

Disneyland® Half Marathon Weekend

August 30 - September 1, 2013

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 25,000 race registrants from all over the world will bring their families to Disneyland® Resort in Anaheim, California, August 30-September 1, 2013 to participate in various weekend activities.

Health & Fitness Expo

Located at the Disneyland® Hotel and Exhibit Hall, the Expo attracts over **35,000** race participants, friends, family and running enthusiasts.

The Expo will include:

- Mandatory race number and goody bag distribution area for all Half Marathon, 10K 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/expo-info

Weekend Events

Disneyland® Health & Fitness Expo
August 30 - August 31, 2013

Disneyland® 5K
Saturday, August 31, 2013

Disneyland® 10K
Saturday, August 31, 2013

runDisney Kids Races
Saturday, August 31, 2013

Disneyland® Half Marathon
Sunday, September 1, 2013

Expo Dates & Times*

Set-Up
Thursday, August 29
Noon – 6:00 p.m.

Friday, August 30
8:00 a.m. – 9:30 a.m.

Hours of Operation
Friday, August 30
10:00 a.m. – 8:00 p.m.

Saturday, August 31
10:00 a.m. – 5:00 p.m.

Move-Out
Saturday, August 31
5:00 p.m. – 10:00 p.m.

* All times subject to change.

Participant Information

29% First Half Marathon*

Age:*

- 38% 25-34 yrs
- 29% 35-44 yrs
- 16% 45-54 yrs

Gender*

- 37% Male/ 63% Female

Geographics:*

- 86% California Resident
- 10% USA Resident
- 4% International

Income:**

- 71% of all runners have a HHI greater than \$75K

* Source: Disneyland®, Half Marathon Weekend 2013 Registration Data

** Source: Running USA's 2013 National Runner Survey

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Booth Opportunities

	10' x 10'	10' x 20'	10' x 30'	20' x 20'	20' x 30'	Retail Sales*	100' Corner*	200' Coner*
Early Registration (5/1/13 - 7/2/13)	\$2,200	\$3,800	\$5,200	\$6,500	\$10,300	\$500	\$250	\$400
Regular Registration (7/3/13-8/30/13)	\$2,400	\$4,000	\$5,900	\$7,250	\$11,500	\$500	\$250	\$400

*Additional cost

Floorplan

Current floorplan and available space can be found at runDisney.com/expo-info

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. We will do our best to accomodate your choices. 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, proof of required insurance and a signed contract (electronic).**

Insurance & Disney Show

All vendors are required to provide proof of required insurance as well as adhere to Disney Show guidelines in order to be a part of the Expo. Requirements can be found at runDisney.com/expo-info.

iGift Bag Opportunities

As an iGift Bag participant, you can purchase a gift slot (coupon or Gift offer) in our interactive, digital "Gift Bag" that our participants access online.

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.

