



2019 La Jolla Half Marathon
WEEKEND OF EVENTS AND OPPORTUNITIES

EXPO BOOTH

Meet and interact with more than 8,000* active, affluent achievers during this exciting two-day Expo.

Location: Hilton San Diego/Del Mar 15575 Jimmy Durante Boulevard, Del Mar, CA 92014

Setup: Friday, April 26 from 8 a.m. to 11:30 a.m.

Event Hours: Friday, April 26 from 12 to 6 p.m. and Saturday, April 27 from 10 a.m. to 5 p.m.

Cost: 8' x 8' booth space \$795 | 10' x 10' booth space \$895

Includes: 8' back drape**, 3' side drapes**, 6' covered/skirted table, 2 chairs and a wastebasket (**Draping may vary depending on booth location.)

FINISH LINE FESTIVAL BOOTH

If you're looking to sample your latest food or beverage product, you'll also want to secure your spot at the Finish Line Festival! With more than 15,000* spectators and half marathon and 5K finishers, the Finish Line Festival is a bonanza of people.

Location: Ellen Browning Scripps Park (above the La Jolla Cove)

Setup: Sunday, April 28 from 5 to 7 a.m.

Event Hours: Sunday, April 28 from 7:30 a.m. to 11:30

Cost: \$800

Includes: 10' x 10' covered booth space with one 8' covered table and two chairs.

VIRTUAL GOODY BAG INSERT

Our virtual goody bag offers you the opportunity to post digital coupon offers and hyperlinks to your company website - it's entirely up to you. A link to the virtual goody bag will be featured on the high-traffic La Jolla Half Marathon website prior to and following the event. In addition to being available on the event website, the virtual goody bag will be emailed to all half marathon and 5K participants. In comparison to the traditional one touchpoint physical goody bags, the virtual goody bag offers far greater exposure and more touchpoints. Because you no longer need to produce the actual materials to be inserted in the traditional bag, the virtual goody bag is more economical and environmentally friendly too.

Cost:

\$300 for standard posting | \$150 when purchased with a booth

*Attendance numbers are a projection based on past attendance and not a guarantee.

