



Essentia Health

Fitness Expo 2017

You're Invited!

Make a powerful connection with our audience of over 50,000 fitness enthusiasts and race fans, by exhibiting at the **ESSENTIA HEALTH FITNESS EXPO** during the **41ST GRANDMA'S MARATHON WEEKEND** in Duluth, Minnesota.



LOCATION: DULUTH ENTERTAINMENT CONVENTION CENTER (DECC)

DATE: JUNE 15-16, 2017

SHOW HOURS: THURSDAY, JUNE 15 – 4 P.M.-8 P.M.;

FRIDAY, JUNE 16 – 10 A.M.-8 P.M.

EVENT HIGHLIGHTS

- 50,000 expo attendees
- 19,000+ registered athletes
- Participants from 39 countries, 50 states
- 43% men, 57% women (all 2016 event participants)
- All marathon, half marathon and 5K participants **MUST** walk through the expo to obtain their race packets!
- Expo is held in conjunction with Michelina's All-You-Can-Eat Spaghetti Dinner and our guest speakers presentations (10,000+ attendees)
- Expo is free & open to the public.

BOOTH INFORMATION

SIZES: 8' deep x 10' wide & 6' deep x 10' wide

RETAIL BOOTHS: \$800 - \$1,050

EXHIBITING ONLY BOOTHS: \$650 - \$850

ALL BOOTHS INCLUDE:

- 1 – 8' table
- 2 – chairs
- booth sign (upon request)
- side/back pipe & draping



FOR MORE INFORMATION, CONTACT

Laura Bergen

Phone: (218) 727-0947 | Fax: (218) 727-7932

Email: laura@grandmasmarathon.com

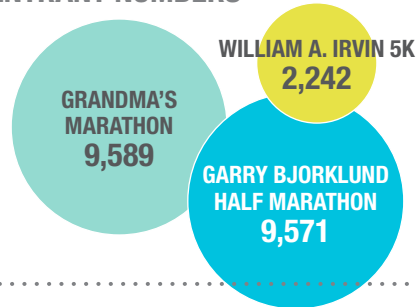
GRANDMA'S MARATHON & SUPPORTING EVENTS

Facts & Figures

2016 RACE ENTRANT NUMBERS

TOTAL PARTICIPANTS
21,402

**The Great Grandma's Challenge participants run the William A. Irvin 5K on Friday night and either Grandma's Marathon or the Garry Bjorklund Half Marathon.*



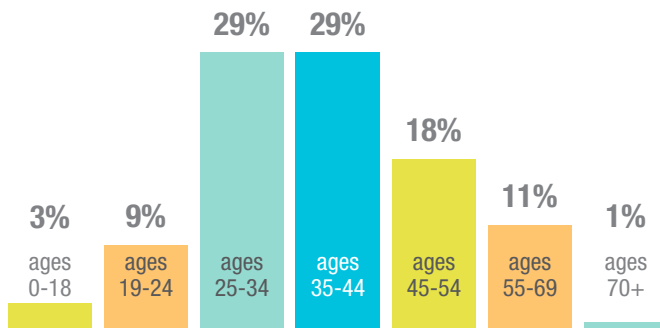
GRANDMA'S MARATHON IS THE

11th LARGEST

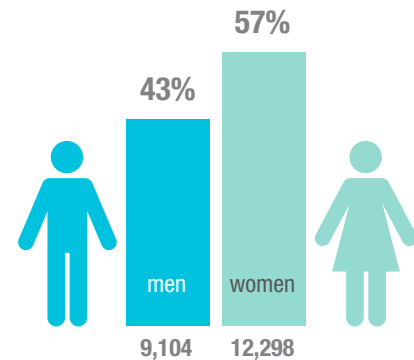
UNITED STATES MARATHON
OUT OF APPROXIMATELY
1,200 MARATHONS

The Garry Bjorklund Half Marathon is the country's 51st largest half marathon in the United States.

