

# **Blue Cross Broad Street Run Health & Fitness Expo**

**HOME OF THE LARGEST  
TEN MILE RACE IN THE  
UNITED STATES**

## **2010 Vendor Information Guide**

at

**Lincoln Financial Field  
SCA Club Level**



Friday, April 30, 2010	11 AM – 6 PM
Saturday, May 1, 2010	9 AM – 5 PM

Race day is Sunday, May 2, 2010

Expo Booths \* Bag Stuffers \* Website Info

**Blue Cross Broad Street Run  
Health & Fitness Expo 2010  
c/o 851 Green Valley Drive  
Philadelphia, PA 19128  
267 549-4896**

January, 2010

Dear Vendor:

The **Blue Cross Broad Street Run** enjoyed another year of increased growth in 2009. Over 27,000 runners registered to be a part of the event, with over 23,000 finishers. That allowed the **BLUE CROSS BROAD STREET RUN to remain the LARGEST TEN MILE RACE IN THE COUNTRY.** We look forward to an equally successful year in 2010, as we celebrate the 31<sup>st</sup> running of the Blue Cross Broad Street Run.

The 15<sup>th</sup> annual “Not for Runners Only” Health and Fitness Expo will be held on the SCA Club Level at Lincoln Financial Field (home of the Philadelphia Eagles). Directions are on page 7. The Expo kicks off the weekend activities on Friday, April 30<sup>th</sup> from 11AM-6PM and Saturday, May 1<sup>st</sup> from 9AM-5PM. Set-up for all vendors will be Thursday, April 29<sup>th</sup> 2-6 PM and Friday, April 30<sup>th</sup> 8-10:30AM. The Expo is the main location for participants to pick up their race number, T-shirt and ChronoTrack timing and tracking device.

The cost to reserve a single 10' x 10' booth is \$850. A discount is given for multiple booths. See insert for registration form. There is also a charge for any vendor who requires phone service at their booth. The fee for phone service is \$200 for local and 800 number calls. Additional charges will apply if long distance is needed.

Parking will be available, as will an elevator to get to the club level. Vendors must bring their own hand trucks/dollies for transporting equipment. Please review the floor plan on back page to select your booths.

Expo vendors can have their company name, brief description and website link placed on the official Blue Cross Broad Street Run website at [www.broadstreetrun.com](http://www.broadstreetrun.com) FREE OF CHARGE!

Can't make it to the Expo? You can still get your information out to approximately 30,000 runners by sending an item to be placed in each participant's goodie bag.

All of the information needed to reserve an Expo booth is in this guide. Your Expo questions can be answered by calling Expo Director Terri Kerwawich at 215 683-3683 or 267 549-4896 (**no other race information can be obtained at this number**) or by e-mail at [BSRExpo@aol.com](mailto:BSRExpo@aol.com). The race hotline is 215 683-3594. The official race website is [www.broadstreetrun.com](http://www.broadstreetrun.com)

The race is one of Philadelphia's great running events and we hope to see you here!

Sincerely,

Terri Kerwawich  
Expo Director

# Blue Cross Broad Street Run Health & Fitness Expo 2010

## VENDOR INFORMATION

### EVENT

The 15<sup>th</sup> Annual Blue Cross Broad Street Run Health & Fitness Expo

### LOCATION

SCA Club Level of Lincoln Financial Field  
One Lincoln Financial Way Philadelphia, PA 19148  
(entrance is off of Darien Street – Directions on page 7)

### EXPO HOURS

Friday, April 30<sup>th</sup> 11AM – 6PM

Saturday, May 1<sup>st</sup> 9AM – 5PM

**Set-up times: Thursday, April 29<sup>th</sup> 2-6 PM & Friday, April 30<sup>th</sup> 8-10:30 AM**

### COST

\$850/1 Booth; \$1650/2 Booths; \$2400/3 Booths; \$3100/4Booths

**For more than 4 booths – please call for pricing**

### INCLUDED

10' x 10' draped booth; one 6' covered table; 2 chairs; electricity; security throughout the event (beginning Thursday evening). A limited number of ½ size booths (5' x 10' ) are available at a cost of \$450. These booths are suitable for distribution of pamphlets, materials, etc. NOT for retail merchandise or large displays. Call for information on these booths.

### PAYMENT

**Full payment in advance** is required to reserve a booth. Returning vendors have booth priority until March 1<sup>st</sup> After that date similar vendors may be admitted.

