

RACE EXPO PACKAGE

VICTORIA, BC

40

40th Annual

GoodLife[®] FITNESS VICTORIA MARATHON

Presented by  new balance.

October 13, 2019



RunVictoriaMarathon.com



The 40th Annual GoodLife Fitness Victoria Marathon

The GoodLife Fitness Victoria Marathon is celebrating its 40th annual event in 2019. The event consists of the Marathon, Half Marathon, 8K road race and the Thrifty Foods Kids Run.

The 40th Annual Marathon is a beautiful oceanfront route featuring Victoria's spectacular coastline and scenery. A Boston Marathon qualifier, the gently undulating course has a maximum elevation of 25 metres, and a minimum elevation of three metres. The spectacular finish area is in the Inner Harbour in front of the BC Legislature.

The Half Marathon is in its 18th year and is run on the same course as the marathon. The fast and relatively flat course is the finest on Vancouver Island for a personal best time in all age categories and attracts a large field.

The 8K road race is in its 33rd year and is the largest 8K on Vancouver Island. A new course designed in 2017 has made it a popular event for both competitive and recreational runners.

The Thrifty Foods Kids run is a 1.25km run for kids under 12 (and their parents) and is supported by KidSport. Over \$500,000 has been raised for KidSport through this fun, family event.

Charities

The GoodLife Fitness Victoria Marathon is proud to be a supporter of many charities. We have two levels in our charity program, our Official Charities and the CHEK Charity Pledge Program. Our three Official Charities are KidSport Greater Victoria, GoodLife Kids Foundation and the Pacific Autism Family Network. The Charity Pledge Program is in its 15th year and has raised over \$1.9 million since 2005.

Race Expo

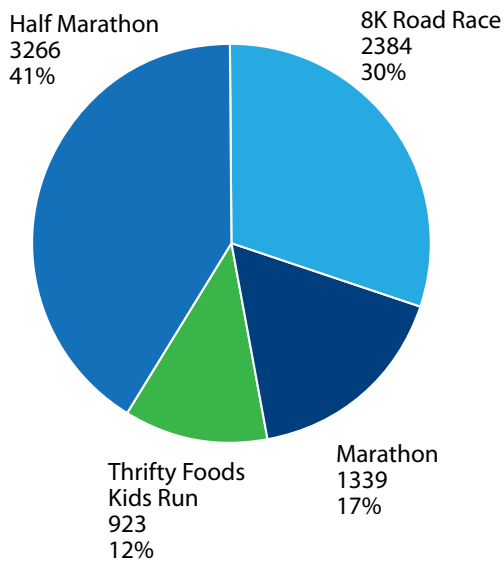
Participants with their friends and families and volunteers attend the three-day 2019 Race Expo which features fitness, health and lifestyle related products and services, souvenir apparel and much more. The Expo sells out every year so booking early is recommended. The Expo is held at the Victoria Conference Centre, 720 Douglas Street, Victoria, BC V8W 3M7.

