



Madison Festivals, Inc. invites you to be part of the 2012 Madison Marathon Expo Friday and Saturday, May 25-26, 2012 at the Monona Terrace in Madison, Wisconsin. 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.

Overview of demographics (Based on 2011 race):

- 22% Full Marathon, 59% Half Marathon, 16% Quarter Marathon
- 50% Ages (20-29), 30% (30-39), 19% (40-49)
- 45 States and 6 countries represented
- 56% Female, 44% Male
- 75% Wisconsin Residents, 10% Illinois Residents
- 54% report a household income level over \$70K*
- *Reported from the 2011 post-race survey

SHOW INFORMATION	
Location:	Monona Terrace One John Nolen Dr. Madison, WI 53703
Show Dates:	Friday and Saturday, May 25-26, 2012
Show Hours:	Friday 4:00 p.m. -7:00 p.m.; Saturday 9:00 a.m.-6:00 p.m.
Vendor Move-In:	Thursday, May 24 1:00pm-5:00pm Friday, May 25 8:00am-3:00pm
Vendor Move-Out:	Saturday, May 26; 6:00 p.m.-10:00 p.m.
Key Dates:	Contract with full payment due April 18, 2012

Each 10'x10' booth space at the expo includes:

- One 8-foot skirted table
- Two chairs
- Pipe and drape
- Identification Sign
- Website listing and link at MadisonMarathon.org
- Free Virtual Goody Bag insert

Electricity, Internet, meals and other additional services available for an additional charge through Monona Terrace/Valley Expo

Virtual Goody Bag:

As part of our "green" efforts, Madison Marathon offers a virtual goody bag to participants. The Madison Marathon is the only Runners World Green Team Race in Wisconsin and one of just four in the Midwest. The Virtual Goody bag is available at the Madison marathon website from the date your art is received through race weekend.

Cost: \$300/image (FREE for 2012 Madison Marathon expo vendors)

Art files should be emailed to 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, Monona Terrace, any and all sponsors of 2012 Madison Marathon Expo, and their officers, directors, trustees, employees, agents, representatives, volunteers and servants, and anyone else connected with the management or presentation of 2012 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 - Locations are not allocated until full payment is received. Full payment is due April 18, 2012.

Multimedia Policy

Exhibitor agrees that Exhibitor's name, likeness, voice, description, and participation at the Madison Marathon 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.

Display restrictions - Vendor booth height cannot exceed 10 feet. Pop-up tents within this height restriction are permitted. However, the fire marshal prohibits lighting/heat sources from being placed underneath tents.

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 Monona Terrace. 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 - Vendors may order weekend parking passes using the form below. Passes will be handed out at the expo for use at ramp exit. Passes will not be mailed in advance.

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 - Booth trash should be taken to the dumpsters on the expo floor during move in/out or to dumpsters on the loading dock behind the facility during event hours.

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

Animals - Animals, with the exception of service animals, are prohibited.

Sampling - Exhibitors may distribute free samples only of a food/non-alcoholic beverage that is made or sold in the ordinary course of business of the exhibitor. Samples must not exceed 2 oz. of food or 3 oz. of non-alcoholic beverage.

Stickers/Balloons - Stickers of any kind and helium balloons are prohibited by Monona Terrace.

See enclosed facility guidelines for further instruction.

MADISON MARATHON VENDOR CONTRACT
Please Print

Business Name _____

Contact Person _____

Email address _____

Address _____

City _____

State _____

Zip _____

Phone _____

Fax _____

Company website address _____

Please check the items or services your company plans to exhibit/sell:

Running Shoes Nutrition Other: _____
 Running Apparel Event promotion
 Running Accessories Physical wellness/injury prevention

Do you plan to provide free food/beverage samples at your booth? Yes No

Booth Pricing

Package	Description	Price	Item Amount
Standard Booth	10'x10' space with one 8-foot skirted table, two chairs, pipe and drape, sign, website listing and link	\$500.00	\$
Standard Corner Booth	10'x10' space on a corner	\$600.00	\$
Standard Double Booth	10'x20' space w/amenities listed above	\$800.00	\$
Double end-cap	10'x20' space at the end of a row w/amenities	\$1,200.00	\$
Island	20'x20' island	\$1,500.00	\$
Virtual Goody Bag	Art files should be emailed to scott@madisonfestivals.com in .pdf format	\$300.00/FREE for vendors	\$
Weekend parking pass	Valid Friday, May 25- Sunday, May 27 at Monona Terrace parking garage with in/out privileges	\$13.00/vehicle	\$
TOTAL:			\$

Signature: _____

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

Contract with payment due April 18, 2012.

Mail completed form and deposit to:

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

Questions??? Contact Jody Stoldal jody@madisonfestivals.com

