

*15<sup>th</sup> Anniversary*  
**2008 PHILADELPHIA MARATHON**  
Marathon - Half Marathon - Rothman Institute 8K  
**HEALTH AND FITNESS EXPOSITION**  
Pennsylvania Convention Center  
12<sup>th</sup> & Arch Street  
Philadelphia, Pennsylvania 19107

June, 2008

Dear Exhibitor,

The 2008 Philadelphia Marathon will celebrate its 15<sup>th</sup> year and we are very excited about our schedule of events and new Expo location. Due to the overwhelming number of registrants last year, we anticipate fielding approximately 18,000 race participants as they run along the most historic and one-of-a-kind course in America.

The Pennsylvania Convention Center will serve as the new site for the Health and Fitness Expo. Centrally located in the heart of Philadelphia, the Convention Center is just a short walk to many of the area attractions.


The Expo will be held on Friday, November 21<sup>st</sup> and Saturday, November 22<sup>nd</sup>. We anticipate more than 50,000 people will visit the Pennsylvania Convention Center to participate in the 2-day event. The Expo is where all 18,000 race participants will pick up their runner number, t-shirt and goodie bag. The Expo, which is also open to the general public, will feature seminars, healthy lifestyle demonstrations, products and product sampling, nutritional items and the latest in running gear and much, much more.

Exhibitors will have the opportunity to have their name and contact information listed in the 2008 Philadelphia Marathon race guide that is distributed to the runners and is available at the Expo. You will also be able to participate by inserting information in the race participant goodie bags. Please see the goodie bag registration section.

To participate in the Expo, please complete the Exhibitor/Vendor Registration form and send with your payment. We are offering a **15% booth rental fee discount** to those completing their registration requirements by August 29, 2008. **Confirmations will be issued when payment is received in full.** Please carefully review the items in the Exhibitor/Vendor Information Packet.

We look forward to your joining us as we celebrate our 15<sup>th</sup> banner year in our world class City of Brotherly Love!

Sincerely,



Melanie Johnson, Executive Director  
Philadelphia Marathon

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**Exhibitor / Vendor Booth & Goodie Bag Registration Form**  
**PLEASE PRINT ALL INFORMATION CLEARLY**

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

Primary Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

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

Phone#: (O) \_\_\_\_\_ Mobile#: \_\_\_\_\_ Fax#: \_\_\_\_\_

E-Mail: \_\_\_\_\_ Website: \_\_\_\_\_

**Please Check All that Apply:**

**Booth Rental:**  Selling merchandise  Demonstrating  Sampling\*\*\*  Other: \_\_\_\_\_  
(Premium booths are indicated. Please call to inquire about booth options that are not listed. No refunds.)

10x10 - \$1,300 (Premium - \$1,800)  10x20 - \$2,500 (Premium - \$3,400)  20x20 - \$3,800  20x30 - \$5,500

Booth Choice Selection: 1<sup>st</sup> \_\_\_\_\_ 2<sup>nd</sup> \_\_\_\_\_ 3<sup>rd</sup> \_\_\_\_\_ **Total Booth Fees\* \$** \_\_\_\_\_  
**\*(Receive a 15% booth rental fee discount if payment is received in full by Friday, August 29, 2008)**

Reserve your space for the Philadelphia Marathon goodie bags! **The Sample Guy** is managing the bag inserts for the Philadelphia Marathon. To have your inserts included in the goodie bags contact: Matt Nolin at 336-688-3886 or e-mail [matt@sampleguy.com](mailto:matt@sampleguy.com) **items must be received no later than November 1, 2008.**

**Runner Goodie Bag Insert:** (18,000 pieces of each insert item) 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_  
Examples: Pedometers, Magazines, Pens, Key Chains, Nutrition Bars, Coupons, Gels, Product Samples, etc.

