

runDisney

Expo Sales Kit



Overview



The Expo will include:

- Mandatory race number and goody bag distribution for all race weekend event participants
- Exhibits featuring the latest trends in running, walking, fitness equipment, footwear and apparel
- Official *runDisney* race merchandise
- Guest speakers with seminars including race tips, training and nutrition

For Race Weekend updates visit runDisney.com

Booth space is available on a first-come, first-serve basis. Other booth sizes are available upon request. Please review the floorplan to select your preferred locations. Participation in the Expo is subject to booth availability. A wait list will be used in the event booth space is sold out. Vendors wishing to be a part of the waitlist will be charged a \$25.00 non-refundable processing fee that will serve as a down payment for a booth should space become available. **No booth space will be guaranteed without full booth payment, copy of insurance and a signed contract.** Payment will be applied to credit cards when booth space location has been confirmed by *runDisney*.

Contact Information

For more information or to participate in any *runDisney* Expo, contact:

Lori Schaper

runDisney Expo Manager

Phone: 407-938-3595

Fax: 407-938-3469

Lori.Schaper@disney.com



Upcoming *runDisney* Expo Events*

- *Disneyland*® Half Marathon Expo
September 2 & 3, 2011
[Vendor registration now available](#)
- Tinker Bell Half Marathon Expo
January 27 & 28, 2012
On sale July 15, 2011
- Disney Wine & Dine Half Marathon Expo
September 30 & October 1, 2011
[Vendor registration now available](#)
- Disney's Fit for a Princess Expo
February 24 & 25, 2012
On sale September 15, 2011

* Dates subject to change.

Walt Disney World® Marathon Weekend Expo

January 5 - 7, 2012



Welcome to the Walt Disney World® Marathon Weekend presented by CIGNA

The *Walt Disney World®* Marathon Weekend Expo plays host to over 50,000 race participants, their families and friends in the two-building layout at ESPN Wide World of Sports Complex! Packet Pick-Up and our world-class Speaker Series are located in the HP Field House. T-Shirt and Goody Bag Pick-Up and our Expo booths will be just across the Promenade at the Jostens® Center!

Disney Family Fun Run 5K
Friday, January 6

Disney Kids' Races
Friday, January 6 &
Saturday, January 7

Walt Disney World® Half Marathon
Saturday, January 7

Goofy's Race and a Half Challenge
Saturday, January 7 &
Sunday, January 8

Walt Disney World® Marathon Relay
Sunday, January 8

Walt Disney World® Marathon
Sunday, January 8

Walt Disney World® Marathon Weekend Expo

Located in the HP Field House and Jostens® Center at ESPN Wide World of Sports Complex, the Expo attracts race participants, friends, family and running enthusiasts.

The Expo will include:

- Mandatory race number and goody bag distribution for all race participants
- Exhibits featuring the latest trends in running, fitness equipment, footwear and apparel
- Official *Walt Disney World®* Marathon Weekend merchandise

For Expo and Race Weekend updates visit runDisney.com/DisneyWorld

Expo Dates & Times*

Set-Up

Wednesday, January 4
Noon – 6pm

Thursday, January 5
7am – 9:30am

Hours of Operation

Thursday, January 5
10am – 7pm

Friday, January 6
9am – 7pm

Saturday, January 7
10am – 5pm

Move-Out

Saturday, January 7
5pm – 11pm

* Times subject to change.

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Booth Opportunities

- 10' x 10' Booth \$4,200
- 10' x 20' Booth \$8,200
- 10' x 30' Booth \$12,000
- 20' x 20' Booth \$15,600
- 20' x 30' Booth \$22,800
- Retail Sales Fee \$500
- 100 sq. ft. corner space - \$300 (additional)
- 200 sq. ft. corner space - \$500 (additional)

Booth Package

- 8' backdrop
- 1 - 6' skirted table
- 2 folding chairs
- waste basket
- identification sign

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Booth Ordering Deadlines

November 1, 2011 – All Booth items due. Booth items include:

- Contract
- Final Booth Payment
- Insurance
- Product Integrity Approval Form
- Exhibitor Information Form

Failure to submit these items by the date above will result in booth space being released. All deposits are non refundable.

Goody Bag Opportunities

50,000 sample items should be shipped to the race fulfillment house by October 21, 2011.

The prices to insert an item in the goody bag are:

- \$2,500 for printed promotional materials
- \$2,000 for merchandise/product

Product Integrity Approval Process

Food Safety – All food & beverage samples must be pre-approved through Disney Food Safety & Health.

