



## 30<sup>TH</sup> ANNIVERSARY

# NATIONWIDE BETTER HEALTH<sup>SM</sup>

## COLUMBUS MARATHON, ½ MARATHON & CORPORATE WELLNESS 5K Health & Fitness Expo & Celebration Village

**Friday – Sunday, October 16–18, 2009**

### You Are Invited!

Do you want to reach an audience of more than 25,000 runners, walkers, multisport athletes and health-minded consumers? The fun and festivities start on October 16 at Hall D of the Greater Columbus Convention Center in Columbus, Ohio, and finish on October 18 at Celebration Village at the finish line of the Nationwide Better Health Columbus Marathon and ½ Marathon.

During the weekend, you will be able to get your product in front of thousands of consumers from around the United States and the world as they browse more than 70 booths from dedicated health and wellness organizations like yours.

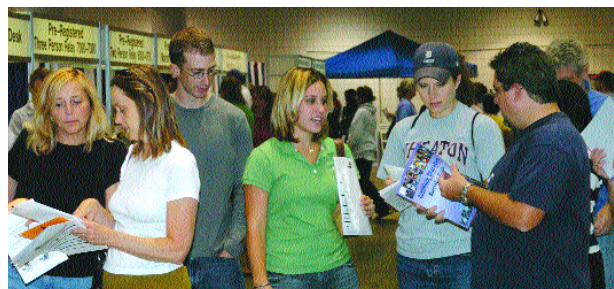
The Expo and Celebration Village will include live music, entertainment, interactive games and plenty of food, and are open to the public free of charge.

### Got Any Goodies?

Our Goodie Bag is a cost-effective and fantastic resource to get your product and message to participants. More than 15,000 bags will be stuffed and given to all participants.

### Do You Have Something to Say?

If you would like to give a product or service demonstration on the Expo main stage, this is a unique opportunity to reach health and fitness consumers.





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COLUMBUS MARATHON, 1/2 MARATHON & CORPORATE WELLNESS 5K

### Health & Fitness Expo

REGISTRATION

**Fill out the requested information below and mail or fax to:** Nationwide Better Health  
Columbus Marathon  
8917 S. Old State Rd., Suite 198  
Lewis Center, OH 43035  
Fax: (614) 540-7422

**Expo Dates/Hours:** Friday, October 16, 12:00 p.m. to 7:00 p.m.  
Saturday, October 17, 9:00 a.m. to 7:00 p.m.

**Expo Setup:** Thursday, October 15, 12:00 p.m. to 6:00 p.m.

<b>Expo Booth Costs:</b>	Platinum	Gold	Silver
Single booth 10' x 10'	\$750	\$650	\$500
Double booth 10' x 20'	\$1,300	\$1,100	\$800
Corner 2 booths (limited number)	\$1,400	\$1,200	\$1,000
Corner 4 booths (limited number)	\$3,000	\$2,600	\$2,000

**All exhibit space is sold on a first-come, first-served basis.**

To secure your choice location, please send in your registration materials immediately.

**Expo Booth Contents:** 10' x 10' booth, skirted table, two chairs, wastebasket, identification sign, back and side walls

**Booth Selection:** Number of Booths \_\_\_\_\_ at \$ \_\_\_\_\_

**Company Name:** \_\_\_\_\_

**Product or Service:** \_\_\_\_\_

**Title for Booth Sign:** \_\_\_\_\_

**Company Address:** \_\_\_\_\_ **City:** \_\_\_\_\_

**State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_ **Signature:** \_\_\_\_\_

*(With your signature, you agree to the terms and conditions contained in this packet.)*

Payment must be made in full on or before Friday, October 2, 2009, or booth may be re-assigned. No payments accepted at Expo setup. Make checks payable to Columbus Marathon, Inc

**Method of Payment Enclosed:**  Check  Visa  MasterCard **Amount Charged:** \$ \_\_\_\_\_

**Card Number:** \_\_\_\_\_ **Expiration Date:** \_\_\_\_\_

**Name on Card:** \_\_\_\_\_ **Signature:** \_\_\_\_\_

**Any questions:** Please e-mail Kathleen Williams at kathleencw@gmail.com.  
Please keep a copy of this agreement for your records.



