



THE 14TH ANNUAL **CHICAGO** HALF MARATHON & 5K



PRODUCED BY

**US ROAD SPORTS &
ENTERTAINMENT GROUP**

HEALTH & FITNESS EXPO

Navy Pier - Chicago, IL | September 10-11 2010

HEALTH & FITNESS EXPO

The Health & Fitness Expo Navy Pier - Chicago, IL - September 10-11, 2010

The Chicago Half Marathon Health & Fitness Expo promises to provide the best opportunity to promote and market your company's products and services in the greater Chicago area. The expo is held in conjunction with the 14th Annual Chicago Half Marathon with an expected 20,000 participants. The scenic 13.1-mile course will start and finish in Jackson Park and showcase the south lakefront and the Jackson Park Golf Course.

The Chicago Half Marathon Health & Fitness Expo will take place on September 10 and 11, 2010 at the historic Navy Pier in Chicago. The Expo will serve as the pick-up location for Race numbers, t-shirts and Goodie Bags for all participants. Participants must visit the Expo to pick up their bib numbers, as there is no Race Day pickup. Plan now to be involved and catch all the excitement of the Chicago Half Marathon and the Health & Fitness Expo.

Reserve your booth space now! Visit <http://www.chicagohalfmarathon.com/expo> to view the layout and available booths. If you are paying by credit card or e-check, click on the "Reserve a Booth Now" button and go to the interactive layout. Select the booth you want and follow the directions. If you wish to pay by check, please complete the registration form and fax, email or mail it to the address on the form.

SHOW DATES

Friday & Saturday, September 10-11, 2010

EXPO HOURS

Set-up: Thursday: 12:30 PM to 4:30 PM*

Friday: 8 AM to 10:30 AM

*A limited number of earlier setup times are available upon request.

SHOW HOURS:

Friday: 11 AM to 7 PM

Saturday: 9 AM to 5 PM

Tear Down: All exhibitors must have their booths dismantled and removed from the hall by 11:59 p.m. Saturday.

EXHIBIT HALL

Navy Pier
Hall B
600 East Grand Avenue
Chicago, IL 60611

BOOTH PRICES**

10'x10' Booth:.....\$1,030

10'x10' Corner Booth:.....\$1,250

10'x20' Booth:.....\$1,960**

10'x20' Double Corner:.....\$2,375**

**If you are interested in booths larger than 10x10, please contact Jim Furuya prior to registering for your booth online to receive the multiple booth discount codes.

"On-line booth prices and discounts only apply to on-line purchases and are not transferrable to pay-by-check purchases."

Booth price includes:

Booths are 10'x10'. Refer to the Expo Hall Floor Plan for details
Booth package includes a 6' draped table, 2 chairs and a wastebasket
7"x 44" booth ID sign
Opportunity to have a live URL link or company logo on the online Expo layout map
Any additional equipment or utilities must be arranged at exhibitor's cost

GOODIE BAG PRICE

20,000 Inserts:.....\$1,000
(Shipping deadline & shipping address will be sent out after payment has been received)

INFORMATION

For any additional information call Jim Furuya at (317) 201-9511. You may also contact him at jfuruya@usroadsports.com

PAYMENT

A non-refundable deposit of 25% of the total booth fee reserves each booth. Final payment is due August 20, 2010.

CANCELLATION

An exhibitor will not be at liberty to cancel or withdraw their application once it has been confirmed by the Chicago Half Marathon.



2009 DEMOGRAPHICS

- 20,005 Registered Participants (Half Marathon & 5K)
- 58% Female and 40% Male
- All 50 States Represented
- 34 Countries Represented
- 87% of Participants Run Several Times A Week

The Chicago Half Marathon is the only large, late summer/fall, Chicago area marathon or half marathon for over 70% of the participants.



