



CNO FINANCIAL GROUP
**INDIANAPOLIS
 MONUMENTAL
 MARATHON**

NOV. 5, 2016

HALF MARATHON | 5K | KIDS FUN RUN

PRESENTING SPONSORS

Franciscan ST. FRANCIS HEALTH APEXBENEFITS Lilly DIABETES

CNO Financial Indianapolis Monumental Marathon and Half-Marathon, 5K and Kids Fun Run

Monumental Health & Fitness Expo

Hall A - Indiana Convention Center – Indianapolis, IN

November 3-4, 2016

The Monumental Health & Fitness Expo promises to provide one of the best opportunities to promote and market your company's products and services this fall in the Indianapolis area. The expo is held in conjunction with the 8th Annual CNO Financial Indianapolis Monumental Marathon and Half Marathon, 5K and Kids Fun Run with an expected 17,000 participants. The marathon has seen a 15% increase in participation each of the last three years and is among the 25 largest races in the U.S. The race starts and finishes near the Indiana State Capitol Building in downtown Indianapolis.

The marathon not only attracts affluent runners, it also attracts those who care about the community. Since it began seven years ago, the CNO Financial Indianapolis Monumental Marathon and Half Marathon, 5K and Kids Fun Run has donated more than \$500,000 to Indianapolis Public School Charities. Advertising with the race will enable your company to affiliate with an organization that strives to give back to the community and encourages the youth of Indianapolis by funding physical fitness initiatives and more.

The Monumental Health & Fitness Expo will take place on November 3-4, 2016, in Hall A of the Indiana Convention Center in downtown Indianapolis. The Expo will serve as the pick-up location for race numbers and race shirts. Plan now to be involved and catch all the excitement of the Marathon and the Expo.

SHOW DATES

Thursday, November 3, 2016 – 4 p.m. to 7 p.m.

Friday, November 4, 2016 – 11 a.m. to 8 p.m.

SETUP HOURS

Set-up: Thursday: 10 a.m. to 3:30 p.m.

Tear Down: All exhibitors must have their booths dismantled and removed from the hall by 11:59 p.m. Friday.

EXHIBIT HALL

Indiana Convention Center

Hall A

100 South Capitol Ave.

Indianapolis, IN 46225

BOOTH PRICES

10'x10' Booth:.....\$725

10'x10' Corner Booth:.....\$825

30'x40' Single Corner:.....\$8,000 (limited number of these sizes)

- Additional booth configurations are available upon request

Booth price includes:

- Booths are 10'x10'. Refer to the Expo Floor Plan for details
- Booth package includes a 6' draped table, 2 chairs and a wastebasket
- 7"x 44" booth ID sign
- Any additional equipment or utilities must be arranged at exhibitor's cost. Booths are NOT carpeted.

PAYMENT

A non-refundable deposit of 50% of the total booth fee reserves each booth. Final payment is due October 21, 2016.

EXHIBITOR FREIGHT

Exhibitor may load-in their booth materials themselves by hand or with a handcart (please provide your own handcart, no carts will be available for rent). If you need to move freight with a forklift, you must contract the freight movement through the show decorator. Any inbound freight via a commercial carrier must be routed to the attention of the show decorator.

ADDITIONAL INFORMATION

For any additional information call Jim Furuya at (317) 201-9511. You may also contact him at jim@eventfuel.net.

ADDITIONAL PROMOTIONAL ITEMS

RACE WEEKEND MAGAZINE

If you would like to reach an affluent and educated audience of runners, consider advertising in the Race Weekend Magazine. Race Weekend magazines will be distributed at the Expo & Packet Pickup.

Advertising Rates

Full Page Color:.....\$1,500

Full Page Black & White:.....\$1,000

Half Page Black & White:.....\$600

Quarter Page Black & White:.....\$350

Eighth Page Black & White:.....\$200

Ad space artwork must be received by Friday, 5PM, September 30, 2016

PARTICIPANT GOODY BAG SAMPLE ITEM

Place your product samples in the participant bags. Product samples only, pre-approval of item is required.

Participant Goody Bag Stuffer: \$4,000 – Limited of number available.

Product samples only, no paper items, items must be pre-approved, the race reserves the right to accept or reject your sample.

DISCOUNT ADVERTISING FOR EXPO EXHIBITORS

With the purchase of a booth at the expo, exhibitors can receive the following:

Discount Advertising Package #1 - \$500 (\$250 savings)

- Virtual Event Bag Coupon
- Listing in the 2016 Fan Pass booklet distributed to all participants and available to all expo visitors
- Social Media posting by the race

Discount Advertising Package #2 - \$1000 (\$350 savings)

- Mention in the pre-race race newsletter (up to 70 words)
- Virtual Event Bag Coupon
- 2016 Fan Pass Listing
- Social Media post

Discount Advertising Package #3 - \$2000 (\$850 savings)

- Mention in the pre-race AND post-race newsletter, with opportunity to place an additional story or blog
- ½ Page Ad in Race Weekend Magazine
- Sponsorship of one of the 26 Mile Markers
- Social Media post during expo hours

CANCELLATION

An exhibitor will not be at liberty to cancel or withdraw their application once it has been confirmed by the Indianapolis Monumental Marathon, Inc.