# 30<sup>TH</sup> ANNIVERSARY

## NATIONWIDE BETTER HEALTH<sup>SM</sup>

### COLUMBUS MARATHON, 1/2 MARATHON & CORPORATE WELLNESS 5K Celebration Village

REGISTRATION

**Fill out the requested information below and mail or fax to:** Nationwide Better Health  
Columbus Marathon  
8917 S. Old State Rd., Suite 198  
Lewis Center, OH 43035  
Fax: (614) 540-7422

**Village Dates/Hours:** Sunday, October 18, 9:00 a.m. to 3:00 p.m.

**Village Setup:** Sunday, October 18, 7:00 a.m. to 9:00 a.m.

**Village Booth Costs:**

Single tent 10' x 10'	\$300
Double tent 10' x 20'	\$500

**All exhibit space is sold on a first-come, first-served basis.**

To secure your choice location, please send in your registration materials immediately.

**Village Booth Contents:** 10' x 10' tent and table

**Village Booth Selection:** Number of Booths \_\_\_\_\_ at \$ \_\_\_\_\_

**Company Name:** \_\_\_\_\_

**Product or Service:** \_\_\_\_\_

**Title for Booth Sign:** \_\_\_\_\_

**Company Address:** \_\_\_\_\_ **City:** \_\_\_\_\_

**State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_ **Signature:** \_\_\_\_\_

*(With your signature, you agree to the terms and conditions contained in this packet.)*

Payment must be made in full on or before Friday, October 2, 2009, or booth may be re-assigned.  
No payments accepted at Village setup. Make checks payable to Columbus Marathon, Inc

**Method of Payment Enclosed:**  Check  Visa  MasterCard **Amount Charged:** \$ \_\_\_\_\_

**Card Number:** \_\_\_\_\_ **Expiration Date:** \_\_\_\_\_

**Name on Card:** \_\_\_\_\_ **Signature:** \_\_\_\_\_

**Any questions:** Please e-mail Kathleen Williams at [kathleencw@gmail.com](mailto:kathleencw@gmail.com).  
Please keep a copy of this agreement for your records.



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**COLUMBUS MARATHON, 1/2 MARATHON & CORPORATE WELLNESS 5K**

### Goodie Bag

**APPLICATION**

#### Goodie Bag Program

The Nationwide Better Health Columbus Marathon Goodie Bag Program is a great way to get information about your goods and/or services in front of many potential customers. The Goodie Bag Program is a cost-effective way to reach more than 15,000 participants. Goodie Bags are distributed to all registered marathoners and half marathoners. The Nationwide Better Health Columbus Marathon Goodie Bags are something that runners and walkers look forward to every year. Goodie Bag items could include fliers, coupons, brochures, pamphlets and product samples.

All items to be inserted in the Goodie Bags should meet certain size specifications. If the item is paper materials, the item should be 8.5" x 11" or less. If it is a product sample, it must be a reasonable size. If you have questions about insert items, please call Kathleen Williams at (614) 327-9743.

**All materials must be approved before insertion. Please send check payable to Columbus Marathon, Inc. and one sample of the item or material to be inserted with this form to:**

Nationwide Better Health Columbus Marathon  
8917 S. Old State Rd., Suite 198  
Lewis Center, OH 43035

**Ship Goodie Bag items to:** PRIMEfind  
c/o Columbus Marathon  
9044 Cotter Street  
Lewis Center, OH 43035-8258

Your Company's

Flier

Coupon

Brochure

Pamphlet

Product Sample

*Items need to be received by September 11, 2009, to ensure that the items will be placed in the Goodie Bags.*

Please reserve my space for an item in 15,000 Nationwide Better Health Columbus Marathon Goodie Bags. Enclosed is payment of \$500.

**Company Name:** \_\_\_\_\_

**Item to Be Inserted:** \_\_\_\_\_

**Title for Booth Sign:** \_\_\_\_\_

**Company Address:** \_\_\_\_\_ **City:** \_\_\_\_\_

**State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_ **Signature:** \_\_\_\_\_

*(With your signature, you agree to the terms and conditions contained in this packet.)*

Payment must be made in full on or before Friday, September 11, 2009.

**Method of Payment Enclosed:**  Check  Visa  MasterCard **Amount Charged:** \$ \_\_\_\_\_

**Card Number:** \_\_\_\_\_ **Expiration Date:** \_\_\_\_\_

**Name on Card:** \_\_\_\_\_ **Signature:** \_\_\_\_\_

**Any questions:** Please e-mail Kathleen Williams at [kathleencw@gmail.com](mailto:kathleencw@gmail.com).  
Please keep a copy of this agreement for your records.