AGE DEMOGRAPHICS



GENDER DEMOGRAPHICS



**Numbers based on 3 races (Grandma's Marathon, Garry Bjorklund Half Marathon, William A. Irvin 5K including Grandma's Challenge).*

SOCIAL MEDIA DEMOGRAPHICS

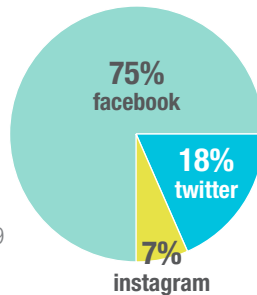
FACEBOOK FANS – 33,500+

- 21% are women ages 25-34
- 68% use mobile devices to interact with Grandma's Marathon

TWITTER FOLLOWERS – 7,900+

- 56% are women
- 33% have an income of \$75,000-\$124,999

INSTAGRAM FOLLOWERS – 3,400+



LOCATION DEMOGRAPHICS



There were **39 COUNTRIES** and **50 STATES** plus the district of Columbia registered for the 40th Grandma's Marathon.

SCHEDULE OF EVENTS

In addition to the over 20,000 runners, Grandma's Marathon attracts an estimated 45,000 additional friends and family members who take part in the many weekend festivities.

SCHEDULE OF EVENTS BEYOND THE RACES WITH ESTIMATED ATTENDANCE:

The Essentia Health Fitness Expo 50,000	Michelin's All-You-Can-Eat Spaghetti Dinner 5,000	Whipper Snapper Races For Kids 1,000+ (kids plus families)	Live Entertainment FRIDAY NIGHT 1,400 SATURDAY NIGHT 5,000
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To learn more, contact Grandma's Marathon at (218) 727-0947 or grandmas@grandmasmarathon.com.



Expo Rules & Regulations

1. AGREEMENT TO RULES AND REGULATIONS

Exhibitor agrees to observe and abide by the Rules and Regulations set forth hereafter and by such additional Rules and Regulations made by Grandma's Marathon (collectively "Management") from time to time for the efficient or safe operation of the Expo, including, but not limited to, those contained in the Exhibitor Information Packet. Violations of these Rules and Regulations may result in the forfeiture of exhibiting space, without refund, at the discretion of Grandma's Marathon.

2. LIMITATION OF LIABILITY AND INDEMNITY

(a) Exhibitor agrees to hold Management and its affiliates harmless from any claims from, or due to, acts of exhibitors, its agents and employees, howsoever designated, and/or for loss and/or injury to people and/or property of any nature. (b) Exhibitor assumes all responsibility for loss, theft, or destruction of goods, or for personal injuries to himself, his employees, agents, representatives, or visitors, and will hold harmless Grandma's Marathon and its affiliates from any and all liability in connection with any and all of the above.

3. CERTIFICATE OF INSURANCE

All exhibitors must carry Workman's Compensation coverage, Comprehensive General Liability, including Products and Completed Operations, Independent Contractors, Personal Injury and Blanket Contractual Liability and any other insurance needed to cover the indemnity covered above. Proof of such insurance must be shown with a proper Certificate of Insurance naming Grandma's Marathon and its affiliates along with the Duluth Entertainment and Convention Center

Board as Additional Insureds. This respects the General Liability coverage. The Certificate must have a minimum of 30 days notice of cancellation provision. Minimum limits on the General Liability coverage shall be \$1,000,000 per occurrence. A copy of the certificate must be submitted to the Grandma's Marathon office prior to the event.

4. SALES TAX REGISTRATION

Any business, individual, exhibitor, promoter or operator making taxable sales during the Expo must be registered to collect the Minnesota 6.875 percent sales tax, .5 percent sales tax for St. Louis County and 1.0 percent sales tax for the City of Duluth before the Expo begins. The Application for Business Registration, Form ABR, is available on the MN Department of Revenue website at www.taxes.state.mn.us or by calling 651-282-5225.





5. FORM MN ST-19

Exhibitors that intend to sell at the Expo must submit a completed Operator's Certificate of Compliance, Form ST-19, or a written statement that items offered for sale are not subject to sales tax, to Grandma's Marathon by June 1, 2017. Form ST-19 is available on page 9 of this packet as well as online at the Minnesota Department of Revenue website, www.taxes.state.mn.us under Forms and Instructions.

6. SHOW HOURS AND DATES

Thursday, June 15

Booth set-up: 9:00 a.m. - 3:30 p.m.