2018 Demographics

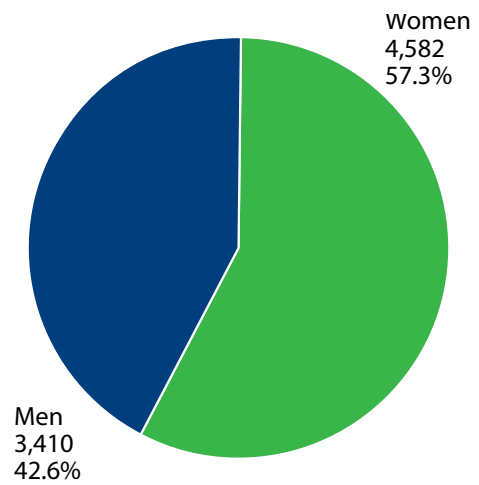
Event/Gender Statistics

Event Participation

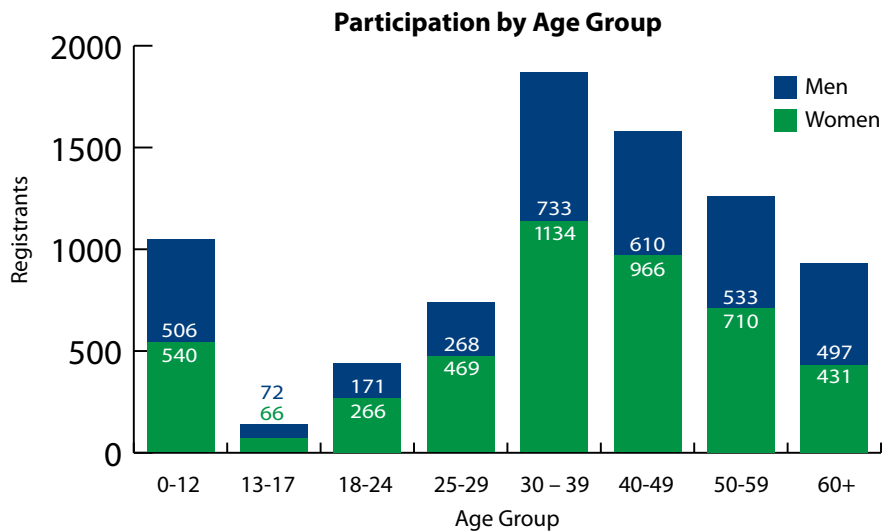
Participants by Event



Overall Participation by Gender (Marathon, Half Marathon and 8K)



Overall Gender Breakdown



Exhibitor Information

Booth Package includes:

- 8' back and 3' sidewalls
- One 8' table (topped and skirted)
 - Two chairs
- Electricity not included – use electrical form to book

Global Tents is the official supplier of display services for the Race Expo
Any additional equipment can be acquired by contacting Global Tents at **250-385-3541**.

Victoria Conference Centre
720 Douglas Street, Victoria, BC, V8W 3M7

Move-In

- Thursday, October 10 from 2:00 pm to 6:00 pm
- Friday, October 11 from 8:00 am – 10:30 am
- If required, please bring your own dolly or cart

Accreditation passes will be given upon arrival so that you will have access to the Expo area during move-in, Expo hours and move-out. Please make sure that each person staffing your booth has a pass in their possession.

Expo Hours of Operation

- Friday, October 11 **12:00 pm to 6:00 pm**
- Saturday, October 12 **9:00 am to 6:00 pm**
- Sunday, October 13 **9:00 am to 2:00 pm**

Move-Out

- Saturday, October 12 from 6 pm for those not exhibiting on Sunday (please indicate on form)
- Sunday, October 13 from 2:00 pm to 6:00 pm
- All exhibitors must ensure space is staffed during all expo hours. Our awards program is in progress in the Expo area on Sunday from 11:00 am – 2:00 pm. Please be sensitive to the amount of noise made while dismantling in your booth space.

Cancellations and Refunds

No refunds will be issued to any exhibitor who fails to attend the Expo. Should you need to cancel your

booth space, please contact the Expo Manager as soon as possible. Booth payments are non-refundable.

Booth Assignment

The expo layout of booths will be assigned in September. If you would like to request a particular booth spot please let the Expo Manager know and we will do our best to accommodate you. No exhibitor shall sublet, assign or apportion a whole or part of any space without the knowledge and consent of the Expo Manager. Please supply the Expo Manager with a list of all products/services offered to the public at the Expo. The Victoria Marathon Society reserves the right to restrict products/services that may not be suitable at the event or that conflict with sponsor exclusive products.

Booth Space

The booth spaces are 8' x 10'; they include an 8' high back wall and 3' high sidewalls, one 8' long draped table and two chairs. **If you would like to bring a 10' x 10' tent, please contact the Expo Manager when booking your space.** If you are bringing your own table please let the Expo Manager know when booking.

NOTE: Telephone, power, special lighting, AV equipment, labour and other services will be provided by Global Tents, Freemans, or the Victoria

Conference Centre. You must contact the service provider to arrange for these services. **Order forms will be sent to you upon receipt of Exhibitor Registration Form and payment.**

Shipping

Please refer to the Global Tents Shipping guidelines. The Victoria Conference Centre has no storage facilities for freight and will not accept freight prior to the scheduled exhibitor move-in. Label your item clearly with the appropriate information. Please label items with: **Victoria Marathon Race Expo, Company Name, & Booth #.**

Selling Goods and Services

Selling goods and services is permitted at the Expo as long as they do not conflict with Race Weekend sponsors. If you are uncertain, please confirm with the Expo Manager. **US exhibitors, please refer to the Global Tents - Shipping Guidelines.**

Sample Distribution

Sampling and free demonstrations are encouraged. ***Please check with the Expo Manager to ensure your sample does not conflict with sponsor exclusive products.*** If you are planning to sample food or beverage products at your booth, please fill in the VCC "Authorization Request for Sample Distribution" form and return to the Victoria Conference Centre.

Literature Distribution

Exhibitors are not permitted to distribute literature/samples outside their booth area.