### AUDIENCE

Approximately 30,000 registered runners, family, friends, staff and general public. **The Expo is free and open to the public.**

### ATTRACTION

The Expo is the main pick-up point for race number, T-shirt ChronoTrack timing and tracking device. The Expo is the exclusive late registration site. No race day registration.

### ADDITIONAL

One company per total booth area. No subletting of booth space is permitted unless approved by Expo Director. No vendor is allowed to produce and/or sell merchandise with the Broad Street Run name and/or logo. Vendors are not permitted to sell/give away any food or drink products for consumption at the Expo (except sample size product).

**\*\*\*MUST READ ---HEALTH DEPARTMENT FOOD VENDING FORMS\*\*\***

A food license permit is **REQUIRED** of you if you will be selling ANY type of food product. This includes nutritional bars, gels, sport beans, etc. If you will be distributing taste testing samples, you must also get this license and complete additional paperwork. You must return these forms with your booth registration form **ONLY** if you will be selling prepackaged food items. You must also include the fee (\$48) in your payment. **Failure to submit this permit request could result in your booth being CLOSED DOWN should the Health Department inspect your area and you do not have the required permit.**

**If you are selling Power Bars, Gu, etc. you only need to complete pages 7, 14 and 15. If you will be providing taste test samples you must complete the entire packet.**

**To view the complete packet, visit the City of Philadelphia Health Department website at [www.phila.gov/health](http://www.phila.gov/health) click on “Food Protection”, then “Special Event Program” and at the bottom of the page is the link for “Temporary Special Event Permit”.**

**A sample form is also included. If you have any questions regarding this permit, please contact the Philadelphia Health Department’s Office of Food Protection at 215 685-7405 and ask for Rodney Rice.**

**PACKET STUFFER**

Businesses have the opportunity to have promotional items stuffed into all the runners’ race packets. The cost for this feature is \$500. Expo Vendors will receive a 25% discount, for a cost of \$375. A minimum of 30,000 items must be provided. Non-profit organizations receive a 50% discount, for a total cost of \$250. To be included in the runners’ packets, items must be received by Friday, March 22, 2010. To register for packet stuffer program, complete the inserted form.

**SET-UP INFO**

All vendors may enter the SCA Club Level of Lincoln Financial Field on Thursday, April 29th from 2-6 PM & on Friday, April 30<sup>th</sup> from 8-10:30 AM to set up their booths. All vendors must be completely set up by 10:30 AM to allow for a soft opening if crowds are large. The entrance doors will be locked on Friday at 10 AM to allow vendors final set-up time before opening. No merchandise may be unloaded into the Expo between 10AM and 11 AM on Friday, May 1<sup>st</sup>.

**PLEASE BRING YOUR OWN HANDTRUCK AND SUFFICIENT HELP TO SET UP AND BREAK DOWN IN A TIMELY FASHION!**

**Vendors are expected to staff their booths during all Expo hours. Vendors who breakdown early or leave their booths unattended may jeopardize future participation.**

**LIGHTING**

The SCA Club Level of Lincoln Financial Field has sufficient lighting, both electrical and natural. Vendors are responsible for additional lighting for their booths, if desired.

**ELECTRICAL**

Electrical outlets are available throughout the SCA Club Level. Please note on the booth registration form if you will need electricity. **Extension cords are the responsibility of the vendor.**

## **BOOTHS**

Individual booths are 10' x 10'. Booth space has pipe and drape on the rear wall and 4' dividers on the sides. Multiple booths will not have dividers. One 6' table with a cover, skirting and two chairs will be provided. (Extra tables are available at a cost of \$15 each for the 2 days. You must indicate your need for extra tables on the booth registration form). You may arrange your booth space to suit your needs **within the boundaries of the space rented.** Access and exit doors must be kept clear according to fire regulations. Booths will be monitored during the event by EXPO officials and you will be required to adhere to fire code regulations.

A limited number of ½ size booths (5' x 10' ) are available at a cost of \$450. These booths are not as wide and are suitable for distribution of pamphlets, materials, etc., NOT for retail merchandise or large displays. Call for information on these booths. Please review the Expo diagram and select 3 booth choices in order of preference. Booth spaces will be filled when FULL PAYMENT is received. Vendors from 2009 will have booth location preference until March 1<sup>st</sup> . After that booths will be assigned on a first come basis. Every effort will be made to accommodate your top selection. However, the EXPO Director reserves the right to make booth assignments as necessary. **Booths may NOT be reserved by phone or fax.**

