



JOIN US AT THE 2017 BMO OKANAGAN MARATHON SPORTS EXPO OCTOBER 6 – 7, 2017

City Park (1600 Abbott Street), Kelowna, BC

This year, the BMO Okanagan Marathon celebrates 23 years of running. Come join us – we anticipate over 3,000 participants, plus supporters and shoppers. As the hub and center of excitement for the BMO Marathon, the 2017 Sports EXPO targets a large and dedicated demographic willing to spend time and money on improving their individual and family's overall health and fitness.

Imagine the target audience you could reach as this event. Participants will be coming from all over North America and will be walking through the EXPO to visit with exhibitors and pick up their race packages on Friday and Saturday. Saturday events also include the Friendship Run/Walk, BMO Kids' Run and 5K Run/Walk.

Be part of the action -- located right at the start/finish areas for all races, the stage is set for an expected 7,500 participants and spectators to pass through the EXPO over the weekend.

THE FAMILY FESTIVAL WEEKEND PROMISES SOMETHING FOR EVERYONE:

- Marathon Run/Walk
- Half Marathon Run/Walk
- 10 Km Run/Walk
- 5 Km Run/Walk
- BMO ABC Kids Run

PARTICIPANT DEMOGRAPHICS:

- Marathon: 450; Half Marathon 1050; Other 1400
- 60% **Female**, 40% **Male**
- Age Breakdown **Under 30-** 30%, **30-50** 50%, **over 50** 20%
- Active and healthy lifestyles
- Wellness and Fitness oriented



2017 SPORTS EXPO WILL FEATURE:

- Exhibitors of fitness and health related products and information
- Kids Zone- Inflatables and 1Km Fun Run
- Family entertainment and activities
- Food and beverage vendors
- FREE admission to the public

BENEFITS OF EXPO PARTICIPATION:

- Showcase, promote and sell your products and services to thousands of health and fitness conscious consumers and enthusiasts from all over the world
- Unique opportunity to reach a diverse audience – kids, parents, grandparents
- All activities – race package pick up, kids event, race start/finish, and EXPO are all located at City Park, giving you maximum exposure for your products
- Media coverage and sponsorship



EXHIBITOR APPLICATION AND RENTAL SPACE AGREEMENT

Exhibitor Name	
Contact Name	Phone
Email	Fax
Address	
City	Prov/Post
Description of Business/Exhibit	

EXPO BOOTH:

Booth includes (1) 8' x 30" Table and (2) Folding Chairs

Royal Blue Drapes and Table Cover

Exhibitor set-ups/displays are approved by the management to ensure event standards

10 x 10 Standard Booth \$375 x _____ = \$ _____

Electrical \$ 75 x _____ = \$ _____
(1500W; 120V duplex outlet, approx. 12 amps)

PARTICIPANT PACKAGE INCLUSION: (Quantity of 3,000 required)

Exhibitor

Brochure or Product Sample \$125 x _____ = \$ _____

Non Exhibitor

Brochure or Product Sample \$300 x _____ = \$ _____

Sub Total: \$ _____

5% GST: \$ _____

TOTAL: \$ _____



EXHIBITOR SCHEDULE

	Friday, October 6	Saturday, October 7	Sunday, October 8
Move in	10 am – 2 pm		
Expo Hours	3 pm – 7 pm	9 am – 6 pm	8 am – 1 pm
Move out		6 pm (optional)	1 pm

** 24---hour security is provided**

FOR MORE INFORMATION:

Eileen Sullivan, Expo Coordinator E-mail: eileen.sullivan@21one.ca

APPLICATION AND PAYMENT:

The Event Organizer has the right to approve or decline all applicants.

Please reserve _____ space(s) for my company/organization.

My company/organization would like to provide a product/brochure insert.

Payment can be made by cheque or credit card.

Payment in full is required to guarantee space.

Cheque payable to BMO Okanagan Marathon for amount of \$ _____
(A fee of \$50 will apply to all NSF cheques)

Payment by Credit Card: VISA MasterCard

Number: _____ Expiry: _____

Name on Card: _____ Signature: _____

Please submit application by: email to eileen.sullivan@21one.ca

By signing this Application, the Applicant agrees to be bound by the Terms and Conditions provided under separate cover:

Signature on behalf of Applicant

Date

Privacy Policy

Running Room Canada Inc. is committed to respecting the personal privacy of our customers. All personal information held or collected by Running Room Canada Inc. is protected. If you have any questions about the protection of your personal information, please contact us by mail at Running Room Canada Inc., 9750-47 Avenue, Edmonton, Alberta, Canada, T6E 5P3 or at mailprivacy@runningroom.com.