Insurance

The Exhibitor assumes entire responsibility and liability for losses. The Exhibitor's property shall be placed on display and exhibited at his/her/its risk, and the Marathon assumes no responsibility for loss or damage thereto. The Exhibitor shall also assume all responsibility for loss or damage to his/her/its property due to fire, theft, lightning, earthquake, explosion, or any cause beyond the control of the Marathon. The Exhibitor understands that neither the Marathon nor the Victoria Conference Centre maintains insurance covering the Exhibitor's property or lost revenue, and it is the sole responsibility of the

Exhibitor to obtain insurance for this risk.

Security

The Victoria Conference Centre venue will be completely secure overnight with security guards on duty.

Parking

Robbins Parking Service Ltd. operates the Victoria Conference Centre parkade. There are 309 parking spaces on two underground levels; vehicle height restriction is 6'2".

- Location: 720 Douglas Street. Entry is gained off Douglas Street beside the Pacific Coach Lines bus depot. Access is via both elevators and stairs from Levels 1 and 2 of the VCC and Fairmont Empress.
- Operating Hours: Sunday through Saturday 5:00 am to midnight. Vehicles may be left overnight; after hours vehicle exit only.

Parking rates are:

- Parking - Per Half Hour \$1.75
- Maximum Daily Rate \$17.00

Find other pay lots here:

<http://robbinsparking.com/parking-locator/>

Off-Site Large Truck and Bus Parking

Temporary parking for buses only during passenger drop-off and pick-up is available in the Douglas Street layby. Long-term off-site bus and truck parking is available in the Robbins parking lot at Ogden Point, located at 95 Dallas Road. Buses and oversize trucks are welcome to use as many parking spots as necessary and will be required to pay accordingly.

Rear Service Yard Parking

Due to limited space, the VCC does not permit client, delegate or exhibitor vehicles to be parked in the rear service yard other than during move-in or move-out periods.

Street Parking

Metered parking spaces are adjacent to the VCC along Douglas and Humboldt Streets.

To find additional parking in the vicinity of the VCC visit the City of Victoria website at:
www.victoria.ca/EN/main/residents/parking/on-street.html

Elevators

Elevators are located by the Pre-Function 2A area from Level 1 to Level 2. They also access the underground parkade below.

Loading Dock

Loading and unloading is available at the loading dock entrance off Humboldt (between Douglas and Government streets). You may also use the Douglas Street Layby (in front of the Conference Centre) and the Courtyard Layby (adjacent to the parkade entrance) to unload during exhibitor move-in. Please refer to the map provided. The main entrance to the VCC for pedestrian traffic is from the Douglas Street entrance. Please move your vehicle from the loading areas as soon as possible.

Electronic Payment

If you wish to have Interac/Credit Card hook-up at your booth, please order a telephone line from the Victoria Conference Centre (see order forms).

Electrical

If you require power at your booth, please refer to the Electrical Order Form from the Victoria Conference Centre. This will be sent to you after your application has been processed.

WiFi

If you require WiFi please book through Freeman's on the Internet Data Service Form.

Facilities

There are cafés and restaurants located on Douglas and Government streets outside the VCC. Washrooms are located in the Race Number Pickup area and in Prefunction 2A outside the Expo exit doors.

Virtual Event Bag

We will be offering 2019 participants and volunteers an opportunity to participate in the Virtual Event Bag as we continue to make our event more 'GREEN'. Packages will be sent out in October. This opportunity is FREE to all exhibitors. Please specify on the exhibitor form if you would like to participate. You will then be sent information how to participate in the event bag.

The virtual event bag can include:

- Coupons
- Giveaways
- Deals
- Discounts
- Access to New Products
- Special Offers

Terms and Conditions (Please sign and return this agreement.)