Show hours: 4:00 - 8:00 p.m.

Friday, June 16

Show hours: 10:00 a.m. - 8:00 p.m.

Exhibitors must staff their booth(s) throughout the show and may NOT break down before end of show (8:00 p.m.) on Friday.

7. ASSIGNMENT OF EXHIBIT SPACE

(a) Grandma's Marathon will assign booths at its discretion and reserves the right to change any exhibitor's assigned booth prior to set up. Nothing contained in this application, Grandma's Marathon acceptance thereof, or in any act or communication prior to set up shall be construed as a guarantee of assignment to any particular booth. (b) Grandma's Marathon reserves the right to reject or restrict any exhibit which may be objectionable or not in keeping with the quality or character of the Exposition.

8. EXHIBITOR RESPONSIBILITIES/STAFFING

Exhibitor will not sublet the exhibit space contracted for and shall not exhibit, or permit exhibition of, any merchandise other than specified in the application.

In addition, the Exhibitor agrees to be open and staffed during all show hours.

9. DISPLAYS AND DECORATIONS

(a) The exhibitor agrees all displays must be fully set up by 3:30 p.m. on Thursday, June 15, 2017. No cases or packing materials of any sort may be brought in or out of the exhibition hall during show hours. (b) Exhibitor agrees that displays will not visually or physically disturb aisles or adjacent exhibitors. Furthermore, exhibitor agrees to keep displays & products within the confines of their booth as designated by the pipe & drape or chalk lines outlining the booth boundaries. NO EXCEPTIONS. (c) Exhibitor agrees that all products to be given away free at the Expo must be approved in advance.

10. ELECTRICITY & INTERNET

(a) Electricity and Internet is provided by the Duluth Entertainment Convention Center (DECC) at Exhibitor's request and expense. Information on how to order electricity and/or Internet for your booth will be included in the Exhibitor Information Packet sent electronically in April. (b) Exhibitor agrees that electrical wiring or installation shall be done only by the Duluth Entertainment Convention Center.

11. OBSERVANCE OF LAWS

(a) Exhibitor agrees that violation of these Rules and Regulations may result in the forfeiture of exhibiting space, without refund, at the discretion of Grandma's Marathon. (b) The decision of show Management must be accepted as final in any dispute between Exhibitors or any situation not covered by the rules governing the show.

12. EXHIBITOR CONDUCT

The Exhibitor agrees (a) not to make undue noise, or odor, use bright or hazardous lights, cause damage to the building or booth equipment or act in any manner deemed inappropriate by Management; (b) that the serving of alcoholic beverages and/or foods by exhibitors is prohibited without prior permission of

Management; (c) displays will not visually or physically disturb aisles or adjacent exhibitors; displays & products will be kept within the confines of their booth as designated by the pipe & drape or chalk lines outlining the booth boundaries; (d) that no soliciting for business will be conducted in aisles or in other exhibitor booths; (e) not to distribute promotional gummed stickers or labels; (f) to staff their booth(s) throughout the show and may NOT break down before end of show (8:00 p.m.) on Friday; (g) to obey all rules and ordinances as prescribed by the City of Duluth.

13. PHOTOGRAPHS

Exhibitor will allow Grandma's Marathon to use photographs of the exhibit for its own purposes.

14. INABILITY TO HOLD SHOW

Exhibitor agrees that in the event due to war, fire, strike, government regulation, public enemy or other cause, the show or any part thereof is prevented from being held, is canceled by the Management, the Management, in its sole discretion, shall determine and refund to the applicant the proportionate

share of the balance of the aggregate exhibit fees received which remains after deducting expenses incurred by Management and reasonable compensation to the Management, but in no case shall the amount of the refund to Exhibitor exceed the amount of the exhibit fee paid.

15. EXCLUSIVITY

Grandma's Marathon prohibits the sale of T-shirts* and sweatshirts. No use of the name Grandma's Marathon and/or its logo, trademarks, or copyrights for any commercial purpose or on any merchandise is authorized without a written license from Grandma's Marathon.

