



2010 SPORTS EXPO

AUGUST 20 & 21, 2010

Join us for the **2010 Intact Insurance Canadian Derby Edmonton Marathon Sports Expo.**

This year's event boasts a suddenly fast and flat new course with the Start and Finish at The Horses at Northlands Park. The Sports Expo will be held in the beautiful new Edmonton Expo Hall on Friday, August 20th and Saturday, August 21st. We will welcome 10,000 participants and visitors over the two day period.

The weekend events promise something for everyone:

- Intact Insurance Marathon Run/Walk
- Energy Capital Alberta Provincial 21.1K Run Championships
- Energy Capital 21.1K Walk
- Timex 10 K Run
- 10 K Walk
- 5 K Fun Run/Walk
- Kids' Marathon Mile
- Running Room Free Friendship Run

Benefits of Participation

- Imagine the target audience you could reach – being an AIMS Certified event, this event is a Boston qualifier
- There will be 3,750 participants, including 2,500 marathon and half marathon runners from all over North America, picking up their registration packages Friday and Saturday
- Showcase, promote and sell your products and/or services to thousands of health and fitness conscious consumers and enthusiasts
- Unique opportunity to reach a diverse audience – kids, parents, grandparents

Location

- Edmonton Expo Centre – Hall "H"
7515 – 118 Ave, Edmonton, AB T5B 4X4
- 24 hour security is provided

Expo Features

- Large **10' W x 15' L** Booths (each with 8' table and 2 folding chairs)
- Exhibitors of fitness related products and information
- Free to the Public
- Free Kids' zone – including inflatables
- Free Parking
- Food and beverage vendors

Package Pick Up Distribution – We DO NOT stuff race packages. However, there are two areas where brochures can be available for self service by the participants.

- Option 'A' – Brochures or samples are displayed at the package pick up counter
- Option 'B' – Brochures or samples are displayed at a common area where there are display tables



Expo Hours

- Friday, August 20 4:00 pm – 8:00 pm
- Saturday, August 21 10:00 am – 6:00 pm

Move-In Hours

- Friday, August 20 8:00 am - 2:00 pm

Pricing

Expo Booths:

- Corner Booth \$650.00
- Standard Premium Booth \$500.00
- Electrical (Show Tech Power & Lighting) \$ 99.00

Race Package Pick Up Options:

- Option "A" – Distributed at Package Pick Up Counter \$750.00
- Option "B" – Distributed at General Area Table \$500.00

If you require any further information, please do not hesitate to contact me at **780-819-3419** or by e-mail at maureen.hazekamp@21one.ca.

Looking forward to seeing you at the **2010 Intact Insurance Canadian Derby Edmonton Marathon – Sports Expo!**

Maureen Hazekamp