

The Twilight Zone Tower of Terror™

10- Miler Weekend

September 28 - September 29, 2012

Welcome to the The Twilight Zone Tower of Terror™ 10-Miler Weekend

The Twilight Zone Tower of Terror™ 10-Miler Weekend will bring families, friends and running organizations together for a weekend filled with entertainment, imagination, and of course, magic. More than 12,000 race registrants from all over the world will bring their families to Walt Disney World® Resort in Florida, September 28 - September 29, 2012 to participate in various weekend activities.

Health & Fitness Expo

Located in the Jostens® Center at ESPN Wide World of Sports Complex, the Expo attracts **over 15,000** race participants, friends, family and running enthusiasts.

The Expo will include:

- Mandatory race number and goody bag distribution area for all Half Marathon and 5K participants
- Exhibits featuring the latest trends in running, fitness equipment, footwear and apparel
- Official The Twilight Zone Tower of Terror™ 10-Miler Weekend merchandise

For Expo updates visit runDisney.com/Expos

Weekend Events

Health & Fitness Expo
September 28 - September 29, 2012

Disney Happy Haunted 5K Trail Run
Saturday, September 29, 2012

runDisney Kids' Races
Saturday, September 29, 2012

The Twilight Zone Tower of Terror™ 10-Miler
Saturday, September 29, 2012

Expo Dates & Times*

Set-Up

Thursday, September 27
Noon – 6:00 p.m.

Friday, September 28
9:00 a.m. – 11:30 a.m.

Hours of Operation

Friday, September 28
Noon – 8:00 p.m.

Saturday, September 29
10:00 a.m. – 4:00 p.m.

Move-Out

Saturday, September 29
4:00 p.m. – 8:00 p.m.

* All times subject to change.

Participant Information

71% First 10-Miler*

Age:*

- 34% 25-34 yrs
- 33% 35-44 yrs
- 15% 45-54 yrs

Gender*

- 33% Male/ 67% Female

Geographics:*

- 51% Florida Resident
- 47% USA Resident
- 2% International

Income:**

- 73% of all runners have a HHI greater than \$75K

* Source: The Twilight Zone Tower of Terror™ 10-Miler 2012 Registration Data

** Source: Running USA's 2010 State of Sport Report

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Booth Opportunities

- 10' x 10' Booth \$1,350
- 10' x 20' Booth \$2,500
- 10' x 30' Booth \$3,600
- 20' x 20' Booth \$4,600
- 20' x 30' Booth \$6,600
- Retail Sales Fee \$500
- 100 sq. ft. corner space - \$250 (additional)
- 200 sq. ft. corner space - \$400 (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 automatically be applied to credit cards when booth space location has been confirmed by runDisney.**

Booth Ordering Deadlines

July 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.

