

Join us for the 9th annual

# *Indy Women's*

half marathon • 5K

## FITNESS EXPO

Friday, September 27, 2019

**Location: Indiana State Museum**

**The 9th largest women's-only half marathon in the U.S.**

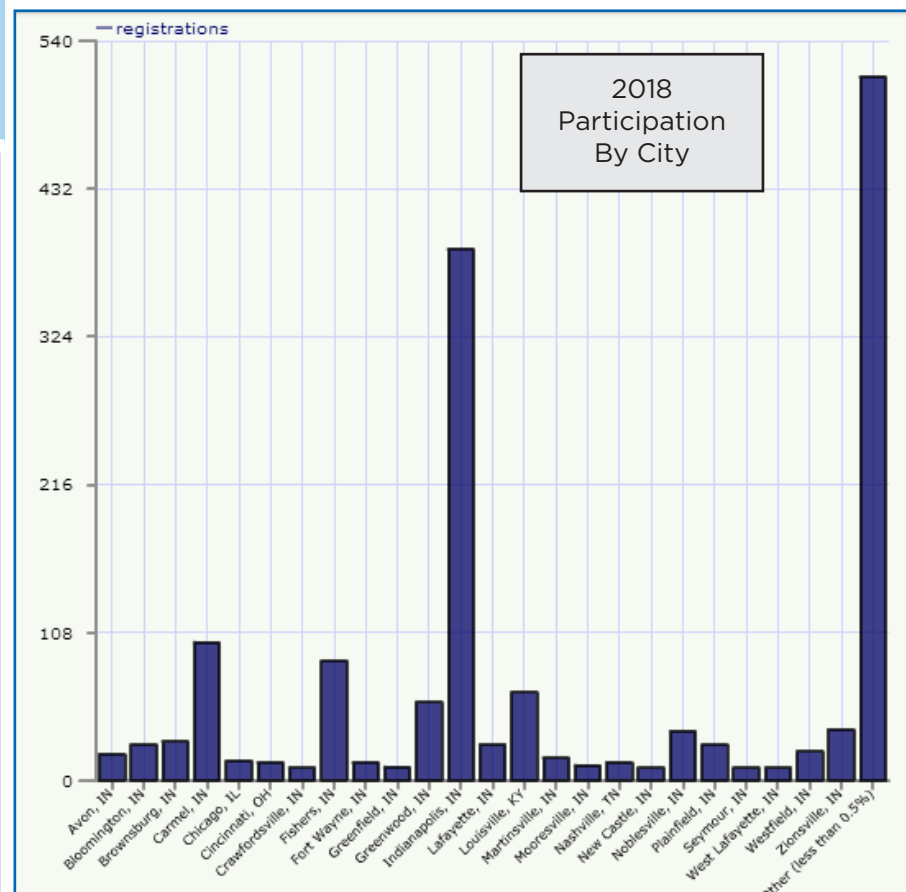
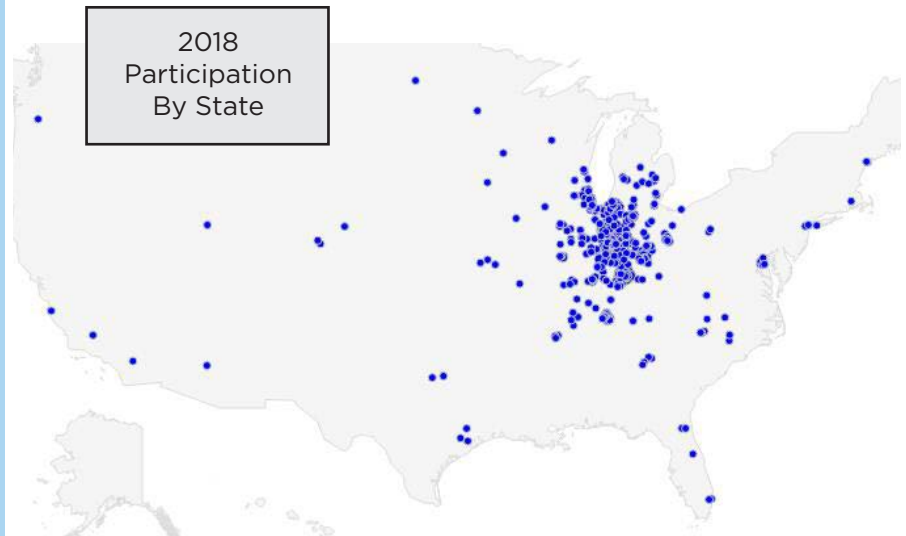


