she will hold harmless the Madison Mini-Marathon, Vision Event Management, Event Fuel LLC, the University of Wisconsin-Madison, Division of Recreational Sports; the respective officers, Board of Directors, shareholders, employees and/or representatives, and volunteers of the above mentioned companies from any and all liability in connection with any and all of the above.
16. Madison Mini-Marathon reserves the right to final exhibitor approval.

Application for the Madison Mini-Marathon Expo and Goodie Bags

We, the undersigned, submit our application for participation in the MADISON MINI-MARATHON & 5K (Expo & Packet Pickup and/or Goodie Bags), subject to the Terms and Conditions governing the event and its production, as detailed in this expo brochure. We agree to adhere to all show Rules and Regulations, including complying with the provisions of liability. As we understand, exhibitors are welcome to display, giveaway or sell products. Selling of any merchandise or item containing the Madison Mini-Marathon & 5K name or logo is strictly forbidden without the express written consent of Vision Event Management and the Madison Mini-Marathon (MMM) Enclosed is our check for the booth(s) space indicated and by the deadlines specified. ACCEPTANCE: This application becomes a binding contract when accepted by MMM. Upon receipt, booth assignment will be confirmed. An exhibitor kit and any additional instructions will be forwarded to your attention. Please return the signed application and payment via mail, email or fax.

Authorized Signature: _____ Date: _____

PLEASE PRINT OR TYPE

Company: _____ Date: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Ext. _____ Fax: _____

Email: _____

Contact: _____ Title: _____

EXPO & PACKET PICKUP

Products and/or Services to be exhibited: _____

Booth Preference: #1 _____ #2 _____ #3 _____

Note: Booth assignments will be confirmed with receipt of 50% payment.

Number of 10x10 booths: _____ x \$400 (or \$425 for corner booth) = \$ _____

Booth Sign to Read: _____

Madison Mini-Marathon Goodie Bags – Certain restrictions apply. Please call Jim Furuya @317-201-9511 for details.

Item(s) to be bag stuffed: _____

Number of inserts: _____ x \$500 = \$ _____

Additional Exhibitor Information

Are you planning to sample or give away a food or energy product? _____

If yes, please indicate what product(s) you are planning to sample: _____

Please indicate your preferred move-in time: _____

Total amount due: \$ _____

Please mail, email or fax the signed application to:

Madison Mini-Marathon
5246 Norwaldo Ave.
Indianapolis, IN 46220
Please make checks payable to: **Madison Mini-Marathon**
Fax: 317-245-2445
jim@eventfuel.net

2ND ANNUAL
MADISON
MINI-MARATHON
HALF MARATHON & 5K
August 20, 2010
11:00 a.m. - 9:00 p.m.
Expo & Packet Pickup
Layout