** This rule does not restrict the sale of running singlets or other specialized running shirts.*

16. GOVERNING LAW; AMENDMENTS

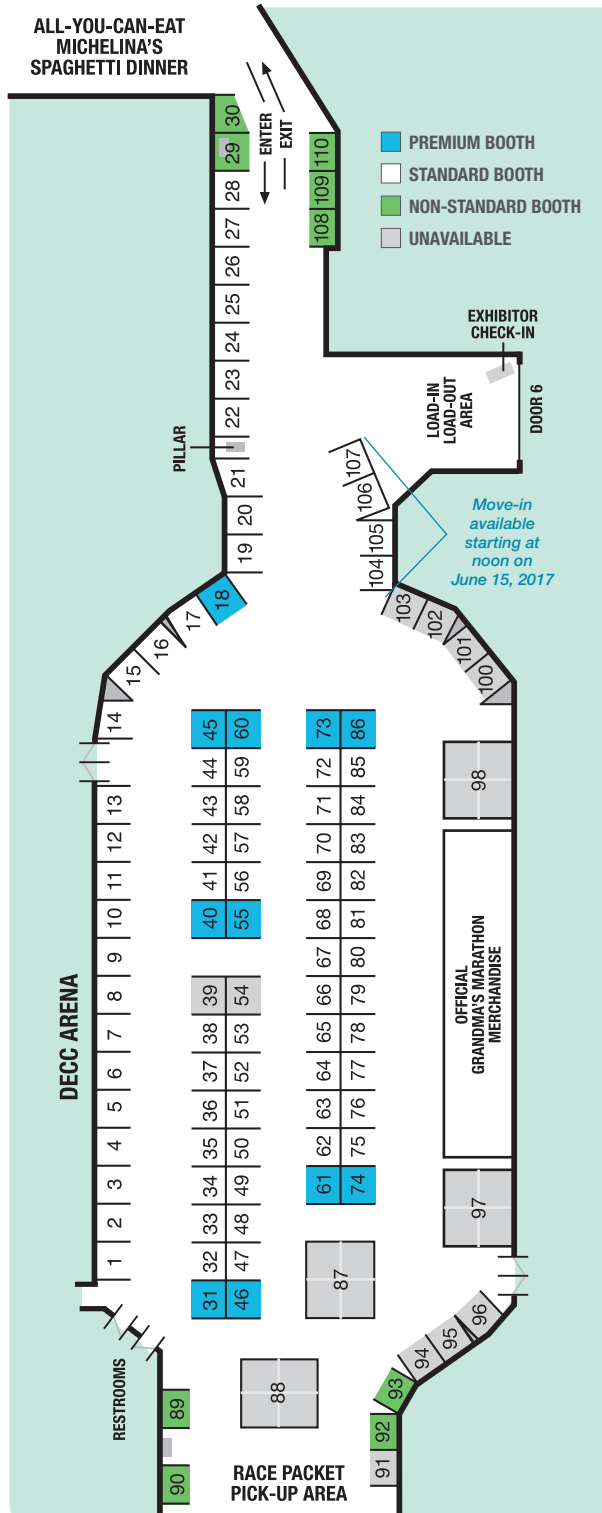
This contract contains the entire agreement of the parties and may not be altered or modified in any way unless duly endorsed in writing hereon. This contract shall be effective only upon execution by show management.





Essentia Health

Fitness Expo 2017



2017 Expo Booth Layout

DULUTH ENTERTAINMENT CONVENTION CENTER
JUNE 15-16, 2017

BOOTH OPTIONS

PREMIUM END CAP/CORNER BOOTH: 8' deep x 10' wide
\$1,050

STANDARD BOOTH: 8' deep x 10' wide

RETAIL: \$900

EXHIBITING ONLY: \$750

NON-STANDARD BOOTH: 6' deep x 10' wide

RETAIL: \$800

EXHIBITING ONLY: \$650

BOOTH DETAILS

ALL BOOTHS INCLUDE:

- 1 – 8' table
- 2 – chairs
- booth sign (upon request)
- side/back pipe & draping
- complimentary parking for up to 4 vehicles per day

