



Madison Festivals, Inc. invites you to be part of the 2010 Madison Marathon Expo Friday and Saturday, May 28-29, 2010 at the Alliant Energy Center in Madison, Wisconsin. The expo takes place in conjunction with Madison Marathon on Sunday, May 30th. All race participants must attend the expo to pick up their race materials. Showcase your organization to more than 8,000 runners and their families and friends. The Madison Marathon is the only Runners World Green Team Race in Wisconsin and one of just four in the Midwest. Take advantage of this unique opportunity to be involved in an eco-friendly event while targeting endurance athletes.

Overview of demographics (Based on 2009 race):

- 25% Full Marathon, 58% Half Marathon, 16% Quarter Marathon
- 55% Female, 45% Male
- Ages (20-29) 33%, (30-39) 31%, (40-49) 19%
- Wisconsin Residents 71%, Illinois Residents 11%
- 49 States and 3 countries represented

**SHOW INFORMATION**

**LOCATION:** Exhibition Hall at Alliant Energy Center  
 1919 Alliant Energy Center Way Madison, WI 53713

**SHOW DATE:** Friday and Saturday, May 28-29, 2010

**SHOW HOURS:** Friday 3:00 p.m. -7:00 p.m.; Saturday 9:00 a.m.-6:00 p.m.

**VENDOR MOVE-IN:** Friday, May 28 (vendors must be moved in by 2:30 p.m.)

**VENDOR MOVE-OUT:** Saturday, May 29; 5:00 p.m.-8:00 p.m.

**KEY DATES:** Application with 50% deposit due April 16, 2010  
 Full payment due May 14, 2010

**Expo Booths include:**

10'x10' booth, (2) chairs & 8' skirted table  
 Line listing on program exhibitors' list  
 Listing on Madison Marathon web site  
 Continental breakfast and lunch during the expo  
 Saturday

**Price: \$600.00 (\$400 for non-profits, please include certificate)**  
 \$150 for each additional 8'x10' booth

**NEW Virtual Goody Bag:**

As part of our "green" efforts, Madison Marathon is offering a virtual goody bag in 2010! Rather than stuffing runner bags with paper flyers that often end up in landfills, we decided to put them all online for you to peruse and print at your leisure. Interested in posting your company's image in our virtual goody bag for thousands of runners to view?

**Cost: \$300/image (Cost for 2010 Madison Marathon expo vendors is \$100)**

Mail payment to Madison Marathon 2981 Cahill Main, Suite 2 Madison, WI 53711. Art files should be emailed to [scott@madisonfestivals.com](mailto:scott@madisonfestivals.com) in .pdf format

## **THE PRODUCER AGREES:**

It is understood and agreed by the vendor that this entire document and the attached "Event Rules" constitutes a contract between the vendor and Madison Festivals, Inc. with Purple Door Productions acting as their Agent, when and only when, this contract is countersigned by an Agent of Purple Door Productions. Acceptance of monies by Madison Festivals, Inc. under this contract is not binding if said money is returned before execution and acceptance of the contract by Madison Festivals, Inc.

## **WAIVER**

*Vendor agrees to indemnify Madison Festivals, Inc., Purple Door Productions, Alliant Energy Center, any and all sponsors of 2010 Madison Marathon Expo, and their officers, directors, trustees, employees, agents, representatives, volunteers and servants, and anyone else connected with the management or presentation of 2010 Madison Marathon Expo and will hold and save each of them harmless from any and all actions damages, and claims, to persons or property, penalties, obligations, liabilities or attorney's fees that may be asserted or claims by any person, firm, entity, corporation, political subdivision or other organization arising out of any negligent or intentional tortuous acts, errors or omissions of vendor, its agents, employees, sub-contractors, or invitees, provided for herein and arising out of the performance of this agreement.*

## **RULES & REGULATIONS**

### **Payment / Deposits**

A deposit is required with the application to reserve a space. Locations are not allocated until full payment is received. Minimum deposit to reserve booth space is \$300.00 which is NON-REFUNDABLE. Full payment is due 14 days before the event.

### **Multimedia Policy**

Exhibitor agrees that Exhibitor's name, likeness, voice, description, and participation at the Kids Expo may be recorded, compiled, edited, distributed, and otherwise used by Madison Festivals, Inc. and anyone authorized by Madison Festivals, Inc. without restriction for purposes of publicity and marketing and otherwise in radio, satellite, television, Internet or other broadcast; motion picture, multimedia, DVD or other audio visual format, print media; and for any other purpose or method of display, performance or distribution now known or hereinafter developed, and the undersigned expressly waives on the undersigned's behalf as well as on behalf of the undersigned's personal representatives, heirs, and next of kin, the right to seek compensation therefore from Madison Festivals, Inc.

### **Signage / Sound**

Signage is not allowed outside the vendor's booth space. Signs may be placed inside the booth. Amplified sound is not allowed.

### **Electrical**

No electrical is included with the booth fee. Electrical service is available for an additional charge through the Alliant Energy Center. Vendors are specifically forbidden to plug any electrical fixture into any box that has not been specifically assigned to their booth. Each vendor is responsible for any electrical problems occurring in their booth. Generators are not permitted.

### **Parking / Overnight Parking / Loading**

Free parking is available at the event site. No overnight parking is allowed without pre-approval from Alliant Energy Center and the Madison Marathon.

### **Security**

All participants are responsible for proper insurance and protection of merchandise. Event Management is not responsible for the vendor's merchandise. Vendor assumes all responsibility for loss, theft or destruction of goods.

### **Damages**

Vendor shall be liable for all damages which he/she may cause to the area, or otherwise in connection with his/her exhibit.

**Clean-up** - Vendors have the option of ordering booth services from Alliant Energy Center at a fee. Otherwise, booth trash should be taken to the dumpsters on the loading dock behind the facility.

**Event Hours** - All vendors MUST be open and staff the area for operation during all event hours

**Animals** - Animals are prohibited unless they are part of a show.

**Stickers/Balloons** – **Stickers of any kind and helium balloons are prohibited by Alliant Energy Center.**

**Keep a copy of this packet for your records. Page 3 should be returned to Madison Festivals.**



**MADISON MARATHON VENDOR CONTRACT**  
**Please Print**

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City/State/ZIP \_\_\_\_\_

Daytime phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail address \_\_\_\_\_

Website address \_\_\_\_\_

Description of booth/activities/products \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Item	Unit Price	Total
Single Booth Fee	\$600.00 (\$400 non-profit)	\$
Additional Booth(s)	\$150.00 each	\$
Virtual Goody Bag insert	\$300.00 (\$100.00 for expo vendors)	\$
<b>TOTAL FEES DUE</b>		<b>\$</b>

**Signature:** \_\_\_\_\_

I signify that I have read and understand the rules and regulations listed above and will abide by all agreed upon terms.

**Payment: Application with 50% deposit postmarked by April 16, 2010. A \$25 late fee will be added to late registrations.**

**Full payment due May 14, 2010**

Mail completed form and deposit to:

Madison Marathon  
2981 Cahill Main, Suite 2  
Madison, WI 53711  
Fax 608.276.9780