Product Safety & Integrity – All items being sold or given away on Disney property must be reviewed by Product Integrity to see if testing/test documentation is required. Items cannot be shipped or brought to the Expo until Disney Product Integrity has approved items 21 days prior to the event date. Safety testing, if necessary, will be at the sole cost of the vendor.

Insurance

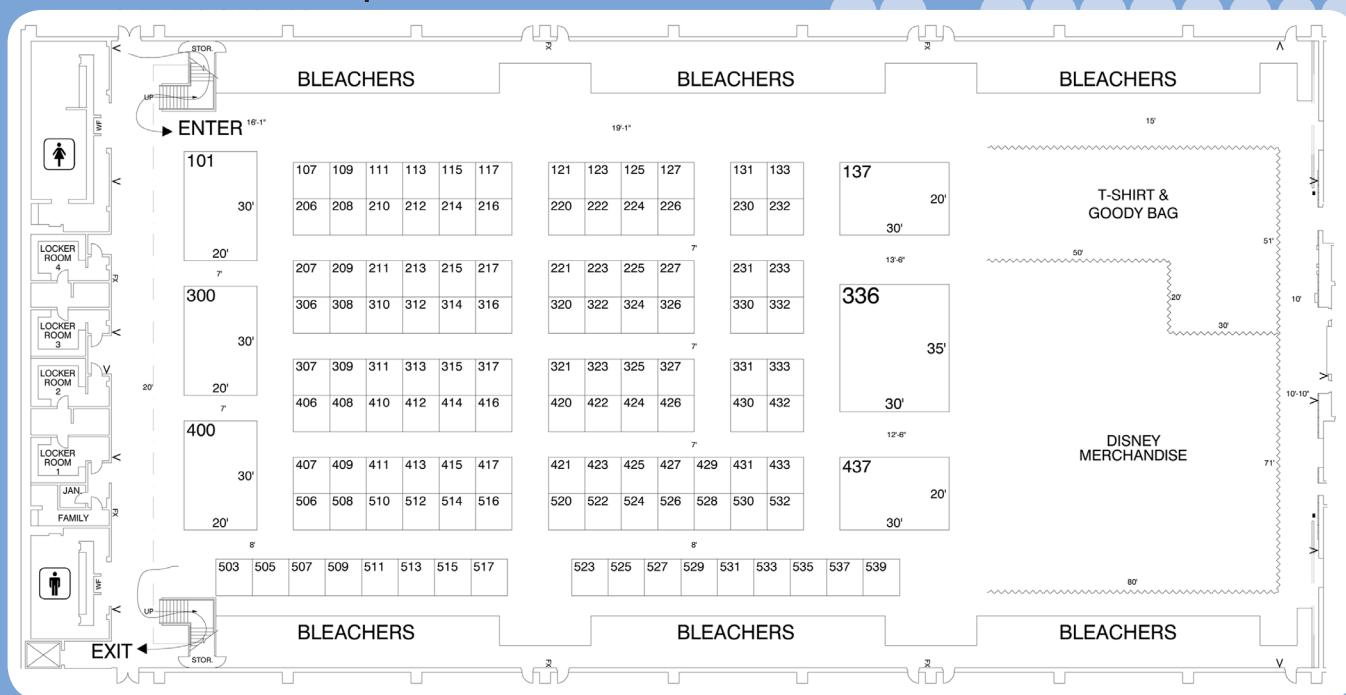
All vendors are required to provide a copy of insurance in order to be a part of the Expo. Insurance requirements can be found at the end of the sales kit.



Walt Disney World® Marathon Weekend Expo

January 5 - 7, 2012

Jostens® Center Floorplan



Exhibitor Parking

- Each exhibitor booth will receive two (2) complimentary parking passes which are good for all three Expo days behind the Jostens® Center at ESPN Wide World of Sports Complex
- Additional parking can be found in the main parking lots of ESPN Wide World of Sports Complex

Security

Overnight security is provided, however, the Expo floor will be accessible to personnel during the night, so we can not guarantee full security of articles left at your booth. Please take your valuables when you leave at night.

2011 Runner Attendance

The 2011 Expo welcomed over 64,000 attendees. With 45,000 registered participants expected to attend this year's festivities, the Expo will again be the place where runners, their family and friends will come seeking the latest in fitness fun!

2011 Runner Attendance

- 17,000 Marathon participants
- 27,000 Half Marathon participants
- 4,900 5K participants
- 2,600 Kids' Races participants
- 46% of Marathon Weekend participants were male
- 54% of Marathon Weekend participants were female

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On Sale July 15, 2011

Disney's Fit for a Princess Expo
February 24 & 25, 2012
On Sale September 15, 2011

For more information please visit our website at www.rundisney.com





*run*Disney