50% DEPOSIT DUE WITH COMPLETED APPLICATION TO RESERVE BOOTH SPACE

TOTAL PAYMENT DUE MAY 1, 2016



FOR MORE INFORMATION, CONTACT

Laura Bergen

Phone: (218) 727-0947

Fax: (218) 727-7932

Email: laura@grandmasmarathon.com



Essentia Health



Exhibitor Reservation Form

THIS APPLICATION MUST BE COMPLETE

BOOTH FEES

PREMIUM BOOTH: 8'x10'
\$1,050

STANDARD BOOTH: 8'x10'
RETAIL: \$900
EXHIBITING ONLY: \$750

NON-STANDARD BOOTH: 6'x10'
RETAIL: \$800
EXHIBITING ONLY: \$650

BOOTH PREFERENCE*

1ST CHOICE 2ND CHOICE 3RD CHOICE

**Booth assignments will be announced by May 1.
Please review #7 on page 4 for more information.*

50% DEPOSIT DUE WITH APPLICATION

TOTAL PAYMENT DUE MAY 1, 2017

NUMBER OF BOOTHS

COST PER BOOTH X \$

TOTAL \$

Upon receipt of application, an email confirmation will be sent. Booth space is available on a first come, first served basis. **NO REFUNDS.**

By signing this form I am entering into a contract with Grandma's Marathon for space at the 2017 Essentia Health Fitness Expo, and am agreeing to abide by the show rules and regulations as stated on pages 3-5 of this packet. *Please print clearly.*

COMPANY _____

PRODUCT/SERVICE _____

MAILING ADDRESS _____

CITY _____ STATE _____ ZIP _____

CONTACT _____

PHONE _____ FAX _____

EMAIL _____

SIGNATURE _____ DATE _____

PAYMENT METHOD

CHECK: Make payable to Grandma's Marathon.

CREDIT CARD: VISA MASTERCARD
 AMERICAN EXPRESS DISCOVER

CARD NUMBER _____

EXPIRATION _____ CVV2# _____
(LAST 3 OR 4 DIGITS ON BACK OF CARD)

NAME ON CARD _____

BILLING ADDRESS _____

CITY _____ STATE _____ ZIP _____



A Grandma's Marathon Event

GRANDMA'S MARATHON
PO BOX 16234, DULUTH, MN 55816

Please complete this form and return it with your payment to the above address, or:

EMAIL: laura@grandmasmarathon.com

FAX: (218)727-7932 | **PHONE:** (218)727-0947



2 OPTIONS AVAILABLE

Virtual Event Bag Ad

We are using the industry-leading event bag platform, ACTIVE Network | Virtual Event Bags™, to provide an innovative, digital and mobile friendly experience for all race registrants (19,000 + people), and our vendors and sponsors. **This is an excellent way further to promote your business before and after Grandma's Marathon Weekend, and drive traffic to your Expo booth.** To view a demo, log onto: VirtualEventBags.com.



\$300 FOR EXPO EXHIBITORS
\$750 FOR NON-EXHIBITORS
PAYMENT DUE WITH COMPLETED FORM

Race Packet Insert

Increase your exposure to Grandma's Marathon and Garry Bjorklund Half Marathon participants by including a flyer, coupon, sample, etc. in our Race Packets.



QUANTITY: 18,000 INSERTS NEEDED
DELIVERY DEADLINE: MAY 30, 2017
DELIVER TO: GRANDMA'S MARATHON RACE PACKET INSERTS
351 CANAL PARK DRIVE, DULUTH, MN 55802

Please mark all boxes clearly!

\$650 FOR EXPO EXHIBITORS
\$750 FOR NON-EXHIBITORS
PAYMENT DUE WITH COMPLETED FORM

Virtual Event Bag & Race Packet Advertising

RACE PACKET INSERT VIRTUAL EVENT BAG AD BOTH

COMPANY _____
MAILING ADDRESS _____
CITY _____ STATE _____ ZIP _____
CONTACT _____
PHONE _____ FAX _____
EMAIL _____
ESTIMATED ARRIVAL DATE OF INSERTS _____
SIGNATURE _____ DATE _____

PAYMENT METHOD

CHECK: Make payable to Grandma's Marathon.

