

ST. JUDE
MEMPHIS
MARATHON
WEEKEND
presented by *Juice* PLUS⁺



THE MOST
MEANINGFUL RACE
YOU'LL EVER RUN

EXPO INFORMATION

DECEMBER 1-2, 2011



St. Jude Children's
Research Hospital

ALSAC • Danny Thomas, Founder

Promote Your Product or Service at the St. Jude Memphis Marathon Weekend Expo

Marathon runners represent an upscale and well-educated market. At the St. Jude Memphis Marathon Weekend Expo, you'll be able to reach more than 27,000 of these health-conscious, active adults in a unique, one-on-one environment.

All marathon participants must visit the Expo area to receive their event packet and race number, so exposure is assured. The Expo will also be free to the public.

Location

The Expo will be located in the East Exhibit Hall of the Memphis Cook Convention Center, 255 North Main Street in downtown Memphis.

Booth Sizes and Prices

10' x 10' standard.....	\$750	20' x 20'	\$2,000
10' x 10' on corner.....	\$825	20' x 30'	\$2,950
10' x 20' standard.....	\$1,300	20' x 40'	\$3,700
10' x 20' on 2 corners.....	\$1,500		

Prices include (per each 10' x 10' space) pipe and draping on three sides, 6' draped/skirted table (1), chairs (2), wastebasket (1) and a standard sign for the backwall. Your booth area will be carpeted.

Prices do not include drayage, rental of customized furnishings, electricity, telephone and A/V equipment; such services will be quoted upon request for specific additional needs.

Fifty percent of booth rental fees are due with the application. The remaining balance is due no later than 11/1/11.

Selling

Selling is permitted with permission. However, exhibitors are responsible for obtaining applicable licenses as well as for collecting/reporting all state and local sales taxes (currently 9.25%).

Fundraising for causes other than St. Jude is prohibited without advance written permission.

Please note that any use of either the St. Jude Memphis Marathon Weekend logo or the St. Jude Children's Research Hospital® name or logo is prohibited without advance written permission.

Security

The overall Expo area will be secured during non-operating hours. Booth-specific security at any time will be the responsibility of the exhibitor and must be approved by the Expo Manager.

Expo Schedule

Move-in:	Wednesday, November 30.....	6 p.m. - 9 p.m.
	Thursday, December 1.....	8 a.m. - 10:30 a.m.
Expo Hours:	Thursday, December 1.....	12 noon - 6 p.m.
	Friday, December 2.....	11 a.m. - 8 p.m. (Packet Pick-up open until 9 p.m.)
Move-out:	Friday, December 2.....	8 p.m. - 11 p.m.

Note: The races start at 8 a.m. on Saturday, December 3. (MGH 5K starts at 7:15 a.m. and the Family Race starts at 1 p.m.)

If Interested

Exhibit space will be reserved on a first-come basis, so respond by completing and sending the space application to (or contact for additional information):

Erin Martin or Dwight Drinkard
ALSAC/St. Jude
501 St. Jude Place
Memphis, TN 38105
www.stjudemarathon.org

Phone: 800-565-5112 or 901-578-2038
Fax: 901-578-6696
marathon@stjude.org

Application for Exhibit Space St. Jude Memphis Marathon Weekend Expo

December 1-2, 2011

To take advantage of this opportunity:

- (1) Complete the below form.
- (2) Mail application and check for full amount to the address listed below.
- (3) For faster action and to ensure your booth choice, fax the form with your credit card information to Erin Martin at 901-578-6696.

Company name (as it is to appear on sign) _____

Contact person _____ Title _____

Address _____

City _____ State _____ ZIP _____

Phone () _____ Fax () _____

Email _____

Exhibit space requested 10' x 10' standard @ \$750 10' x 10' on corner @ \$825 10' x 20' standard @ \$1,300
 10' x 20' on two corners @ \$1,500 20' x 20' @ \$2,000 20' x 30' @ \$2,950 20' x 40' @ \$3,700

Total rental amount due \$ _____ (see payment method below)

Booth number(s) desired (in preference order) (1) _____ (2) _____ (3) _____
(Note: Booth configuration is subject to change.)

Products/services to be displayed at your exhibit _____

Products/services to be sold at your exhibit _____

PAYMENT METHOD: (Fifty percent is due now. Remaining balance due no later than 11/1/11.)

() Check enclosed or () Credit card (circle one): MasterCard American Express VISA Discover

Name as it appears on credit card _____

Credit card number _____

Expires: _____ / _____ Signature _____
mo. yr.

