

Blue Cross Broad Street Run Health & Fitness Expo

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

2012 Vendor Information Guide

at

**Lincoln Financial Field
West Club Level**



Friday, May 4, 2012

11 AM – 6 PM

Saturday, May 5, 2012

9 AM – 5 PM

Race day is Sunday, May 6, 2012

Expo Booths * Virtual Race Bag * Website Info

**Blue Cross Broad Street Run
Health & Fitness Expo 2012
c/o 851 Green Valley Drive
Philadelphia, PA 19128
267 549-4896**

January, 2012

Dear Vendor:

Happy New Year! I hope you all had a safe and happy holiday season. The new year means it's now time to prepare for the 2012 Blue Cross Broad Street Run Health & Fitness Expo. We expect another big event again this year. The 2011 race sold out in 4 days and 4 hours. Interest in the event remains high as people have already been asking about the opening of registration for the 2012. Continued participation has allowed the **BLUE CROSS BROAD STREET RUN to remain the LARGEST TEN MILE RACE IN THE COUNTRY.**

The 17th annual "Not for Runners Only" Health and Fitness Expo will be held on the **West Club Level (same location as last year)** at Lincoln Financial Field (home of the Philadelphia Eagles). Directions are on page 7. The Expo kicks off the weekend activities on Friday, May 4th from 11AM-6PM and Saturday, May 5th from 9AM-5PM. **Set-up for all vendors will be Thursday, May 3rd 10AM-6PM and Friday, May 4th 8-10:30AM.** The Expo is the main location for participants to pick up their race number, T-shirt and ChronoTrack B timing and tracking device.

The cost to reserve a single 10' x 10' booth is \$900. 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. WiFi service is available.

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. **I strongly urge vendors to load in their merchandise on Thursday, May 3rd.**

The Blue Cross Broad Street run is going green this year. The runner race bag has been replaced with a virtual goodie-bag. Vendors can register to have an advertisement or coupon placed in the virtual goodie bag that will be e-mailed to all 30,000+ runners. See details on page 10

All of the information needed to reserve an Expo booth or enter the virtual goodie bag is in this packet. 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. The race hotline is 215 683-3594. The official race website is 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 2012

VENDOR INFORMATION

EVENT

The 17th Annual Blue Cross Broad Street Run Health & Fitness Expo

LOCATION

West Club Level of Lincoln Financial Field (**same location as 2011**)

One Lincoln Financial Way Philadelphia, PA 19148 (entrance is off of 11th St. – Directions on page 7)

EXPO HOURS

Friday, May 4th 11AM – 6PM

Saturday, May 5th 9AM – 5PM

Set-up times: Thursday, May 3rd 10AM-6 PM & Friday, May 4th 8-10:30 AM

COST

\$900/1 Booth; \$1750/2 Booths; \$2475/3 Booths; \$3200/4 Booths

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 \$500. 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 priority until February 17th. After that date similar vendors may be admitted. Booths cannot be reserved by phone, fax or e-mail.

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 B timing and tracking device. Last year the race sold out prior to the expo. There is 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. **Only pre-packaged food is permitted (Power bars, gels, etc.). No open food/drink distribution is allowed (taste tests, open samples, etc.)**

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

Enclosed in this packet are forms for a food license permit that are **REQUIRED** of you if you will be selling ANY type of food product. This includes nutritional bars, gels, sport beans, etc. 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.**

Part of the form will be completed by the BSR staff. **You must complete sections 2, 11b, 12 and then sign and print your name at the bottom.** Forms and payment **MUST BE RETURNED** by **MARCH 31st**. **Late forms will incur a \$65 late fee and will not be processed until late fee is paid.**

If you have any questions regarding this permit, please contact Terri Kerwawich at 215 683-3683.

VIRTUAL RACE BAG

The Blue Cross Broad Street Run is going green. In an effort to be environmentally friendly, the BSR has Partnered with Virtual Race Bags to provide an on-line goodie bag for all runners. Companies may place an item into the goodie bag (advertisement/coupon/flyer). The goodie bag will be sent to all registered runners the week prior to the race. Runners may print out coupons that you submit to drive them to your booth. After the expo, we will provide you with numbers relating to how many people visited your ad in the race bag as well as how many people downloaded your coupon/form.

The cost to be included in the race bag is \$500. Expo vendors will receive a 25% discount (\$375). Non-profit agencies may submit an item at 50% off (\$250).

