



2012 Health & Fitness EXPO

Sponsored by



Guest Speaker:

Ultramarathon extraordinaire Marshall Ulrich

The ultimate endurance athlete, Marshall Ulrich has run more than 100 foot races averaging over 125 miles each, completed 12 expedition-length adventure races, and climbed the Seven Summits (including Mt. Everest) all on his first attempts. But his transcontinental run of more than 3,000 miles in 2008 proved to be his most challenging effort yet, the equivalent of two marathons and a 10K every day for 52.5 days. Visit Marshall at the expo and the Pasta Dinner and hear from one of the most amazing athletes in the world.



AND

MARATHON
& Beyond

PRESENT

Thursday, April 26, 2012

4:00 P.M. – 8:00 P.M.

Friday, April 27, 2012

9:00 A.M. – 8:00 P.M.

Activities and Recreation Center
University of Illinois Campus



Champaign-Urbana, Illinois

2012 Health & Fitness EXPO

You are cordially invited to participate in the 2012 Christie Clinic Illinois Marathon Health & Fitness Expo, Thursday, April 26, from 4:00 P.M. to 8:00 P.M. and Friday, April 27, from 9:00 A.M. to 8:00 P.M. The expo will take place at the state-of-the-art Activities and Recreation Center (or ARC), 201 E. Peabody Drive, on the campus of the University of Illinois.

In addition to the marathon, the event also features the Christie Clinic Half-Marathon, the Illinois Alumni Association Marathon Relay, the Provena Illinois 10K Run/Walk, the Provena Illinois 5K Run/Walk, and the Busey Illinois Youth Run. The fourth annual races will draw between 16,000 and 20,000 participants across all events. **There is no race packet pick up on Saturday, April 28. All entrants must come to the expo to pick up their race number and goody bag.**

EXPO FACTS

- Booth set-up hours: Thursday, April 26, noon to 3:00 P.M.
- Expo hours: Thursday, April 26, 4:00 P.M. to 8:00 P.M. and Friday, April 27, 9:00 A.M. to 8:00 P.M.
- Booth break-down hours: Friday, April 27, 8:00 P.M. to 11:00 P.M.
- Booth pricing: \$500 for first booth, \$400 for each additional booth
- Check payable to C-U Marathon, LLC. Credit card payment also an option (see page 5).

STANDARD BOOTH INFORMATION

You will be provided with the following amenities as part of your exhibit space (for each booth you purchase):

- One 10-foot deep × 10-foot wide floor space
- One 2-foot × 6-foot table w/ top and drape
- Two folding chairs

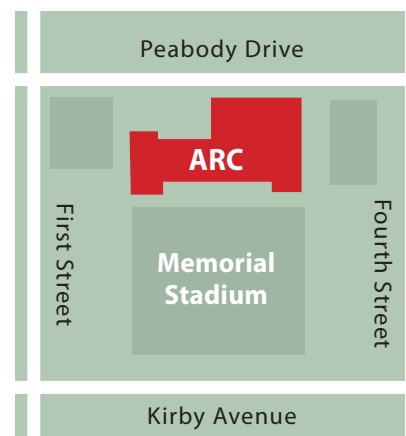
Each booth will also have an 8-foot high back drape, 3-foot side drapes, and a sign identifying your company. Other equipment and services available for rental at an additional charge include electricity, extra chairs, tables, and carpet. We will send you information with an order form at a later date.

HOW TO SIGN UP

To reserve your booth(s), complete your expo application and mail it along with your payment to C-U Marathon, LLC, P.O. Box 262, Champaign, IL 61824 or FAX your application and credit card payment to 217/366-2266, attn: Jackie Newman.

