



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.



2019 La Jolla Half Marathon PRE-RACE EXPO LAYOUT

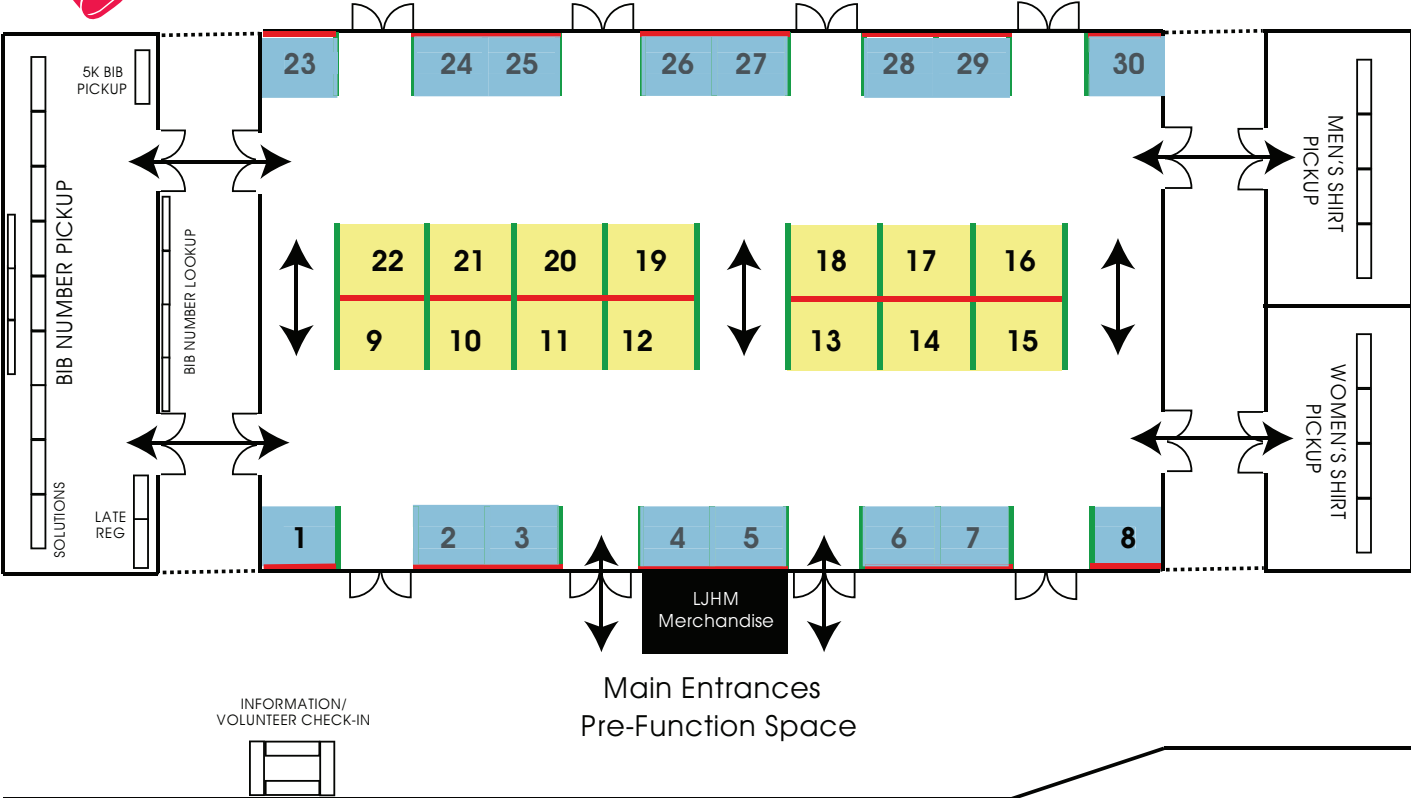
Subject to change.



La Jolla Half Marathon Expo
Hilton San Diego/Del Mar
Del Mar Ballroom

KEY:

- = 8' x 8' booth
- = 10' x 10' booth
- = 3' high divide drape
- = 8' high back drape





2019 La Jolla Half Marathon

OPPORTUNITIES RESERVATION FORM

PLEASE COMPLETE EACH APPLICABLE SECTION

Questions? Call 760.692.2900.

Company Name _____

Contact Name _____

Title _____

Day Phone (with area code) _____ Extension _____

Fax (with area code) _____

Email Address _____

Street Address _____

City _____ State _____ Zip Code _____

BOOTH PURCHASERS:

In detail, describe your planned activity for your booth and include any specific products to be displayed or sold. _____

For 10' x 10' booths - do you plan to bring your own branded canopy*: YES** NO * Vendor-supplied canopies are not permitted inside the Del Mar Ballroom unless you purchase a 10' x 10' booth. ** If yes, please note that canopy must be CPAI-84 flame retardant.