CREDIT CARD: VISA MASTERCARD
 AMERICAN EXPRESS DISCOVER

CARD NUMBER _____
EXPIRATION _____ CVV2# _____
(LAST 3 OR 4 DIGITS ON BACK OF CARD)
NAME ON CARD _____
BILLING ADDRESS _____
CITY _____ STATE _____ ZIP _____

Complete this form and send with your payment to:
GRANDMA'S MARATHON | PO Box 16234 | Duluth, MN 55816
Phone: (218)727-0947 | Fax: (218)727-7932
Email: laura@grandmasmarathon.com

COMPLETED FORM WITH PAYMENT MUST BE RECEIVED BY MAY 15, 2017 TO PARTICIPATE.

All sales are subject to approval by Grandma's Marathon. **NON-REFUNDABLE.**



FOR MORE INFORMATION, CONTACT
Laura Bergen
Phone: (218) 727-0947 | Fax: (218) 727-7932
Email: laura@grandmasmarathon.com

Operator Certificate of Compliance

Read the information on the back before completing this certificate. **Person selling at event:** Complete this certificate and give it to the operator/organizer of the event. **Operator/organizer of event:** Keep this certificate for your records.

Do not send this form to the Department of Revenue.

Print or type	Name of business selling or exhibiting at event		Minnesota tax ID number	
	Seller's complete address		City	State Zip code
	Name of person or group organizing event			
	Name and location of event			
	Date(s) of event			

Merchandise sold	Describe the type of merchandise you plan to sell.

Sales tax exemption information	Complete this section if you are not required to have a Minnesota tax ID number.
	<input type="checkbox"/> I am selling only nontaxable items.
	<input type="checkbox"/> I am not making any sales at the event.
	<input type="checkbox"/> I participate in a direct selling plan, selling for _____ (name of company), and the home office or top distributor has a Minnesota tax ID number and remits the sales tax on my behalf.
	<input type="checkbox"/> This is a nonprofit organization that meets the exemption requirements described below:
	_____ Candy sold for fundraising purposes by a nonprofit organization that provides educational and social activities for young people primarily aged 18 and under (MS 297A.70, subd. 13[a][4]). _____ Youth or senior citizen group with fundraising receipts up to \$20,000 per year (\$10,000 or less before January 1, 2015)(MS 297A.70, subd. 13[b][1]). _____ A nonprofit organization that meets all the criteria set forth in MS 297A.70, subd. 14.

Sign here	<i>I declare that the information on this certificate is true and correct to the best of my knowledge and belief and that I am authorized to sign this form.</i>	
	Signature of seller	Print name here
	Date	Daytime phone ()

PENALTY — Operators who do not have Form ST19 or a similar written document from sellers can be fined a penalty of \$100 for each seller that is not in compliance for each day of the selling event.

Information for sellers and event operators

Operators/organizers of craft, antique, coin, stamp or comic book shows; flea markets; convention exhibit areas; or similar events are required by Minnesota law to get written evidence that persons who do business at the show or event have a valid Minnesota tax ID number.

If a seller is not required to have a Minnesota tax ID number, the seller must give the operator a written statement that items offered for sale are not subject to sales tax.

All operators (including operators of community sponsored events and nonprofit organizations) must obtain written evidence from sellers.

Certain individual sellers are not required to register to collect sales tax if they qualify for the isolated and occasional sales exemption. To qualify, all the following conditions must be met:

- The seller participates in only one event per calendar year that lasts no more than three days;
- The seller makes sales of \$500 or less during the calendar year; and
- The seller provides a written statement to that effect, and includes the seller's name, address and telephone number.

This isolated and occasional sales provision applies to individuals only. It does not apply to businesses.

Sales tax registration

To register for a Minnesota tax ID number, call 651-282-5225.

A registration application (Form ABR) is also available on our website at www.revenue.state.mn.us.

Information and assistance

If you have questions or want fact sheets on specific sales tax topics, call 651-296-6181.

Most sales tax forms and fact sheets are also available on our website at www.revenue.state.mn.us.

For information related to sellers and event operators, see Fact Sheet #148, *Selling Event Exhibitors and Operators*.

We'll provide information in other formats upon request to persons with disabilities.