

runDisney Expo Information

Be a part of the most magical races in the World through our Expos. Held in conjunction with our *runDisney* events, the Expos serve as the center of race weekend and 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

Contact Information

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

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runDisney Expo Manager

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Upcoming *runDisney* Expo Events

- *Disneyland*® Half Marathon Expo
August 31 - September 2, 2012
- *The Twilight Zone Tower of Terror*™ 10-Miler Expo
September 28 - 29, 2012
- Disney Wine & Dine Half Marathon Expo
November 9 - 10, 2012
- *Walt Disney World*® Marathon Expo
January 10 - 13, 2013
- Tinker Bell Half Marathon Expo
January 18 - 20, 2013
- Disney's Princess Half Marathon Expo
February 22 - 24, 2013

* Dates subject to change.

Disneyland® Half Marathon Weekend

August 31 - September 2, 2012

Welcome to the Disneyland® Half Marathon Weekend

Disneyland® Half Marathon Weekend will bring families, friends and running organizations together for a weekend filled with entertainment, imagination, and of course, magic. More than 20,000 race registrants from all over the world will bring their families to Disneyland® Resort in Anaheim, California, August 31-September 2, 2012 to participate in various weekend activities.

Health & Fitness Expo

Located at the Disneyland® Hotel and Exhibit Hall, the Expo attracts **over 33,000** race participants, friends, family and running enthusiasts.

The Expo will include:

- Mandatory race number and goody bag distribution for all Half Marathon and 5K participants
- Exhibits featuring the latest trends in running, fitness equipment, footwear and apparel
- Official Disneyland® Half Marathon Weekend merchandise

For Expo updates visit runDisney.com/Expos

Weekend Events

Disneyland® Health & Fitness Expo
August 31 - September 1, 2012

Cars Land 5K Rally
Saturday, September 1, 2012

runDisney Kids' Races
Saturday, September 1, 2012

Disneyland® Half Marathon
Sunday, September 2, 2012

Expo Dates & Times*

Set-Up

Thursday, August 30
Noon – 6:00 p.m.

Friday, August 31
9:00 a.m. – 11:30 a.m.

Hours of Operation

Friday, August 31
Noon – 8:00 p.m.

Saturday, September 1
9:00 a.m. – 5:00 p.m.

Move-Out

Saturday, September 1
5:00 p.m. – 10:00 p.m.

*Times subject to change.

Participant Information**

31% First Half Marathon

Age:

- 30% 25-34 yrs
- 31% 35-44 yrs
- 24% 45-54 yrs

Gender

- 34% Male/ 66% Female

Ethnicity:

- 73% Caucasian
- 12% Asian or Pacific Islander

Income:

- 25% \$60,000-\$99,999
- 22% \$100,000-\$149,999
- 17% \$150,000 and above

Geographics:

- 68% California Resident
- 29% USA Resident
- 3% International

**Source: FY10 DLR Half Marathon Survey

Disneyland® Half Marathon Weekend

August 31 - September 2, 2012

Booth Opportunities

- 10' x 10' Booth \$2,100
- 10' x 20' Booth \$3,700
- 10' x 30' Booth \$5,100
- 20' x 20' Booth \$6,000
- 20' x 30' Booth \$10,200
- 30' x 30' Booth \$15,300
- Retail Sales Fee \$500
- 100 sq. ft. corner space - \$300 (additional)
- 200 sq. ft. corner space - \$500 (additional)

Floorplan

Current floorplan and available space can be found at runDisney.com/Expos.

Booth Package

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

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. **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.**

Booth Ordering Deadlines

June 30, 2012 - 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.

iGift Bag Opportunities

Contact us for more information on iGift Bag opportunities by emailing Lori.Schaper@disney.com.

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 & Disney Show

All vendors are required to provide a copy of insurance as well as adhere to Disney Show guidelines in order to be a part of the Expo. Both documents can be found at runDisney.com/Expos.