Item(s) @ \$500 per item **Total Goodie Bag Insert Fee(s) \$** \_\_\_\_\_

Product/Service Description: \_\_\_\_\_

Additional Comments: \_\_\_\_\_

**\*\*\*Food sampling** requires a Temporary Special Event Permit. Application must be completed at least 30 days prior to event. For application, please visit [www.phila.gov/mdo/pdfs/special\\_events\\_permi.pdf](http://www.phila.gov/mdo/pdfs/special_events_permi.pdf), or call 215-685-7489 for assistance.

**IMPORTANT NOTE:** All standard (10'x10') booth rentals include:- 8' back drape; 3'side drapes; 1-Company booth identification sign and number; 2 chairs; one 6' draped table and waste basket. Other optional needs such as carpet, electricity, telephone and internet service must be secured by exhibitor/vendor at own expense. The service(s) are provided through the event decorator, Mainline Expo and will be billed directly to you, the exhibitor/vendor. Information packets are available at our website or at [www.mainlineexpo.com](http://www.mainlineexpo.com). The Pennsylvania Convention Center requires the use of Union Labor for handling freight.

I have carefully read, understand and agree to be bound by all of the terms and conditions of the 2008 Philadelphia Marathon Health and Fitness Exposition as described in the EXHIBITOR/VENDOR INFORMATION included with this package. My signature below verifies that I understand and agree.

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

Print Name: \_\_\_\_\_ Title: \_\_\_\_\_

**Questions? - Judith Logan-White - 215-683-2072 - 215-683-2051- fax - e-mail - [Judith.logan-white@phila.gov](mailto:Judith.logan-white@phila.gov)**

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**PAYMENT SUMMARY**

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

Booth Space type and location(s): #'(s) \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_ \$ \_\_\_\_\_

Goodie Bag Insert(s) @ \$500 per item(18,000 pieces) \_\_\_\_\_ x \$500 \$ \_\_\_\_\_

**Less 15% early booth registration fee discount (if applicable)** \$ \_\_\_\_\_  
**(application completed & payment must be received by August 29, 2008)**

**GRAND TOTAL DUE:** \$ \_\_\_\_\_

**PAYMENT MUST BE RECEIVED IN FULL AT TIME OF APPLICATION. ALL FEES ARE NON-REFUNDABLE.**

**CHECK OR MONEY ORDER PAYMENT:** Make payable to **Fund for Philadelphia Marathon.**  
Mail to: Fund for Philadelphia Marathon, P.O. Box 58130, Philadelphia, Pennsylvania, 19102-8130

**CREDIT CARD PAYMENT:**

Name on Card: \_\_\_\_\_ Credit Card Type: \_\_\_ VISA \_\_\_ AMEX \_\_\_ MasterCard

Credit Card #: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Billing Address: \_\_\_\_\_

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

Authorized Signature: \_\_\_\_\_

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Official use only

Date of Transaction \_\_\_/\_\_\_/\_\_\_ Record # \_\_\_\_\_ Approval # \_\_\_\_\_ Batch # \_\_\_\_\_ By \_\_\_\_\_

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Philadelphia, Pennsylvania 19107

**EXHIBITOR/VENDOR INFORMATION**

**Expo Location:**

Pennsylvania Convention Center  
12<sup>th</sup> and Arch Street  
Philadelphia, PA 19107  
(215-418-4800)

**Expo Hours of Operation:**

Friday, November 21, 2008- Noon to 7pm  
Saturday, November 22, 2008 10am to 7pm

**Load-In /Set-Up Time:**

Thursday, November 20, 2008 - 10am -6pm  
Friday, November 21, 2008 - 9am-11am

**Load-Out**

Saturday, November 22, 2008 between 7pm and 12 midnight. Exhibitor will be **responsible and billed directly** for any additional related expenses if move out extends beyond 12 Midnight, including any additional applicable union labor charges.