APPLICATION

APPLICATION FOR THE CHICAGO HALF MARATHON HEALTH & FITNESS EXPO AND GOODIE BAGS

We, the undersigned, submit our application for participation in the CHICAGO HALF MARATHON (Health & Fitness Expo and/or Goodie Bags), subject to the Rules and Regulations governing the event and its production, as detailed in this expo brochure. We agree to adhere to all show Rules and Regulations, including complying with the provisions of liability. As we understand, Expo Exhibitors are welcome to display, giveaway or sell products. Selling of any merchandise or item containing the Chicago Half Marathon name or logo is strictly forbidden without the express written consent of US Road Sports and Entertainment of Chicago, LLC (USRSC). Enclosed is our check for the booth(s) space indicated and by the deadlines specified. ACCEPTANCE: This application becomes a binding contract when accepted by USRSC. Upon receipt, booth assignment will be confirmed. An exhibitor kit and any additional instructions will be forwarded to your attention. Please return the signed application and payment via mail email or fax.

Authorized Signature: _____ Date: _____

PLEASE PRINT OR TYPE

Company: _____ Date: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Ext. _____ Fax: _____

Email: _____

Contact: _____

CHICAGO HALF MARATHON HEALTH & FITNESS EXPO

Products and/or Services to be exhibited: _____

Booth Preference: #1 _____ #2 _____ #3 _____

Note: Booth assignments will be confirmed with receipt of 50% payment.

Number of 10x10 booths: _____

Booth Sign to Read: _____

Number of exhibitor credentials needed: _____

Are you sampling product: _____

Company URL for interactive expo site map: _____

Chicago Half Marathon Goodie Bags - Certain restrictions apply. Please call Jim Furuya at 317.201.9511 for details

Item(s) to be bag stuffed: _____

Number of inserts: _____ x \$1,000 = \$ _____

Form Total: _____

Please mail, email or fax the signed application to:

Chicago Half Marathon Expo
5246 Norwaldo Ave.
Indianapolis, IN 46220

Please make payable to: US Road Sports & Entertainment of Chicago
Fax: 317-245-2445
jfuruya@usroadsports.com

Please use this form only if you are paying by check! If paying by check, booth location reservations are not guaranteed until this form has been received and the 25% payment has been made.

If you wish to use a credit card, please use the online registration. Credit card numbers will not be accepted by phone, fax or email.



RULES & REGULATIONS

EXHIBITOR FREIGHT COSTS

Navy Pier is a Chicagoland Union Facility, and the Chicago Half Marathon must follow the Rules and Regulations of the Union contracts. Exhibitors are permitted to carry small packages into the hall from the parking garage in one trip without use of wheeled carts or dollies. Any exhibitor unloading at the loading dock will be subject to the material handling requirements.

MATERIAL HANDLING:

The material-handling fee covering the load-in and load-out of materials from the dock to your booth at \$109.05 per cwt (hundred lbs) and advance shipments for \$113.35 per cwt. See the decorator kit for more information on freight charges.