1. The Victoria Marathon Society (hereinafter referred to as, “the Marathon”) and the Exhibitor agrees to the following terms and conditions for the Victoria Marathon Race Expo to be held at the Victoria Conference Centre – October 11-13, 2019.
2. The Exhibitor agrees that all displays will be fully set up by 10:30 am on Fri., Oct. 11, 2019 as the Press Conference will be taking place at the Conference Centre. Doors open to the public at 12 noon.
3. The Exhibitor agrees to have his/her/its booth open and staffed during the Race Expo hours on Friday., Oct. 11 from 12:00 pm to 6:00 pm, Saturday., Oct. 12 from 9:00 am to 6:00 pm, and if exhibiting on Sunday, Oct. 13 from 9:00 am – 2:00 pm
4. The Exhibitor agrees to pay the currently posted Booth rates to the Marathon and the Exhibitor agrees that no refunds will be made to an Exhibitor who fails to occupy the booth. A booth will not be fully confirmed until payment is received.
5. The Exhibitor agrees that displays will not visually or physically disturb aisles or adjacent exhibitors.
6. The Exhibitor agrees to conform to all rules and regulations of the Victoria Conference Centre and all rules and regulations promulgated by the Marathon.
7. The Exhibitor agrees not to sublet space or exhibit any merchandise, either than that approved of by the Marathon; without permission from the Marathon. 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 to not to change booth assignments.
8. The Exhibitor agrees that all literature, products, etc., belonging to the Exhibitor shall be removed from the Victoria Conference Centre by 6:00 pm on Sunday., Oct. 13, 2019. Items not removed will be stored at the expense of the Exhibitor. The Exhibitor agrees that all displays will be taken down by 6:00 pm Sunday., Oct. 13, 2019.
9. 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.
10. The Exhibitor agrees that the Marathon reserves the right to reject or restrict any exhibit.
11. The Exhibitor agrees not to cause damage to the building or booth equipment, or act in any manner deemed inappropriate by the Marathon. The Exhibitor agrees that he/she/it shall be liable for all damages which he/she/it may cause to the Victoria Conference Centre in connection with his/her/its exhibit. Exhibitors may not apply paint, lacquer, adhesive or other coatings to floors or to standard booth equipment without written permission of the Marathon.
12. The Exhibitor assumes entire responsibility and liability for losses. The Exhibitor’s property shall be placed on display and exhibited at his/her/its risk, and the Marathon assumes no responsibility for loss or damage thereto. The Exhibitor shall also assume all responsibility for loss or damage to his/her/its property due to fire, theft, lightning, earthquake, explosion, or any cause beyond the control of the Marathon.
13. The Exhibitor understands that neither the Marathon nor the Victoria Conference Centre maintains insurance covering the Exhibitor’s property or lost revenue, and it is the sole responsibility of the Exhibitor to obtain insurance for this risk.
14. 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 Exhibit or the Exhibitor’s agents and employees, or the property of the Exhibitor.
15. The Exhibitor will assume responsibility for obtaining any required licenses for vending their products in the Victoria Conference Centre, and will hold the Marathon harmless for any costs incurred by the Marathon due to the Exhibitor’s failure to secure proper licensing.

I HAVE READ, UNDERSTAND AND AGREE to all the terms and conditions of the 2019 Victoria Marathon Expo as explained in this agreement.



Exhibitor, by its authorized representative

Signature (of authorized representative)

Date

Exhibitor Application

Early bird rate: Book by April 30 and receive a 15% discount off your booth space



Company Name:	_____
Contact Name:	_____
Title:	_____
Address:	_____
City:	_____
Province/State:	_____
Postal/Zip Code:	_____
Telephone:	_____
Fax:	_____
Email:	_____
Website:	_____
Facebook:	_____
Twitter:	_____
Corporate Booth Space:	<input type="checkbox"/> 8' x 10' (\$495.00 CDN)
Charity/Non-Profit Booth Space:	<input type="checkbox"/> 8' x 10' (\$375.00 CDN)
If you are bringing a tent contact the Expo Manager prior to booking	
Virtual Event Bag: <i>(October)</i>	FREE <input type="checkbox"/> Yes <input type="checkbox"/> no

Briefly describe the product/service/sample you will be promoting/distributing at the Expo. (must not conflict with sponsor exclusive products):

Are you exhibiting on Sunday? Yes no

Does your booth require electricity?
(no charge for sponsors or reciprocals) Yes no

Please supply a one liner about your company/products for our Expo announcer:

We would like to donate the following Draw Prize:

Item: Value:

Payment

Method:	<input type="checkbox"/> Cheque, Payable to Victoria Marathon Society <input type="checkbox"/> VISA <input type="checkbox"/> MasterCard
Credit Card Number:	_____
Name on Card:	_____
Expiry Date / CVV #:	_____
Amount:	_____
Signature:	_____

Please submit your registration form prior to shipping booth items. You are responsible for the shipping and handling costs of your items to Global Tents.

Send the completed form with full payment (CDN funds) to:

GoodLife Fitness Victoria Marathon
Box 675, 185 – 911 Yates Street, Victoria, BC, V8V 4Y9, CANADA
Phone: (250) 818-1981
Email: expo@runvictoriamarathon.com