**Loading/Unloading**

Customers and Exhibitors may load and unload non-commercial automobiles, station wagons, mini-vans, SUVs, and non-commercially registered 4-wheel pick-up trucks and vans. Customers and Exhibitors may use equipment, including but not limited to carts, dollies, luggage carriers 4-wheel flat bed carts and 2-wheel hand trucks. **The use of any motorized or hydraulic devices is prohibited.**

**Easels and Signage**

All full-time regular employees of Show Management, Meeting Planner or Show Organizers may place, move and/or remove easels or card signs or both. Signs and easels need to be delivered to a central location for organization's staff members to move to appropriate location. One 1'x3' exhibitor sign and number will be provided for each booth. Exhibitor may supply additional signage upon approval of the Philadelphia Marathon.

**Electrical**

Exhibitors cannot run cords under carpet. Exhibitors can run cords over carpet as long as they are concealed and do not impose a trip hazard, i.e. side curtains, under tables with skirts. All cords within the booth must be grounded 3-wire, 12 gauge UL cords. No household ungrounded 2-wire extension cords allowed. For electrical services complete forms in decorator package or contact- Utility Services at 215-418-4800 or email - [Utilityservices@paconvention.com](mailto:Utilityservices@paconvention.com). **Advance order deadline – October 29, 2008**

**For questions regarding payment, contact Order Processing at 215-418-4812 or email [pccaorders@paconvention.com](mailto:pccaorders@paconvention.com).**

**Exhibit Booths**

In exhibit booths that are no larger than 300 net square feet, an Exhibitor or a full-time company representative(s) may erect or tear down booths and may use non-powered hand tools. The use of power tools, battery operated tools and ladders are prohibited. In exhibit booths that are no larger than 300 net square feet, only an Exhibitor or a fulltime company representative(s) of exhibitor's company may hang signs or graphics. Any additional signage must be hung from the pipe, NOT from the drape. Unless indicated, booth spaces are 10'x10' and are equipped with pipe and drape on rear wall, side dividers, one draped 6' table and two chairs. Spaces will be filled on a first come first serve basis when **PAYMENT IS RECEIVED IN FULL.**

**Exhibitors**

All exhibitors/vendors must wear exhibitor/vendor identification badges and act in an appropriate manner during Expo hours of operation. Exhibit booths must be staffed at all times during Expo hours of operation.

**Freight**

The use of motorized pallet jacks by Customers/Exhibitors is prohibited within the PCC. The Customer/Exhibitor/Vendor is free to move any freight within their booth using non-motorized dolly.

**Insurance:**

All exhibitors/vendors must provide proof of insurance naming the City of Philadelphia, the Philadelphia Marathon, The Pennsylvania Convention Center and the Fund for Philadelphia as additional insured parties. Proof of insurance must be received prior to set-up at the Expo. All insurance policies shall be issued by companies rated no less than A VII and licensed in the Commonwealth of Pennsylvania. **Exhibitor/vendor will not be permitted to participate in Expo if documents are not produced. Fees will not be refunded.**

**Internet Service:**

All full-time regular employees of Customers and Exhibitors/Vendors shall be permitted to connect their personal computers (desktop and laptop), computer components and peripherals with no limitation. All-third party vendors, including rental companies, contractors and/or vendors must utilize union workers to install and dismantle their laptops, desktops, and computers. For Internet, Wireless & Voice, complete forms in decorator package or call Technology Services at 215-418-2100 or email [Technologyservices@paconvention.com](mailto:Technologyservices@paconvention.com). **Advance order deadline – October 29, 2008.**

For questions regarding payment, contact Order Processing at 215-418-4812 or email [pccaorders@paconvention.com](mailto:pccaorders@paconvention.com).

**Licenses and Taxes:**

All producers of events as well as individual exhibitors and/or vendors, who conduct sales during and event are responsible for obtaining the appropriate business license(s) and for paying all applicable state and local taxes.

StateTax & Licensing: - Thelma Stott, Licensing Specialist – 215-560-2357

City Tax & Licensing: - Joseph Kots, CPA, Chief, Dept. of Revenue – 215-686-6501

General Business Tax: - Frank Barclay, 215-560-2485

Online business tax information – [www.revenue.state.pa.us](http://www.revenue.state.pa.us) - Online business license/tax application: [www.pa100.state.pa.us](http://www.pa100.state.pa.us)

**On Site Services:**

On-site services, e.g. phone line, internet, tables, chairs, carpet are available and can be obtained for an additional cost at our On-Site Service Booths located in Hall D of the Convention Center lobby.