QUESTIONS

Contact expo director, Jackie Newman
217/493-3536 or
jackienewman30@comcast.net



Champaign-Urbana, Illinois

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CHRISTIE CLINIC ILLINOIS MARATHON HEALTH & FITNESS EXPO APPLICATION

Please print

Name _____ Title _____

Company _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Fax _____

E-mail _____ Web site _____

Company name for booth sign _____

Brief description of your company's product or services (will be used by Expo announcer)

Are you offering food or drinks? _____

Are you selling food or drinks? _____

Do you need electricity in your booth? If yes, the cost is \$100. _____

Please reserve the following exhibit space (\$500 for 1 booth; \$400 per booth for each additional booth; non-profits: \$400 for 1 booth; \$300 for each additional booth).

Number of booths _____ Electrical—\$100

Total cost (booth + electrical if needed) _____

We hereby apply for exhibit space at the Christie Clinic Illinois Marathon Health & Fitness Expo. We agree to the show terms and conditions (on page 6).

Signature _____

Date _____

Champaign-Urbana, Illinois

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GOODY BAG/RACE PACKET INSERTION OPPORTUNITIES

A great way for your business or organization to reach all the runners in the Christie Clinic Illinois Marathon and related events is to insert an item in the participant goody bags. For a fee of \$200, your promotional item will be inserted in every race packet. We plan to stuff 20,000 goody bags.

All items must be received by **March 28, 2012** and sent to the following address:

Christie Clinic Illinois Marathon
c/o Human Kinetics
1607 N Market St
Champaign IL 61820

Yes, we would like to insert a promotional item in all the race packets. Our \$200 fee is enclosed.

Describe your promotional item _____

Name _____

Title _____

Company _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Fax _____

E-mail _____ Web site _____

Make your check payable to C-U Marathon, LLC. Credit card payment is also acceptable (see next page). Mail your payment to Christie Clinic Illinois Marathon, P.O. Box 262, Champaign IL 61824, or FAX to 217/366-2266, attn: Jackie Newman.

Signature _____

Date _____

Champaign-Urbana, Illinois

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CREDIT CARD AUTHORIZATION

I am electing to pay for my exhibit space and/or my goody bag insert with a credit card (MasterCard or Visa). My card information appears below.

Name on the card _____

Credit card # _____

Expiration date _____

Type of card (MasterCard or Visa) _____

Amount _____

Billed company _____

Address _____

Billed phone number _____

Signature (required) _____

Mail your completed application to
Christie Clinic Illinois Marathon
P.O. Box 262
Champaign, IL 61824
or fax it to
217/366-2266
Attn: Jackie Newman

Champaign-Urbana, Illinois

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TERMS AND CONDITIONS

Pay for booth(s) by mailing a check or credit authorization. No cash, please.

Set up before and tear down after the published expo hours. Have someone at your booth at all times during expo hours. Do not sublet your booth space.

Use the loading areas adjacent to the ARC to move your merchandise in and out. More details will follow.

Conform to all University of Illinois fire rules and regulations. Do not place or operate any equipment on the premises. Do not use any flammable chemicals. Do not paint anything while in the building.

Do not visually or physically block exits, disturb the aisles, or disturb your neighbor exhibitors. Do not erect an exhibit or rack higher than the 3-foot side rails in the front half of your exhibit that will prevent your neighbor exhibitor's view of the aisle, and vice versa. We strongly suggest that you do not erect canopies of any kind, for the same reason. If it becomes a nuisance, we will ask you to remove it.

Do not solicit in the aisles or in other exhibitor's booths.

Accept responsibility for any damages that you may cause to the building or other property associated with the exhibit.

Carry the insurance necessary to protect yourself in case of an accident.

Complete and submit the University of Illinois Campus Recreation Memorandum of Understanding.

Do not serve alcoholic beverages of any kind. Do not serve any food items that aren't pre-prepared and approved by the health and fitness expo director.

Do not install your own electrical wiring.

Do not tape, nail, tack, or staple anything from columns, walls, doors, ceilings, or other painted surfaces.

Remove all of your merchandise from the exhibit hall by midnight on April 27.

We reserve the right to modify the expo layout and to restrict or reject any exhibit.

No refunds.

Have fun . . . meet lots of nice folks.

Jackie Newman, expo director
September 2011

Champaign-Urbana, Illinois