[indywomenshalfmarathon.com](http://indywomenshalfmarathon.com)

# 2018 EVENT BY THE NUMBERS

The largest women's only running event in Indiana

- Total Participants Registered:  
2016 @ 2,077 / 2014 @ 1,524  
= 36.2% growth!
- Number of States Represented: 27
- Number of Countries Represented: 5
- Average Age: 40
- Household Income \$100,000+: 58.1%
- Number of Zip Codes Represented: 439
- Percentage of runners from Indiana: 86%
- Total number of Indiana Cities Represented: 197 (56% of total)
- Total impressions for sponsors: 2 MIL+
- Total email database: 26,000  
x 30 eblasts = 780K impressions
- Regional Online Ad campaign: 3.8 MIL



## 2018 SOCIAL MEDIA REPORT

(in the months around the race)

### Facebook

- Likes = over 7,000
- Total Reach = 477,019
- # of weekly engaged users = 161,574
- Daily Organic Reach = 225,460
- Daily Total Impressions = 793,566
- Total # of people who has seen content associated with page = 8,756,383

### Twitter

Total Tweets: 21  
Total Impressions: over 10,000  
Total Profile Visits: 946  
Total Mentions: 64

[www.indywomenshalfmarathon.com](http://www.indywomenshalfmarathon.com)

 Indy Womens Half Marathon & 5K

 @IndyWomensHalf



# INDY WOMEN'S HALF MARATHON & 5K FITNESS EXPO

Friday, September 27, 2019 • 11:00 AM to 8:00 PM

Location: Indiana State Museum



The Indy Women's Half Marathon & 5K Expo is FREE and open to the public. To ensure guaranteed traffic for vendors, all race participants must pick up their packet/shirt/goodie bag at the Expo. In 2018 the expo sold out more than a month prior to race day.

## EXHIBITORS RECEIVE:

- One complimentary race entry to either race distance
- Opportunity to exhibit and/or sell in the finish area on race day at no extra charge! (tables, chairs and tent included)
- Returning vendors receive priority choice of booth location(s) upon request
- Complimentary lunch during expo
- Exposure on the event's website with your logo linked to your company website
- Opportunity to secure category exclusivity. Ask the Expo Coordinator for information.
- Opportunity to place items in the participant gift bags at no additional fee
- Promotion prior to event through event's social media channels

## FITNESS EXPO SCHEDULE:

Friday, September 27, 2019

**Move-In** ..... 7:00 AM - 10:00 AM

**Expo Hours** ..... 11:00 AM - 8:00 PM

**Move-Out** ..... 8:00 PM - midnight

## PARTICIPANT GOODIE BAG PROGRAM:

Another opportunity to promote your brand to the participants is to be part of our goodie bag. As a vendor, the \$250 fee is WAIVED and is available to you at no charge! 2,000 inserts are required and they must be delivered by 9/20/19.

For more information, please contact Jeanette DeBruhl at [jeanette@carmelmarathon.com](mailto:jeanette@carmelmarathon.com).





# 2019 FITNESS EXPO REGISTRATION FORM

Location **Indiana State Museum, 650 W Washington St, Indianapolis, IN 46204**

**Mail or email this completed form with booth rental to the appropriate address below.**

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

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

Day of Expo Contact Person \_\_\_\_\_ Phone \_\_\_\_\_

Company Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact Email \_\_\_\_\_

What category would you use to describe your area of promotion? \_\_\_\_\_

Description of product/services being exhibited \_\_\_\_\_

Do you need access to power? ☐ Yes ☐ No

Will you be selling items in your booth? ☐ Yes ☐ No If yes, please describe \_\_\_\_\_

Are you sampling food or beverages? ☐ Yes ☐ No If yes, please describe \_\_\_\_\_

☐ I agree to not solicit my merchandise or products outside my reserved booth space (includes the walking isles) and acknowledge that my company can be removed from expo at any time for failure to adhere to this policy.