## **SIGNAGE**

Vendors must provide own signage. Banners/signs, not exceeding 25 pounds, may be hung on the 10' back wall of the booth. Signs must be hung from the pipe, not the drape. No vendor signage or sale items will be permitted outside the vendor booth area. **Nothing may be taped or tacked to any walls on the SCA Club Level.**

## **TELEPHONE SERVICE**

Arrangements for telephone service MUST be made in advance. The cost for telephone service is \$200 for local and 800 numbers only (if long distance service is needed, additional charges will apply). Please designate if you will need regular phone service or a data line (for credit card processing). **Requests and payment for phone service must be made no later than April 15<sup>th</sup>.**

## **SECURITY**

Security personnel will be on-site throughout the EXPO, beginning at 6 PM on Thursday evening through 7 PM Saturday evening. Vendors will not be permitted to re-enter the SCA Club Level on Friday and Saturday mornings until 8 AM, without approval of the Expo Director.

The Blue Cross Broad Street Run, City of Philadelphia, Philadelphia Eagles, and Lincoln Financial Field will NOT be held responsible for loss or damage of any kind. Vendors should consult with their insurance carriers to insure that all merchandise and goods are covered from the time they leave their premises until they return.

## **INSURANCE**

All vendors must provide proof of insurance, naming the City of Philadelphia, Blue Cross Broad Street Run and Lincoln Financial Field as additional insured parties. Failure to provide this certificate may result in the vendor not being permitted to participate in the Expo. **PROOF OF INSURANCE CAN BE SENT WITH REGISTRATION, BUT MUST BE RECEIVED NO LATER THAN APRIL 15, 2010.**

## **BREAKDOWN**

All vendors and merchandise must be out of Lincoln Financial Field on Saturday, May 1<sup>st</sup> **NO LATER THAN 8 PM.** Failure to do so will jeopardize returning in 2011. Any vendor who fails to clear the facility by 8 PM on May 1<sup>st</sup> will be billed for overtime costs as well as any penalty assessed by the

stadium owners. Any request for exemption to this time frame must be approved, in advance, by the EXPO Director.

### **WEBSITE INFO**

EXPO vendors may have their web address, with corresponding link, placed on the official Blue Cross Broad Street Run website, along with a brief description of their company or product. This is FREE for all EXPO vendors! Just attach the information you would like to have listed, in 100 words or less, to your registration form or e-mail it, in a WORD document, to [BSRExpo@aol.com](mailto:BSRExpo@aol.com) .

### **HOTEL INFO**

Hotel blocks were still being finalized when this packet was printed. For general lodging information, visit [www.gophila.com](http://www.gophila.com) . When race lodging information is available, it will be posted on the Expo section of the website.

### **MISCELLANEOUS**

The EXPO management reserves the right to refuse a vendor for exhibit and to remove an exhibit or exhibit material that is deemed objectionable. The EXPO Director will be on premises throughout the EXPO set-up, hours of operation and breakdown to handle any questions you may have.

**Vendors are NOT permitted to sell or give away any food or drink products for consumption at the Expo, other than sample size.**

## **DIRECTIONS TO LINCOLN FINANCIAL FIELD**

The Expo will be held on the SCA Club Level of Lincoln Financial Field, located at One Lincoln Financial Way Philadelphia, PA 19148, in the Philadelphia Stadium Complex. Please enter Lot K by turning south onto Darien Street from Pattison Avenue.

### **FROM THE SOUTH:**

Take I-95 north to the Broad Street Exit (exit 17). Proceed to the third light (Pattison Avenue) and turn right. Continue on Pattison and you will see Lincoln Financial Field on your right. Turn right onto Darien Street and continue towards the rear of the stadium. Turn right into the K parking lot.

### **FROM THE NORTH:**

Take I-95 south to the Broad Street Exit (exit 17). Turn right at the bottom of the ramp. Proceed to the third light (Pattison Avenue) and turn right. Continue on Pattison and you will see Lincoln Financial Field on your right. Turn right onto Darien Street and continue towards the rear of the stadium. Turn right into the K parking lot.