1. US Road Sports & Entertainment reserves the right to final exhibitor approval or to reject or restrict any exhibit or exhibitor.
2. Exhibitor agrees that no refunds will be made to an exhibitor who fails to occupy space.
3. Exhibitor may purchase more than one booth.
4. Exhibitor agrees to be open and staffed during all show hours.
5. Exhibitor agrees not to sublet exhibit space.
6. All materials and displays must be arranged in such a manner so as not to disturb the aisles or exhibits in adjacent exhibits, either physically or visually. Exhibitor agrees not to make undue noise, odor, or obstruct sales, use bright or hazardous lights, cause damage to the building or booth equipment, or act in any manner deemed inappropriate by US Road Sports.
7. Literature and/or other promotional material cannot be handed out or left for display, or otherwise distributed in any area other than the booth space at any time without the express written permission from US Road Sports. Plans for specifically built displays must be submitted to US Road Sports for approval before the Expo opens.
8. All pop-up tents used for the Expo must have porous canopies to allow water to pass through. Please check with your tent's manufacturers to confirm that it meets these guidelines. No flammable decorations or other materials of flammable nature (e.g. helium) maybe used. Use of materials must conform to the (city) Fire Department Regulations. Proof of such flame retardant treatment must be present at each booth, as required, during the exhibition.
9. Exhibits are limited to 10' in height (including pop-up tents, banners and any poles or standards). Any exhibit exceeding 10' in height must have written permission from US Road Sports & Entertainment.
10. Exhibitor may sell pre-packaged food items intended for off-premise consumption only. All other food items, including sampling, need the approval of US Road Sports. Chicago Signature Services is the official catering company of Navy Pier, so certain sampling restrictions apply. Free samples are limited to 1 oz. portions served in 2 oz. portion cups for food and beverage. Any Exhibitor giving away packaged food or beverage products will be fully responsible for any and all liabilities that may result from consumption of their products.
11. Exhibitor will allow US Road Sports to use any photographs or video of the exhibit (and people) for its own purpose.
12. All Exhibitors must comply with the requirements, laws and regulations of the State of Illinois, Cook County, the City of Chicago or other relevant authority, and all Exhibitors are deemed as having notice of such requirements and regulations bound thereby. All Exhibitors, whose businesses are based outside of Illinois, conducting sales must report sales tax.
13. Each Exhibitor shall indemnify US Road Sports against any claim that maybe made upon them in respect to any alleged infringement of any copyright or patent by another Exhibitor during the period of its occupancy of any allotted space.
14. Exhibitors must adequately insure and keep themselves insured to cover the liabilities under these Rules and Regulations. Exhibitors shall provide US Road Sports with proof of general liability insurance of at least \$1 million per occurrence and in the aggregate, auto insurance of at least \$1 million per occurrence and in the aggregate and workers' compensation insurance of at least \$500,000.00. US Road Sports reserves the right to require additional amounts of insurance depending on Exhibitor's booth size and type of activity taking place at the Exhibitor's booth. Prior to occupancy, Exhibitor shall provide such proof of insurance and a certificate of insurance listing US Road Sports & Entertainment as additional insured on the general liability and auto policies.
15. Name: US Road Sports & Entertainment of Chicago, 5246 Norwaldo Ave, Indianapolis, IN 46220, jfuruya@usroadsports.com
16. Exhibitor agrees that space assignments may be changed by US Road Sports.
17. Exhibitor agrees that all belongings shall be removed from the Expo Hall by midnight, September 11, 2010. Any items left will be removed and stored at the exhibitor's expense.
18. Selling is allowed. Products should be sold at a reasonable retail cost.
19. Exhibitor agrees that no exhibitor shall have authority to incur cost or liability for or against US Road Sports and all its related events. Exhibitor shall pay all costs pertaining to moving in and moving out. Exhibitor shall be liable for all damages which they may cause to the building or otherwise in connection with their exhibit.
20. Exhibitor agrees that in the case of war, fire, strike, government regulation, public enemy or other cause, the event or any part thereof may be prevented from being held. In that case, the management, in its sole discretion, shall refund to the applicant, his/her proportionate share of unused funds.
21. Exhibitor agrees to assume all responsibility for loss, theft, or destruction of goods or for personal injuries to himself, his employees, agents, representatives or visitors. He/she will hold harmless the Chicago Half Marathon and its related events, US Road Sports of Chicago, Fit Nation Foundation, Event Fuel LLC, Navy Pier and the Metropolitan Pier and Exposition Authority, their officers, shareholders, employees and/or representatives from any and all liability in connection with any and all of the above.
22. US Road Sports & Entertainment (US Road Sports) as owner and operator of the Chicago Half Marathon reserves the right to the use of the Chicago Half Marathon name, trademarks, logos and copyrighted materials. No use of the name Chicago Half Marathon, US Road Sports and/or any of their logos, trademarks or copyrights for any commercial purpose or any merchandise for sale or giveaway is authorized without the express written permission from US Road Sports.
23. Should any question arise whether provided for in these Rules and Regulations or not, the decisions of US Road Sports shall be final and binding on each and every Exhibitor.