To view our privacy policy, visit the web site: www.runningroom.com



2017 SPORTS EXPO --- TERMS & CONDITIONS

The BMO Okanagan Marathon (herein referred to as, 'The Marathon') and the Exhibitor agree to the following terms and conditions for the 2017 Sports Expo (hereinafter referred to as, 'the Expo') to be held at Kelowna City Park.

1. The Exhibitor agrees that all displays will be fully set up by 2:00 pm, Friday, October 6th, 2017.
2. The Exhibitor agrees to have their booth open and staffed during the Expo hours on Friday, October 6th from 3:00 pm to 7:00 pm; Saturday, October 7th from 9:00 am – 6:00 pm; Sunday, October 8th from 8:00 am – 1:00 pm (optional – arrangements to be confirmed with the Expo Coordinator)
3. The Exhibitor agrees that displays will not visually or physically disturb aisles or adjacent exhibitors.
4. The Exhibitor agrees to conform to all rules/regulations adopted by the Expo in the best interest of the Expo and agrees that the Expo shall have final decision in adopting any rule or regulation deemed necessary prior to, during and after the Expo.
5. The Exhibitor agrees not to sublet space or exhibit any merchandise other than that approved by the Marathon, without permission from the Marathon.
6. The Exhibitor will be informed prior to event weekend of the booth space assigned to them; however, the Exhibitor acknowledges and agrees that booth assignments may be changed by the Marathon. Every effort will be made by the Marathon not to change booth assignments.
7. The Exhibitor agrees that all literature, products, etc. belonging to the Exhibitor shall be removed from the site by 1:30 pm, Sunday, October 8th, 2017.
8. The Exhibitor agrees that the violation of any terms and conditions of this Agreement may result in forfeiture of the booth. Fees paid by the Exhibitor will be retained by the Marathon as liquidated damages for breach of this Agreement.
9. The Exhibitor agrees that the Marathon reserves the right to reject or restrict any exhibit.
10. The Exhibitor agrees not to cause damage to the site or booth equipment or act in any manner deemed inappropriate by the Marathon. The Exhibitor agrees they shall be liable for all damages that they may cause to the site in connection with their exhibit. Exhibitors may not apply paint, lacquer, adhesive or other coatings to floors or to standard booth equipment without written permission of the Marathon.
11. The Exhibitor assumes entire responsibility and liability for losses. The Exhibitor's property shall be placed on display and exhibited at his/her own risk, and the Marathon assumes no responsibility for loss or damage thereto. The Exhibitor shall also assume all responsibility for loss or damage to their property due to fire, theft, lightning, earthquake, explosion, or any cause beyond the control of the Marathon.
12. The Exhibitor understands that the Marathon does not maintain insurance covering the Exhibitors property or lost revenue, and it is the sole responsibility of the Exhibitor to obtain insurance for this risk.
13. The Exhibitor hereby agrees to indemnify and hold harmless the Marathon from any claims arising as a result of the Exhibitor's exhibit or any actions or conduct of the Exhibitor or the Exhibitor's agents or employees, or the property of the Exhibitor.
14. In the event any circumstances whatsoever should occur which make it impossible or impractical for the Expo to permit Exhibitors to occupy the premises or if the Expo is cancelled, the Exhibitor shall pay for space only for the period the space was, or could have been, occupied by such Exhibitor, and the Expo will be in no way responsible for any claims or damage, which might arise in consequence thereto. A refund of all monies received from Exhibitor will be made by the Expo in the event of this Expo not being held as proposed, and the Expo shall be released for any and all claims for damage and otherwise.
15. NO REFUNDS on or after August 31st, 2017 (except for clause #14). Refund of 50% prior to August 31st, 2017.
16. The Exhibitor will assume responsibility for obtaining any required licenses for vending their products in the Sports Expo and any costs incurred by the Marathon due to the Exhibitor's failure to secure proper licensing.
17. Any liability of the Marathon shall not in any event exceed the amount paid by the Exhibitor.