**Sampling:**

Aramark has exclusive rights for concessions at the Expo. **Other than sample size (2oz.), exhibitors are not permitted to sell or give away food or drink products for consumption at the Expo.** Beverages (energy drinks only) may only be sampled in single serving cups. All food samplings must be approved by the Philadelphia Marathon and a temporary food permit is required. Exhibitors are prohibited from conducting raffles or solicitations in or around the Pennsylvania Convention Center. For sampling application, please visit [www.phila.gov/mdo/pdfs/special\\_events\\_permi.pdf](http://www.phila.gov/mdo/pdfs/special_events_permi.pdf) or call 215-685-9474.

**Security:**

Security will be provided throughout the entire operation of the Expo. The Philadelphia Marathon, City of Philadelphia, Fund for Philadelphia and the Pennsylvania Convention Center are **not responsible** for any loss or damage of any kind.

**Shipments to the Expo:**

**DO NOT SHIP ITEMS TO THE PENNSYLVANIA CONVENTION CENTER.** We will not be responsible for items shipped to the Convention Center. Shipments must be coordinated through Mainline Expo at 610-265-6200, email: [mainlineexpo1@aol.com](mailto:mainlineexpo1@aol.com) or [mleoffice@aol.com](mailto:mleoffice@aol.com)

**Sound/Lighting Visual:**

All sound/lighting/visual equipment needs must be secured through Visual Sound at the Pennsylvania Convention Center. Contact [Dawn Blandford@visualsound.com](mailto:DawnBlandford@visualsound.com) / 215-418-2300.

**Tool Usage:**

Acceptable tools for use and assembly:- screwdrivers, paint brushes, tape measure, staple gun, wrenches, nut drivers, hex keys, level, pliers. **Unacceptable tools** - power or battery operated tools, ladders, saws, hammers.

**Telephone :**

For telephone services complete forms in decorator package or call Technology Services at 215-418-2100 or email [Technologyservices@paconvention.com](mailto:Technologyservices@paconvention.com). **Advance order deadline – October 29, 2008.**

## **Pennsylvania Convention Center - 12<sup>th</sup> & Arch Street - Philadelphia, Pennsylvania 19107**

**Located in the heart of Philadelphia**, The Pennsylvania Convention Center is easy to reach by plane, train and car. In fact, 40% of the U.S. population is within a day's drive of our facility. The Convention Center is just a few minutes from I-95, which runs north and south, just 1.5 hours from New York and 2.5 hours from Washington D. C.

### **The Reading Terminal**

Mouth-watering aromas. Produce fresh from the field. Amish specialties, fresh meats, seafood, and poultry. Unique, hand-made pottery, jewelry and crafts from around the world. The hustle and bustle of a multitude of diverse people. It's all here in Philadelphia's historic farmers market, the Reading Terminal Market. An exhilarating selection of baked goods, meats, poultry, seafood, produce, flowers, ethnic foods, cookware and eclectic restaurants are peppered throughout the Market. We invite you to explore this unique and extraordinary historic farmers market in Center City Philadelphia. Also, the Reading Terminal Market provides high-speed wireless Internet access in the main seating areas so you can grab breakfast, lunch or dinner and access the Internet all in one farmer's market. It's a cultural phenomenon!

### **Chinatown**

For more than 125 years, Chinatown has been a center for ethnic cuisine, shops and services. It's the largest concentration of shops and restaurants near the Pennsylvania Convention Center and easily accessible from the Philadelphia Marriott, Clarion Suites and new hotels. Modern Chinatown spans from Arch to Vine Streets, and from 8th to 11th Streets. Asian restaurants are very common, numbering a few hundred, plus a few hundred more Asian-owned delis and convenience stores.