MAIL OR FAX TO (OR CONTACT FOR MORE INFORMATION):

Erin Martin or Dwight Drinkard • ALSAC/St. Jude • 501 St. Jude Place • Memphis, TN 38105
Phone: 800-565-5112 or 901-578-2038 • Fax: 901-578-6696 • marathon@stjude.org

Official use only:

Sponsor: yes no

Paid: _____ Processed: _____

Notes: _____

Expo Rules and Regulations

1. Exhibitor and its representatives agree to abide by all Rules and Regulations and other related policies of Expo.

2. Any use of the names, trademarks, or logos of St. Jude Children's Research Hospital or St. Jude Memphis Marathon Weekend (SJMM) for any promotional or commercial purpose (including on merchandise for sale or giveaway) is prohibited without advance written permission. Fundraising for causes other than St. Jude are also prohibited without advance written permission.

3. SJMM reserves the right to limit the number of exhibitors in any category and/or to reject or restrict any exhibit. Exhibitor will not sublet or share any portion of its allocated space and shall not exhibit or permit to be exhibited any merchandise or services other than that specified in the application and approved. Expo shall have the right to reallocate space in the interest of a better showing of exhibits or in the event changes in the floor plan are made for whatever reason.

4. Requests for all electrical needs and additional exhibit equipment must be made to the Expo Manager or approved vendors.

5. Exhibitor shall be responsible for all costs of installing and removing its display and associated materials. Exhibit height, including signage, lights, etc., must be limited to eight feet. All materials and displays must be arranged in such a manner so as to not disturb (physically, visually, or audibly) the aisles or exhibits in adjacent booths and must be kept in a safe and stable condition. Literature and/or promotional materials may not be distributed or displayed in any space other than Exhibitor's assigned booth space at any time without permission from the Expo Manager. Food and/or beverage distribution is restricted to the sampling Exhibitor's commercial product offering. Exhibitor and its agents agree not to hang banners or signs in any location (other than within Exhibitor's assigned booth space). Exhibitor and its agents must not deface property. Exhibitor is liable for any damages it causes to any property.

6. Exhibitor agrees to meet all set-up and break-down deadlines and to maintain and staff its exhibit during official Expo show hours as published. The actual occupancy of the space rented by Exhibitor is of the essence hereof. If Exhibitor does not occupy the space by the opening of the Expo, Expo shall have the right to use the space in such a manner as it deems best for the interest of the Expo without releasing Exhibitor from any liability hereunder. Termination of the Agreement upon Exhibitor's request shall be at the sole discretion of the Expo.

7. With advance permission, Exhibitor may sell certain merchandise from its assigned booth. Orders for future deliveries are permitted. Seller is responsible for local and state sales taxes as well as for applicable business licenses.

8. Exhibitor shall indemnify, hold harmless and defend Expo, ALSAC, St. Jude Memphis Marathon Weekend, St. Jude Children's Research Hospital, Memphis Runners Track Club, and Memphis Cook Convention Center and their respective members, officers, directors, volunteers, agents, sponsors, employees, and contractors against any and all costs and liabilities of any kind (including attorney's fees) which they incur because of Exhibitor's use or occupancy of the space, or as a consequence of the sale or use of any exhibit or product or service.

9. Insurance: Exhibitor will maintain the following insurance for the Expo:

a. Comprehensive or Commercial General Liability and Contractual Liability Insurance covering all operations in conjunction with the Expo with the minimum limits of liability for bodily injury of 2,000,000 per occurrence. If a combined single limit is provided, the limit shall not be less than \$2,000,000 per occurrence. The indemnitees named above shall each be named as additional insured to the policy. The insurer shall have no right of recovery or subrogation against the named indemnitees and the insurance shall be primary insurance, protecting the Exhibitor and the names indemnitees for all losses arising from Exhibitor's operations.

b. Worker's Compensation Insurance, including Employer's Liability Insurance, with a minimum limit of \$500,000.

10. Excused Non-Performance: Performance by either party is subject to acts of God, war, government regulation, disaster, or other casualty, strikes or threat of strikes (exception: neither party may terminate this Agreement for strikes or labor disputes involving their own employees or agents), acts and/or threats of terrorism, or curtailment of transportation services beyond the control of either party making it illegal, impossible or commercially impractical to hold the Event or provide the facility.

11. Violations of these Rules and Regulations may result in the forfeiture of exhibit space this year and in future years, without refund, at SJMM's discretion. Additional rules and regulations may apply that will be posted at the Expo



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