Will your booth involve sampling or selling of food or beverage: YES NO

Vendors handling or selling any type of food product (including pre-packaged foods and energy bars) are required to have a City of San Diego health permit or temporary food facility permit. New permits must be obtained no less than 14 days prior to the event date. For more information call 858.505.6809.

All vendors selling items must have a valid State of California Seller's Permit. Applications can be completed online and there is no fee to apply. For information call 858.385.4700 or visit www.boe.ca.gov.

COSTS: (check all applicable boxes)

Booths are reserved on a first-to-pay basis. Payment in full confirms booth(s).

- 8' x 8' Expo booth space @ \$795 each = _____ Top booth choices* _____, _____, _____
- 10' x 10' Expo booth space @ \$895 each = _____ Top booth choices* _____, _____, _____
- Finish Line Festival booth Festival booth(s) @ \$800 each = _____
- Virtual Goody Bag insert Insert(s) @ \$300 each (\$150 each w/booth) = _____
- Extra 6' covered table per booth..... Extra table(s) @ \$30 each= _____
- Extra chairs per booth Extra chair(s) @ \$5 each . = _____
- Electricity per booth (complete below) Power drop(s) @ \$200 each.....= _____

ELECTRICAL: Please detail what you'll need power for and the number of outlets and amps needed:

* View the Expo Layout (included in this package) to indicate your top three booth choices. To check if your booth choices are still available, email Christine@inmotionevents.com or call 760.692.2900.

PAYMENT OPTIONS

- I will send a check for the total due to; In Motion, Inc., 6116 Innovation Way, Carlsbad, CA 92009.
- Credit card - an electronic invoice will be sent to you through Square once your booth selection has been confirmed by email.

TOTAL DUE \$ _____

2019 La Jolla Half Marathon
EXHIBITOR TERMS AND CONDITIONS
READ AND SIGN BELOW

1. Payment in full is the only guarantee of my booth space(s).
2. If I cancel my purchase in writing and have paid in full on or before March 13, 2019, I will receive a refund of 50% of my full cost. I understand there are no refunds of deposits or partial payments and there will be no refunds issued after March 13, 2019 for any reason including low attendance.
3. I will be billed a \$100 cleaning fee if I or my representatives, upon leaving my booth(s) at the conclusion of the event, leave trash/boxes/debris in my booth(s).
4. Except by written consent of the race management, I cannot sublet or share my booth(s) space with any unauthorized person(s) and/or company(ies).
5. My display must occupy my assigned booth space(s) only and not encroach into the aisles or other booths. Leafleting anywhere outside of my designated booth space(s) is not permitted.
6. I must occupy the booth(s) assigned to me. No booth(s) changes will be made on site.
7. I grant the rights to use photographs of the event to the La Jolla Half Marathon for its own purposes.
8. I must staff my booth(s) continuously during the listed event hours.
9. Vendors handling or selling any type of food product (including pre-packaged foods and energy bars) are required to have a City of San Diego health permit or temporary food facility permit. New permits must be obtained no less than 14 days prior to the event date. For more information call 858.505.6809.
10. All materials in my booth(s) must meet San Diego Fire Department regulations, including but not limited to fire retardant banners and canopies (must have fire-retardant certification seal) and no open flames are permitted.
11. The La Jolla Half Marathon reserves the right to refuse this application for any reason whatsoever.
12. In the event that, due to war, fire, strike, government regulation, public catastrophe, severe weather, or other cause, the event or any part thereof is prevented from being held, the La Jolla Half Marathon shall determine to refund the proportionate share of unused funds, or offer free booth(s) space at the next La Jolla Half Marathon and either will not be subject to challenge.
13. I, for myself and my company and representatives, agree to hold the La Jolla Half Marathon, organizer of the event and their respective members, officers, directors, agents, sponsors, employees and contractors harmless from any claims from, or due to, the acts of myself, my agents and my employees, and/or for any loss and/or injury to people and/or property of any nature.
14. I, for myself, my company and representatives assume all responsibility for loss, theft, or destruction of goods, or for personal injuries to myself, my agents, my employees, my representatives or my visitors and will hold harmless the La Jolla Half Marathon and its affiliates from any and all liability in connection with any and all of the above.
15. The company I represent must be insured and be able to provide proof of liability insurance if requested.
16. If I will be selling items (where permitted) from my booth(s), I certify that I have a valid State of California Seller's Permit and am prepared to provide the number if asked. For information about obtaining a State of California Seller's Permit, call 858.385.4700 or visit www.boe.ca.gov. Applications can be completed online and there is no fee to apply.

My signature below indicates I have read and accept the above-stated exhibitor terms and conditions.

Company Name: _____

Authorized Company Representative: _____

Title: _____

Signature: _____

Date: _____