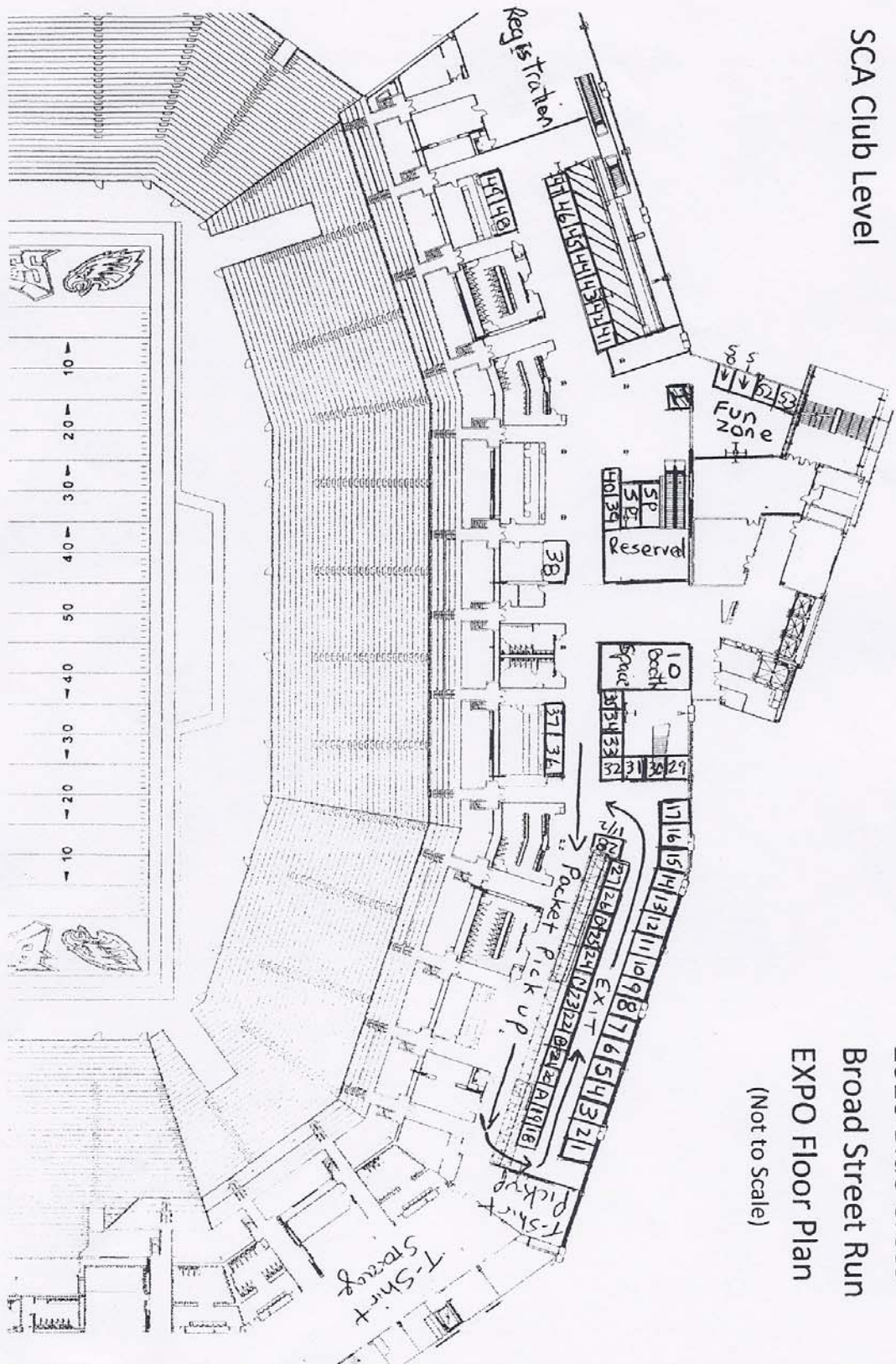
### **FROM THE WEST:**

Take I-76 east to the Broad Street Exit (exit 349). Turn right onto Broad Street and proceed south towards the Sports Complex. Turn left onto Pattison Avenue. Continue on Pattison and you will see Lincoln Financial Field on your right. Turn right onto Darien Street and continue towards the rear of the stadium. Turn right into the K parking lot.

### **FROM THE EAST:**

Take I-76 west (Walt Whitman Bridge) to the Broad Street Exit (exit 349). Go through the stop sign and make a left at the light onto Broad Street. Proceed through several lights and turn left onto Pattison Avenue. Continue on Pattison Avenue and you will see Lincoln Financial Field on your right. Turn right onto Darien Street and continue towards the rear of the stadium. Turn right into the K parking lot.