SET-UP INFO

Vendors will be permitted to set-up their booth on **Thursday, May 3rd from 10AM-6 PM.** Due to elevator availability, I **STRONGLY URGE** vendors to set up their booths on Thursday (or at least load in all boxes). Waiting until Friday morning could cause a logjam loading materials onto the available elevators.

All vendors must be completely set up by 10:30 AM Friday morning 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 4th.

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 **West 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 **West 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 \$500. 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 note that the diagram has changed slightly from last year. 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 2011 will have priority until February 17th. 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, fax or email.**

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 West 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 15th.**

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 **West 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 1, 2012.**

BREAKDOWN

All vendors and merchandise must be out of Lincoln Financial Field on Saturday, May 5th **NO LATER THAN 8 PM.** Failure to do so will jeopardize returning in 2013. Any vendor who fails to clear the facility by 8 PM on May 5th 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.

HOTEL INFO

Hotel blocks were still being finalized when this packet was printed. For general lodging information, visit www.visitphilly.com

When race lodging information is available, it will be posted on the Expo section of the Blue Cross Broad Street Run 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.

DIRECTIONS TO LINCOLN FINANCIAL FIELD

The Expo will be held on the **West Club Level** of Lincoln Financial Field, located at One Lincoln Financial Way Philadelphia, PA 19148, in the Philadelphia Stadium Complex. Please enter Lot J by turning south onto 11th Street from Pattison Avenue. Proceed down 11th street to Lot J and turn left to park.

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 11th Street and continue towards the rear of the stadium. Turn left into the J 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 11th Street and continue towards the rear of the stadium. Turn left into the J 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 11th and continue towards the rear of the stadium. Turn left into the J 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 11th Street and continue towards the rear of the stadium. Turn left into the J parking lot.



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Michael Nutter, Mayor
Richard Negrin, Managing Director

Philadelphia Parks & Recreation

Michael DiBerardinis
Deputy Mayor for Environmental and Community Resources
Susan Slawson, Recreation Commissioner
Mark Focht, Executive Director Fairmount Park

Blue Cross Broad Street Run

Leo Dignam, Deputy Commissioner – Programs
Jim Marino, Race Director
Terri Kerwawich, Expo Director
Peggy Jastrzemeski, Race Secretary

**Blue Cross Broad Street Run Health & Fitness Expo
2012 Registration Form
Friday, May 4th and Saturday, May 5th**

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:** _____

1st choice _____ **2nd** _____ **3rd** _____

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 2011 will have priority until February 17th. **Booths may NOT be reserved by phone, fax or email.**

Virtual Race Bag

The Blue Cross Broad Street Run is starting something new this year. We've partnered with Virtual Race Bags to make our event "GREEN"!

The Virtual Race Bag is an on-line version of the traditional goodie bag, so event participants are expecting to receive offers and deals. Therefore, general ads with no offer or call to action are considered irrelevant by the participant because they do not offer anything of value directly to the participant.

As a vendor, you now have the opportunity to display a coupon or ad in our on-line race bag which is shared with all of our 30,000+ race participants. The participants are able to choose how to engage your message by printing the offer or visiting your website. Participants will see your offer and after the event Virtual Race Bags can provide performance metrics showing total impressions and prints generated by those viewings. Best of all, the entire experience is 'GREEN' so together we are reducing our waste!

To take a quick tour of the Virtual Race bag concept, visit www.virtualracebags.com/demo/standard-results

All artwork must be sent to BSRExpo@aol.com by April 1st.

All offer/coupon artwork must be:

RGB Color
7.5" wide x 5.5" height (72 dpi)
JPEG format

Include the following information:

Your Company name
Website URL for the Offer

The cost to be included in the race bag is \$500. Expo vendors will receive a 25% discount (\$375). Non-profit agencies may submit an item at 50% off (\$250).

All virtual race bag 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.

Accommodations Question (This is strictly for future planning purposes)

Will you be staying at a hotel during your time in town for the Expo? YES _____ NO _____

If yes, for how many nights? _____

SUMMARY OF COSTS:

EXPO Booth(s) _____

The COST per booth is as follows: \$900/1 booth; \$1850/2 booths; \$2475/ 3 booths; \$3200/4 booths. For 5 or more booths, call Terri at 215 683-3683 or 267 549-4896 for a quote.

of 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 must be submitted no later than March 31st.)

Virtual Race Bag _____

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)

Welcome to the
**BLUE CROSS
 BROAD STREET RUN
 EXPO**



PLEASE NOTE:
 Booths 1 to 5 are
 double booths
 (10' wide x 20' long)

Map Not Drawn to Scale

Site Plan

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