APPLICATION FOR THE 2016 Monumental Health & Fitness Expo AND GOODIE BAGS

We, the undersigned, submit our application for participation in the CNO FINANCIAL INDIANAPOLIS MONUMENTAL MARATHON & HALF MARATHON, 5K and Kids Fun Run (Health & Fitness Expo and/or Ad Space), subject to the Rules and Regulations governing the event and its production, as detailed in this expo brochure. We agree to adhere to all show Terms and Conditions, including complying with the provisions of liability. As we understand, exhibitors are welcome to display, giveaway or sell products. Selling of any merchandise or item containing the name or logo is strictly forbidden without the express written consent of Indianapolis Monumental Marathon, Inc (IMM, Inc.). Enclosed is our check for the booth(s) space indicated and by the deadlines specified. ACCEPTANCE: This application becomes a binding contract when accepted by IMM, Inc. Upon receipt the booth assignment will be confirmed. An exhibitor kit and any additional instructions will be forwarded to your attention. Please return the signed application and payment via mail, email or fax.

Authorized
Signature: _____ Date: _____

PLEASE PRINT OR TYPE

Company: _____ Date: _____

Booth Sign to Read (if different from company name): _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Ext. _____ Fax: _____

Email: _____

Contact: _____ Title: _____

EXPO & PACKET PICKUP

Products and/or Services to be exhibited: _____

Booth Preference: #1 _____ #2 _____ #3 _____

Note: Booth assignments will be confirmed with receipt of 50% payment. Number of 10x10 booths: _____

Participant Goody Bag Sample

Place a product sample in the participant Goody Bags (NO paper-only items). Limited number of items will be accepted. Item pre-approval required.
Goody Bag Product Sample – 17,000 bags - \$4,000 _____

Discount Advertising Packages

See details for package contents. Must purchase an expo booth.

Discount Advertising Package #1 -\$500 (\$250 savings) _____

Discount Advertising Package #2 -\$1,000 (\$350 savings) _____

Discount Advertising Package #3 -\$2,000 (\$850 savings) _____

RACE WEEKEND MAGAZINE ADVERTISEMENT SPACE

Full Page Color - \$1,500 _____

Full Page Black & White - \$1,000 _____

Half Page Black & White - \$600 _____

Quarter Page Black & White - \$350 _____

Eighth Page Black & White - \$200 _____

TOTAL (Expo Booth plus Extras): _____

Please mail, email or fax the signed application to:

Indianapolis Monumental Expo
5246 Norwaldo Ave.
Indianapolis, IN 46220
If paying by check, please make payable to: Indianapolis Monumental Marathon, Inc.
Fax: 317-245-2445
jim@eventfuel.net

To view the available booths, please visit the online layout at:
<https://boothboss.com/floorplan/index.php?showID=752>

To pay with a credit card, please use the online layout. Click on the available booth of choice and follow the checkout instructions. The online registration includes a 4% online service fee. No credit cards will be accepted by fax, mail, phone or email.

**2016 Monumental Health & Fitness Expo
Terms and Conditions**

1. Exhibitor agrees that Indianapolis Monumental Marathon, Inc. reserves the right to reject or restrict any exhibit.
2. Exhibitor agrees that no refunds will be made to an exhibitor who fails to occupy space.
3. Exhibitor agrees that space assignments may be changed by Indianapolis Monumental Marathon, Inc.
4. Exhibitor agrees not to make undue noise or odor, use hazardous lights, cause damage to the building or booth equipment, or act in any manner deemed inappropriate by Indianapolis Monumental Marathon, Inc.
5. Exhibitor may purchase more than one booth.
6. Exhibitor agrees to be open and staffed during all show tours.
7. Exhibitor agrees not to sublet exhibit space.
8. Exhibitor agrees that all belongings shall be removed from the Expo by midnight, November 4, 2016. Any items left will be removed and stored at the exhibitor's expense.
9. Selling is allowed. Products should be sold at a reasonable retail cost.
10. Exhibitor may sell pre-packaged food items, which are intended for off-premise consumption only. All other food items, including sampling, need the approval of Indianapolis Monumental Marathon, Inc. and must submit a sampling request form through Centerplate.
11. Exhibitor agrees to conform to Indianapolis Fire Department and Indiana Convention Center and Lucas Oil Stadium rules and regulations, including the rules on food product sampling. Contact Jim Furuya for a complete set of rules or view the complete facility guide at: http://www.icclos.com/Event_Planning/Facility_Guide/.
12. Exhibitor agrees that no exhibitor shall have authority to incur cost or liability for or against Indianapolis Monumental Marathon, Inc. and all its related events. Exhibitor shall pay all costs pertaining to moving in and moving out. Exhibitor shall be liable for all damages which they may cause to the building or otherwise in connection with their exhibit.
13. Exhibitor agrees that in the case of war, fire, strike, government regulation, public enemy or other cause, the event or any part thereof may be prevented from being held. In that case, the management, in its sole discretion, shall refund to the applicant, his/her proportionate share of unused funds.
14. Exhibitor agrees to assume all responsibility for loss, theft, or destruction of goods or for personal injuries to himself, his employees, agents, representatives or visitors. He/she will hold harmless the Indianapolis Monumental Marathon, Inc., Tuxedo Brothers, Event Fuel LLC, Indiana Convention Center and Lucas Oil Stadium; the respective officers, Board of Directors, shareholders, employees and/or representatives, and volunteers of the above mentioned companies from any and all liability in connection with any and all of the above.
15. Indianapolis Monumental Marathon, Inc. reserves the right to approve or reject an exhibitor, participant goody bag sample and virtual event bag coupon.
16. Certificate of Insurance. Each exhibitor is required to send us a certificate of insurance listing the Indianapolis Monumental Marathon Inc., directors, officers and employees as additional insured.
Minimum coverage limits are: General Liability: \$1M each occurrence / \$2M aggregate and Automotive Liability: \$1M
Certificate Holder:
Indianapolis Monumental Marathon Inc.
Atten: Blake Boldon
202 E. Market St.
Indianapolis, IN 46220