### **Transportation**

**Amtrak Rail Transportation** Amtrak operates trains from 30th Street Station, with service along the Northeast Corridor and points west and south. For schedules, fare and other information: 1-800-USA-RAIL.

**Septa Rail Line** The R-1 connects Philadelphia International Airport directly to Center City Philadelphia, including Amtrak's 30th Street Station and the **Pennsylvania Convention Center**. Other SEPTA Regional Rail Lines can shuttle you throughout the region. 215-580-7800 or [www.septa.org](http://www.septa.org)

**SEPTA - Market-Frankford Subway** - 11<sup>th</sup> Street Station Stop

**Philadelphia International Airport** There are 31 airlines serving the newly renovated Philadelphia International Airport (PHL) with 1,500 daily inbound flights. U.S. Airways and Southwest are among the largest carriers. 1-800-PHL-GATE, 215-937-6800.

### **Parking & Driving**

Ample parking is available around the Convention Center.

#### **From Interstate 95 North**

Take I-95 North to Exit 22 Central Philadelphia / I- 676. Stay in the left lane of this exit. Follow signs for I-676 West to the 1st exit (Broad Street). This exit brings you up to 15th Street. Get into left lane and follow the sign for 611/Broad Street and make a left turn on to Vine Street. Follow signs for Vine Street/PA Convention Center. Make a right on to 12th Street. The entrances to the Convention Center are located two blocks ahead at the NE and NW corners of 12th and Arch Streets

#### **From Interstate 95 South**

Take I-95 South to Exit 22 Central Philadelphia/I- 676. Stay in the left lane of this exit. Follow signs for 676 West to the 1st exit (Broad Street). This exit brings you up to 15th Street. Get into the left lane, follow the sign for 611/Broad Street and make a left turn on to Vine Street. Follow signs for Vine Street/PA Convention Center. Make a right on to 12th Street. The entrances to the Convention Center is located two blocks ahead at the NE and NW corners of 12th and Arch Streets

#### **From the Pennsylvania Turnpike**

Follow Pennsylvania Turnpike to Exit 20/I-476. Take I-476 South to Exit 57/I-76 Philadelphia. Stay on I-76 East for approximately 12 miles to Exit 344/I-676 East. Take I- 676 East and exit at Broad Street/Rte. 611 (2nd exit). You will be on Vine Street. Follow signs for Vine Street/PA Convention Center to 12th Street (4 traffic lights). Make a right on to 12th Street. The entrances to the Convention Center are located two blocks ahead at the NE and NW corners of 12th and Arch Streets.

#### **From Rte 76 (Schuylkill)**

Take Rte 76 to Exit 344/I-676 East. Take I- 676 East and exit at Broad Street/Rte. 611 (2nd exit). You will be on Vine Street. Follow signs for Vine Street/PA Convention Center to 12th Street (4 traffic lights). Make a right on to 12th Street. The entrances to the Convention Center are located two blocks ahead at the NE and NW corners of 12th and Arch Streets.

#### **From the New Jersey Turnpike**

Take NJ Turnpike to exit 4 (Philadelphia / Camden Exit). Take Rte. 73 North and follow it to Rte. 38 West. Take 38 West to the Benjamin Franklin Bridge, crossing into Philadelphia. Follow local traffic and the signs for Vine Street/PA Convention Center. Go approximately 6 blocks and make a left turn onto 12th Street. The entrances to the Convention Center are located two blocks ahead at the NE and NW corners of 12th and Arch Streets.

#### **Arriving via Philadelphia International Airport**

Take I-95 North to Exit 22 Central Philadelphia / I- 676. Stay in the left lane of this exit. Follow signs for I-676 West to the 1st exit (Broad Street). This exit brings you up to 15th Street. Get into left lane and follow the sign for 611/Broad Street and make a left turn on to Vine Street. Follow signs for Vine Street/PA Convention Center. Make a right on to 12th Street. The entrances to the Convention Center are located two blocks ahead at the NE and NW corners of 12th and Arch Streets.