



## Dreambank Her Madison Half Marathon & 5K Expo

Saturday, June 24, 2017

Welcome to the 3rd Annual DreamBank Her Madison Half Marathon & 5K Health and Fitness Expo!

Our expo gives you the opportunity to promote your product, service, or event to over 3,000 women participants and 5,000 spectators & visitors! Race participants, friends, and families will be attending the Health & Wellness expo for participants to pick up their race packets during packet pick up hours (required) and enjoy an active lifestyle retail shopping experience!

Expected Race Participants: 3,000

Expected Weekend Experience Participants: 500

61% local (Wisconsin)

39% out of state (35+ states represented)

10% of participants stay 2 nights or more during race weekend at local hotels

Our team is dedicated to making your expo experience exceptional and provide you a great opportunity to showcase your business to this buying demographic.

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**EXPO DATE** SATURDAY June 24, 2017

### EXPO HOURS

Set-up Friday June 23, 3:00pm-9:00pm

Saturday June 24, 8:00am-9:00am

Show Hours Saturday June 24, 10:00am-6:00pm

Tear down Saturday June 24, 6:00pm-7:00pm

Exhibitors are expected to be completely set up and on-site by the end of set-up hours on Saturday 9:00am. Exhibitors are expected to remain completely set up until tear down at 6:00pm. **Early booth dismantle is prohibited.** All vendors must have booths dismantled and removed by 7:00pm.

### EXPO LOCATION

The Madison Concourse Hotel & Governor's Club

Madison Ballroom

1 W. Dayton St

Madison, WI 53703

## BOOTH PRICES

8'X10' Booth \$500.00

8'x20' Booth \$750.00

Includes 8' draped table, 2 chairs, garbage can.

Electricity & wireless available for additional \$25.00.

## RACE BAG INSERT PRICE

Insert fee for Non Vendor \$250.00

Insert fee for Vendor \$150.00

Qty for participant goody bag: 3,000

Qty for weekend experience goody bag only: 600

## PAYMENT

Payment must be received in full with application to reserve booth space location and received no later than June 1, 2017.

**3,500 inserts, application, and payment must be received by June 15, 2017.**

**Send inserts, applications and payment to:**

**Endurance House / Capitol View Events**

**1661 Deming Way #154**

**Middleton, WI 53562**

## CANCELLATION

No cancellations, withdrawals, or transfers can be made once application has been received.

## INFORMATION

For additional information, email [cveoutreach@gmail.com](mailto:cveoutreach@gmail.com), or 877-290-8608

## LOAD-IN, PARKING, & IMPORTANT DETAILS

1. The Madison Concourse loading dock is located off of Carroll Street, in the circle drive. Please call 608-770-7058 15 minutes before your arrival. The Madison Concourse staff will be there waiting to assist.
2. Vendors should park in the underground parking ramp. Entrance is on the left on Dayton Street, just as you cross over Wisconsin Avenue. If the ramp is full for any reason, vendors can park across the street in the Carroll Street Ramp, located diagonally across the street from the hotel on the corner of Dayton Street and Carroll Street.
3. Vendors will have access to freight elevators for load-in and load-out. The Madison Concourse staff will assist with navigating around the hotel.
4. Trailer parking is available, but MUST be arranged at time of expo vendor application. Trailer parking is available for \$18/day per meter (parking space). Meter bags must be provided from the city and must be arranged for in advance.
5. Absolutely no duct tape, scotch tape, push pins, nails, confetti, or glitter will be allowed. Masking tape and painters tape only.

## RULES AND REGULATIONS

1. Exhibitor agrees that Capitol View Events reserves the right to deny or restrict any exhibit.
2. Exhibitor agrees that no refunds, cancellations, transfers, or sublets will be made under any circumstance including failure to appear or occupy booth space.
3. Exhibitor agrees that space assignments may be changed by Capitol View Events.
4. Exhibitor agrees to not use hazardous materials or lights, make excessive noise, or cause damage to the building or booth equipment, or act in any way deemed inappropriate by Capitol View Events.
5. Exhibitor must place cardboard or carpet squares under all tables, tents, wheels, or metal stands.
6. Exhibitor agrees to be open and staffed during all show hours.
7. Exhibitor agrees not to sublet, transfer, or cancel exhibit space.
8. Exhibitor agrees that all materials, belongings, and products will be removed in full by 7:00pm on Saturday, June 24, 2017. Left items will be discarded.
9. Product sales, displays, and giveaways are allowed.
10. Exhibitors shall have no authority to incur liability or costs against Capitol View Events, The Madison Concourse Hotel, or any affiliated sponsors. Exhibitor bears all costs pertaining to attendance and shall be liable for all damages which they cause in connection with their exhibit.
11. Exhibitor assumes full responsibility for loss, theft, destruction of goods, personal injury, employee injury, & booth visitor injury. Exhibitor will hold harmless the Her Madison Half Marathon & 5K, Capitol View Events, The Madison Concourse Hotel & Governor's Club; their respective officers, board members, employees, volunteers, and sponsors of the above-mentioned companies from any and all liability in connection with all of the above.

APPLICATION FOR THE 2017 DREAMBANK HER MADISON HALF MARATHON & 5K EXPO

The undersigned submits application for participation in the HER MADISON HALF MARATHON & 5K Expo or Race Bag insert, subject to the rules & regulations above. Enclosed is payment for booth space or bag insert fee. This application becomes binding once accepted by Capitol View Events. Please return completed application via mail or email. Additional info and instructions will be forwarded to you.

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

PLEASE PRINT OR TYPE

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: State: Zip: Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Contact: Title: \_\_\_\_\_

Product or Services to be exhibited: \_\_\_\_\_

ORDER

8x10 booth Qty: \_\_\_\_\_ x \$500

8x20 booth Qty: \_\_\_\_\_ x \$750

Goody-bag Qty: \_\_\_\_\_ x \$\_\_\_\_\_ (\$250 for non-expo vendors, \$150 for expo vendors)

Electricity Qty: \_\_\_\_\_ x \$25

Subtotal: \_\_\_\_\_

PAYMENT

Check (Payable to Capitol View Events)

Credit Card Number (Visa, Discover, Mastercard only)

EXP DATE

CVV

Billing Zip Code

THANK YOU!

Email to: [cveoutreach@gmail.com](mailto:cveoutreach@gmail.com)

Mail to:

Endurance House / Capitol View Events

1661 Deming Way #154

Middleton, WI 53562

Information: 877-290-8608