



Join us for the  
2011 Intact Insurance Canadian Derby  
Edmonton Marathon Sports Expo

We welcome you to join us at the 2011 Intact Insurance Canadian Derby Edmonton Marathon Sports Expo, being held in the beautiful new Edmonton Expo Hall “C” on Friday, August 19<sup>th</sup> and Saturday, August 20<sup>th</sup>. We will welcome 7,500 participants and visitors over the two day period.

Weekend events promise something for everyone:

- Intact Insurance Marathon Run/Walk
- Energy Capital Alberta Provincial 21.1k Championships
- Energy Capital 21.1k Walk
- Timex 10k Run
- 10k Walk
- 5k Fun Run/Walk
- Kids’ Mini Marathon
- Running Room Free Friendship Run

**Benefits of Participation:**

- Imagine the target audience you can 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
- All entrants pass through the Expo to pick up their packages, and exit the same way. Make personal contact with thousands of your customers for only pennies each.
- Demographic: 57% Female/43% Male; Ages: 25% 20-29; 30% 30-30; 20% 40-49



## EXPO BOOTHS

- Large booths – standard **15' x 10'**
- Furnished with 6' table and 2 folding chairs
- Free to the public

## EXPO HOURS:

Friday, August 19      4 pm – 8 pm  
Saturday, August 20    10 am – 6 pm

## EXPO LOCATION:

- Edmonton Expo Centre – Hall “C”
- 7515-118 Ave, Edmonton, AB T5B 4X4
- 24 Hour Security Provided

## MOVE-IN HOURS

Friday, August 20      8 am – 2 pm

## MOVE-OUT HOURS

Saturday, August 21    6 pm – 10 pm

## PRICING

### EXPO BOOTHS:

- **15 X 10** Corner Booth                      \$650
- **15 x 10** Standard Booth                      \$500
- Electrical (Show Tech Order Form)        \$102

## RACE PACKAGE DISTRIBUTION

We have two options for brochure/product handout.

Option 1 – Brochures are displayed in a common area. Registrants can help themselves. (Qty required ~1,500)

Option 2 - When the registrant picks up their shirt and chip, the brochure and/or product is handed to them at the same time. (Qty required ~3,500)

- Product/Brochure Distribution at PPU    \$700
- Brochure Only Distribution at PPU        \$500
- Brochure Only in Common Area            \$300

### For more information, please contact:

**MAUREEN HAZEKAMP**, Expo Coordinator

Email: [maureen.hazekamp@21one.ca](mailto:maureen.hazekamp@21one.ca)

Phone :      780\_819\_3419

Fax:            888\_240\_2469