SCA Club Level



2010 Blue Cross  
 Broad Street Run  
 EXPO Floor Plan  
 (Not to Scale)

**Blue Cross Broad Street Run Health & Fitness Expo**

**2010 Registration Form**

**Friday, April 30<sup>th</sup> and Saturday, May 1<sup>st</sup>**

**COMPANY** \_\_\_\_\_

**CONTACT** \_\_\_\_\_

**ADDRESS** \_\_\_\_\_

**CITY** \_\_\_\_\_ **STATE** \_\_\_\_\_ **ZIP** \_\_\_\_\_

**PHONE** \_\_\_\_\_ **FAX** \_\_\_\_\_

**WEBSITE** \_\_\_\_\_ **E-MAIL** \_\_\_\_\_

**TYPE OF BUSINESS** \_\_\_\_\_

Please check the appropriate box for the area you are registering. Complete the designated sections.

\_\_\_\_\_ **Expo Booth:** # Of booths: \_\_\_\_\_  
1<sup>st</sup> choice \_\_\_\_\_ 2<sup>nd</sup> \_\_\_\_\_ 3<sup>rd</sup> \_\_\_\_\_

**T-Shirt Size (2 per vendor)** \_\_\_\_\_

**Will you need electricity?** \_\_\_\_\_

**Extra Tables (how many - \$15 per table)?** \_\_\_\_\_

**Phone service (\$200)? y/n** \_\_\_\_\_ **voice or data** \_\_\_\_\_

**PLEASE NOTE:** Every attempt will be made to grant one of your booth requests. However, the EXPO Director reserves the right to adjust booth assignments as needed. If changes are necessary, the EXPO Director will work with the vendor in good faith.

**FULL PAYMENT IS REQUIRED TO RESERVE A BOOTH.** Vendors from 2009 will have priority until March 1<sup>st</sup>. Booths may NOT be reserved by phone or fax.

\_\_\_\_\_ **Packet Stuffer Program: Type of Item** \_\_\_\_\_

The Blue Cross Broad Street Run offers a packet stuffer program for those interested in advertising their company/product/service. We are expecting approximately 30,000 runners to register for the 31<sup>st</sup> running of the Blue Cross Broad Street Run, to be held on Sunday, May 2, 2010. Every runner will receive a packet consisting of race information, T-Shirt, promotional items, etc.

(OVER)

If you would like to participate, please complete the form below. A **minimum of 30,000** pieces should be sent for stuffing. **Cost is \$500 per item.** Vendor cost is \$375 (25% discount). Cost for non-profit organizations is \$250 (50% discount). Non-profit groups **MUST** show proof of non-profit status.

All items for stuffing must be sent to: **Philadelphia Department of Recreation  
Attention: Jim Marino  
1515 Arch Street – 10<sup>th</sup> Floor  
Philadelphia, PA 19102**

**Items must be received between Monday, March 15th and Monday March 22nd. SPECIFY INSIDE DELIVERY.** Delivery hours are 9:00 AM – 4:00 PM Monday-Friday. Call 215 683-3685 to confirm receipt of your shipment. Please **DO NOT** ship items before March 15<sup>th</sup> or after March 22nd . **NOTE:** The Blue Cross Broad Street Run is **NOT** responsible for any items not specified or delivered as **INSIDE DELIVERY.**

All packet stuffer materials are subject to approval by the Blue Cross Broad Street Run Organizing Committee. Any material deemed objectionable or items that may conflict with exclusive sponsor agreements will be rejected.

**SUMMARY OF COSTS:**

**EXPO Booth(s)** \_\_\_\_\_

The COST per booth is as follows: \$850/1 booth; \$1650/2 booths; \$2400/ 3 booths; \$3100/4 booths  
For 5 or more booths, call Terri at 215 683-3683 or 267 549-4896 for a quote.

**Extra Tables (\$15 each)** \_\_\_\_\_

**Phone Line Needed (\$200)** \_\_\_\_\_

**Health Department Permit Fee (Food Vending) (\$48)** \_\_\_\_\_

(If you are required to complete the Health Department License form, your registration form, permit request and fee must be submitted no later than April 1<sup>st</sup>.)

**Packet Stuffer Program** \_\_\_\_\_

Cost for Packet Stuffer is \$500; cost for Expo Vendor is \$375; cost for non-profit agencies is \$250 – must show profit of non-profit status.

**TOTAL AMOUNT ENCLOSED** \_\_\_\_\_

**Signature of Vendor** \_\_\_\_\_

(By returning this form, vendor agrees to abide by all rules and penalties regarding the EXPO)

**Make checks payable to: City of Philadelphia, Sports and Athletics**

**Mail this form, along with payment, to: Terri Kerwawich, Expo Director  
851 Green Valley Drive  
Philadelphia, PA 19128**

**(Please retain a copy of this form for your records)**