

ODDyssey Half Marathon

2012 Runners' Expo and Packet Pickup



ODDYSSEY
HALF MARATHON

Philadelphia, PA

ODDyssey Half Marathon

Runners' Expo and Packet Pickup
Lloyd Hall – Gymnasium Area
1 Boathouse Row, Philadelphia, PA19130

The 2012 Runners' Expo and Packet Pickup is the perfect opportunity to reach thousands of active consumers dedicated to fitness and outdoor activities in the Philadelphia area. Not only will your brand reach the active community but the expo is perfectly timed at the start of the summer season. The Runner's Expo and Packet Pickup is part of the ODDyssey Half Marathon and provides a unique opportunity for your brand and product.

The ODDyssey Half Marathon is in its third year and is timed perfectly to transition runners from the 10-mile Broad Street Run into a fun and unique spring half marathon. In the first year the ODDyssey drew a crowd of over 800 runners and hundreds more spectators on race day. In our second year we grew to over 2,000 runners and this year, we expect 3,000 to 3,500 runners with additional spectators attending the expo and race day events.

The 2012 Runners' Expo and Packet Pickup will be held at Lloyd Hall (Boathouse Row) in center city Philadelphia. The two-day expo will be the primary location for all packet pick-up, late registration, t-shirts, ODDyssey merchandise, timing bibs and goodie bag pick-up.

The ODDyssey will provide an 8x6 booth space, draping, tables and chairs for all vendors. All banners, advertisements, giveaways and additional supplies are the responsibility of the vendor.

All vendors will have their logo, a brief description of the company and a link to their website placed on the official ODDyssey Half Marathon website, www.ODDysseyHalfMarathon.com.

Booth space is for the two-day event is \$500.00 and includes the benefits listed below.

Benefits:

- 8x6 or 10x10 booth space at the two-day 2012 Runners' Expo and Packet Pickup.
- Exposure to 3,000-3,500 runners and additional spectators during the two-day expo and race.
- Marketing materials and/or product samples placed in all runner goodie bags.
- Logo and company description on the ODDyssey Half Marathon website.
- Inclusion in the expo email blast to all runners prior to the event.

All expo questions and applications should be forwarded to Carrie Snyder at (765) 729-0691 or carrie@ODDysseyHalfMarathon.com or Carl Ewald at (484) 716-8331 or carl@ODDysseyHalfMarathon.com.

**2012 ODDyssey Half Marathon
Runners' Expo and Packet Pickup**

Event

2012 Runners' Expo and Packet Pickup

Expo Date & Times

Thursday, May 24, 2012 – 11:00am-9:00pm

Friday, May 25, 2012 – 10:00am-7:00pm

Race Date

Saturday, May 26, 2012 – start time is at 7:00am

Location

Lloyd Hall – Gymnasium Area

1 Boathouse Row, Philadelphia, PA 19130

Cost

\$500.00 per booth space (includes the two-day expo and space at the finish line)

Included with booth rental

- 8x6 or 10x10 booth space at the two-day 2012 Runners' Expo and Packet Pickup.
- Exposure to 3,000-3,500 runners and additional spectators during the two-day expo and race.
- Marketing materials and/or product samples placed in all runner goodie bags.
- Logo and company description on the ODDyssey Half Marathon website.
- Inclusion in the expo email blast to all runners prior to the event.

Audience

We expect 3,000 to 3,500 runners, plus family and supporters as well as other outdoor enthusiasts to attend the two-day expo. The expo is free and open to the public.

Payment

All applications must be approved two weeks prior to the race and payments must be submitted in advance. Payments can be made by mailing the application and check to:

Make checks payable to: Tiburon Endurance Sports, Inc

ODDyssey Half Marathon
c/o Carl Ewald
110 West Front Street
Media, PA

Licenses

Vendors are responsible for obtaining all required licenses and permits. A food license permit is REQUIRED for the sale of ANY type of food product. This includes nutritional bars, gels, sport beans, etc. To view the complete packet, visit the City of [Philadelphia Health Department](#). Click on "Food Protection", then "Special Event Program" and at the bottom of the page is the link for "Temporary Special Event Permit."

If a large tent is required, an occupancy permit may be necessary.

All persons selling any event, good or item are responsible for obtaining the appropriate business license any paying all applicable state and local taxes.

Insurance

All vendors/exhibitors must provide proof of insurance naming the expo venue, Tiburon Endurance Sports, Inc. and the ODDyssey Half Marathon as additional insured parties.

**ODDyssey Half Marathon
2012 Expo Vendor Registration Form**

Company Name _____

Contact Person _____

Email _____ Phone Number _____

Address _____

City _____ State _____ Zip _____

Website _____

_____ Number of Booths (\$500.00 per 8x6 or 10x10 booth)

_____ Number of additional tables needed for display purposes (\$10.00 fee for extra table setup) – one table included in registration price.

_____ YES/NO, will you be placing items in runner goodie bags? [All items must be received two weeks prior to the expo, with the exception of perishable items].

_____ Goodie bag inserts only (\$250.00 for the first insert and \$100.00 for all other inserts after).

Total Amount Enclosed \$ _____

Please make checks payable to:
Tiburon Endurance Sports, Inc.

Mail Application and Payment To:
Carl Ewald - Executive Director
110 West Front Street
Media, PA 19063

**Please email a .jpeg logo and brief description of your company for the website to carl@ODDysseyHalfMarathon.com*