Want to save on shipping and delivery cost of your inserts?

Polaris Postnet is offering Goodie Bag customers special pricing on their printing and copying needs.

Contact Polaris Postnet at (614) 430-3667 for details.



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# Health & Fitness Expo, Celebration Village & Goodie Bags

## TERMS & CONDITIONS

The Health & Fitness Expo is intended to be an exciting and rewarding experience for sponsors, exhibitors, participants and expo visitors. Our goal is to provide you with the best chance to promote your business, products and services. To ensure fairness, all exhibitors agree to be bound by the following Terms and Conditions that the Marathon deems are necessary:

1. All booths are pre-paid prior to booth setup.
2. Booth/display will be setup by 12:00 p.m. on Friday, October 16, 2009.
3. Display shall not extend beyond the assigned space, or disrupt aisle traffic or other exhibits.
4. Booth shall remain open and staffed during Expo hours open to the public.
5. Booths are not to be disassembled before 7:00 p.m. on Saturday, October 16, 2009.
6. The Columbus Marathon, Inc. will assign booths at its discretion. Space assignments are subject to reasonable changes by the Columbus Marathon, Inc.
7. No refunds will be issued to any exhibitor who fails to occupy assigned space.
8. The Columbus Marathon, Inc. reserves the right to reject exhibits and Goodie Bag insert items.
9. Exhibitor will not exhibit any merchandise or promotional materials other than specified in the reservation form. Columbus Marathon, Inc. has the right to reject the display of merchandise or promotional materials.
10. Columbus Marathon, Inc. will hire security to secure materials stored in the exhibit hall during the times the expo is not open to the public. Columbus Marathon, Inc. shall not be liable for the acts or omissions of the security guards. Exhibitor assumes all responsibility for loss, theft, destruction of goods, or personal injuries to itself, its employees, its agents, representatives or visitors and will indemnify and hold harmless Columbus Marathon, Inc., its officers, employees, agents, volunteers, contractors, sponsors, participants, patrons and expo attendees from all claims arising from any act, omission or negligence of the expo exhibitors.
11. Exhibitor agrees to carry the following insurance: workers' compensation; comprehensive general liability, public liability and property damage; independent contractor's personal injury; and blanket contractual liability.
12. Exhibitor agrees not to deface property and to accept liability for any damage to property or the Greater Columbus Convention Center. Any damage shall be remedied at exhibitor's expense and the satisfaction of the property owner.
13. All buntings, curtains and draping of any kind shall be made of noncombustible materials. Straw, chips and any other flammable materials shall be used for display purposes only if they are treated (fireproofed). Plastic shall be placed on the floor before the material is used.
14. Helium tanks and balloons are not permitted in the facility. Do not nail, staple, tape, spray, hang or attach anything to walls, ceilings, fixtures or floors. Stickers, glitter and confetti are not permitted in the facility.
15. Any fuel-powered (gas, ethanol, etc.) vehicle for display must be approved prior to display. Any such vehicle must have 1 gallon or less of fuel in its tank, battery cables must be disconnected from battery, and keys must be removed from ignition.
16. Cooking is not permitted unless approved by Columbus Marathon, Inc.
17. Only one exhibitor may occupy assigned booth space unless given prior approval by Columbus Marathon, Inc.
18. Exhibitor is not permitted to sublet or transfer the exhibit space contracted or exhibit any merchandise, items or promotional materials other than that specified in the application.
19. Exhibitors will not be permitted to hand out materials outside of their assigned space or in the aisle. Exhibitors are not permitted to display or place promotional materials outside of their assigned booth. Materials placed outside of a booth will be discarded with no recourse to Columbus Marathon, Inc. or its agents, volunteers or employees.
20. Exhibitor agrees to the Marathon's promotional, noncommercial use of its images, and the images of its workers, agents and staff, in photographs, video, film or media depictions of the expo. Exhibitor agrees to and shall disclose to its workers, agents and staff performing sale or services at the expo that the Marathon may photograph, film, video or otherwise make and use images of such person for promotional, noncommercial purposes.
21. Each exhibitor is bound in all respects by these Terms and Conditions. Violation of these Terms and Conditions may result in forfeiture of the exhibiting space, without refund.
22. All Celebration Village exhibitors must adhere to the terms and conditions of the City of Columbus Recreation and Parks' guidelines.
23. All exhibitor content and displays in Celebration Village must be approved prior to set-up and no later than October 16, 2009.