Signature \_\_\_\_\_ Date \_\_\_\_\_

*Your signature indicates agreement of terms and conditions on reverse.*

## Payment information

☐ Check or Money Order (Make payable to Carmel Road Racing Group)

☐ Visa ☐ MC ☐ AMEX Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

3 or 4-Digit  
Security Code

Name on Card \_\_\_\_\_

Billing Address \_\_\_\_\_ Billing Zip \_\_\_\_\_

## Booth Selection (Maximum 20 Vendors)

- |   |       |
|---|-------|
| <input type="checkbox"/> <b>A.</b> 10 x 10 Standard Booth         | \$550 |
| <input type="checkbox"/> <b>B.</b> 10 x 10 Corner Booth (limited) | \$650 |
| <input type="checkbox"/> <b>C.</b> 10 x 20 Booth                  | \$750 |
| <input type="checkbox"/> <b>D.</b> Race Day Vendor only           | \$250 |

**Participant Goodie Bag Insertion** \$250

Amount Enclosed: \$ \_\_\_\_\_

**Email Jeanette DeBruhl to reserve your booth at [jeanette@carmelmarathon.com](mailto:jeanette@carmelmarathon.com).**

**Register online, mail or email this completed and signed form with booth rental fee and proof of liability insurance to:**

## Carmel Road Racing Group

c/o Indy Women's Half Marathon & 5K Fitness Expo  
4000 W. 106th St., Suite 125, Box 408, Carmel, IN 46032

**For more information, go to [indywomenshalfmarathon.com](http://indywomenshalfmarathon.com).**

# Indy Women's Half Marathon & 5K Fitness Expo

## TERMS AND CONDITIONS

Indiana State Museum • Friday, September 27, 2019

The Indy Women's Half Marathon & 5K Fitness Expo is intended to be a rewarding experience for exhibitors, sponsors, runners and attendees. We want to give you the best chance possible to promote your business and products. In order to assure fairness and priority, all exhibitors are bound by the following Terms and Conditions and any additional Terms and Conditions that the event determines are necessary.



1. Exhibitor MUST provide a certificate of insurance naming the Carmel Road Racing Group as additional insureds with a general liability insurance with combined bodily injury and property damage limits of \$500,000 each occurrence with \$1,000,000 aggregate. Carmel Road Racing Group shall not be responsible for loss or damage occurring to exhibitor's property for any cause.
2. All booths must be prepaid before the booth set-up.
3. Booth/display shall be setup by 10:30 AM on Friday, September 27, 2019.
4. Display shall not extend beyond the assigned space; disturb the aisles or other exhibits.
5. Booth shall remain open and be staffed during Expo hours as stated on registration form.
6. Booths are to remain open until the close of the Expo (Friday September 27, 8:00 PM) and not dismantled before that time.
7. Carmel Road Racing Group will assign booths at its discretion. Space assignments are subject to reasonable changes by CRRG, LLC.
8. No refunds shall be paid to any exhibitor who fails to occupy its assigned space for any reason other than a failure of the event to provide exhibition space. In the event that this event is unable to provide exhibition space for a reason other than those events and reasons set forth in Paragraph 13, the exhibitor agrees that its damages are limited to the refund of any deposit or payment made by the exhibitor.
9. Carmel Road Racing Group has the right to reject exhibits or exhibitors.
10. Exhibitor will not exhibit any merchandise or promotional material other than specified in the reservation form.
11. Carmel Road Racing Group shall not be liable for the acts or omissions of the security guards. Exhibitor assumes all responsibility for loss, theft or destruction of goods, or personal injuries to itself, its employees, agents, representatives or visitors and will indemnify and hold harmless Carmel Road Racing Group, its officers, employees, agents, volunteers, contractors, sponsors, runners, patrons and expo attendees from all claims arising from any act, omission or negligence of the expo exhibitor.
12. Exhibitor agrees not to deface property and agrees to accept liability for any damage to the property of others. Any damage shall be remedied at exhibitor's expense and to the satisfaction of the property owner.
13. In the event of war, fire, terrorist attack, public catastrophe, strike, act of God, civil unrest or other uncontrollable cause, the Expo or any part thereof is prevented from being held, or cancelled, Carmel Road Racing Group, shall in its sole discretion, determine a refund, if any, to be paid to exhibitors.
14. Exhibitor agrees to the event's promotional, non-commercial use of its images, and the images of its workers, agents and staff, in photographs, video, film or other media depictions of the Expo. Exhibitor agrees to and shall disclose to its workers, agents and staff performing sale or services at the Expo that this event may photograph, film video or otherwise make and use image of such persons for promotional, non-commercial purposes.
15. Each Exhibitor is bound in all respects by these Terms and Conditions. Violations of these Terms and Conditions may result in the forfeiture of the exhibiting space, without refund.

For more information, go to [indywomenshalfmarathon.com](http://indywomenshalfmarathon.com).