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Presents

**THE ARMY MARATHON**  
Inaugural Race

*We Run With Heroes*



# The Army Marathon III

## Sponsor and Fitness Expo

27-28 February, 2015

The Army Marathon—2608 North Main Street, Suite B174—Belton, Texas 76513—(210) 632-2800—[info@thearmymarathon.com](mailto:info@thearmymarathon.com)

The Army Marathon is a 501(c)(3) charitable organization to benefit our active duty and veteran service men and women and their families. The Army Marathon is not associated with the United States Army, and sponsorship of this event does not signify any endorsement by the Army, the Department of Defense, or the government of United States of America.





# The Army Marathon III

Sponsor and Fitness Expo 27-28 February 2015

We are happy to present The Army Marathon III Sponsor and Fitness Expo during the third annual event! Over the last two seasons, we have seen our participants grow 32% to over 1200 runners even with the now-famous Arctic

Blast that saw temperatures drop dramatically just before the start of The Army Marathon II. Our volunteers and communities came out to support the efforts of these patriotic runners that came from 36 states even in the middle of freezing rain!

With that spirit, we anticipate an even larger participation by runners, volunteers, and spectators alike.

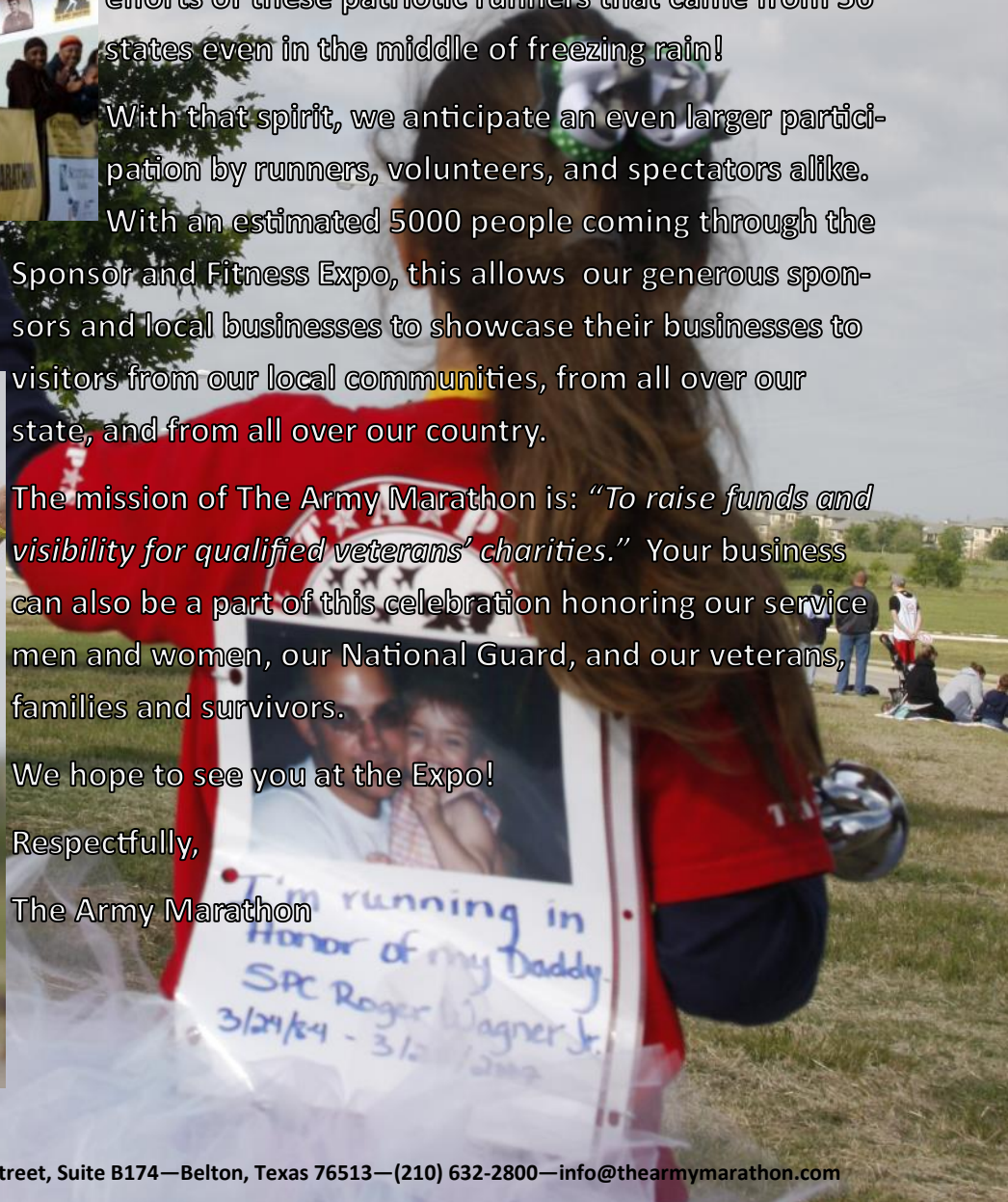
With an estimated 5000 people coming through the Sponsor and Fitness Expo, this allows our generous sponsors and local businesses to showcase their businesses to visitors from our local communities, from all over our state, and from all over our country.

The mission of The Army Marathon is: *"To raise funds and visibility for qualified veterans' charities."* Your business can also be a part of this celebration honoring our service men and women, our National Guard, and our veterans, families and survivors.

We hope to see you at the Expo!

Respectfully,

The Army Marathon



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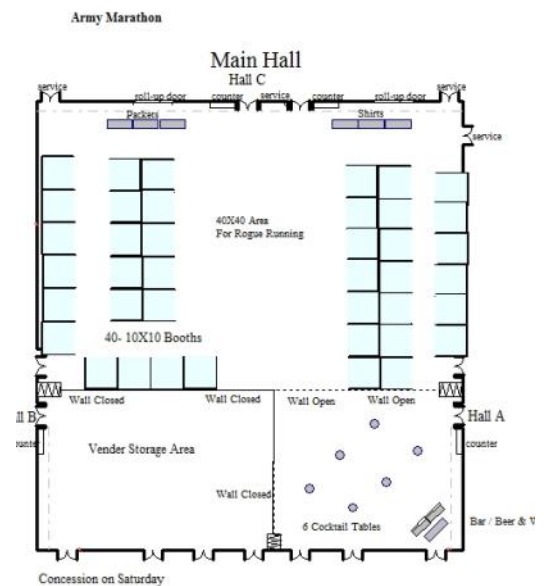
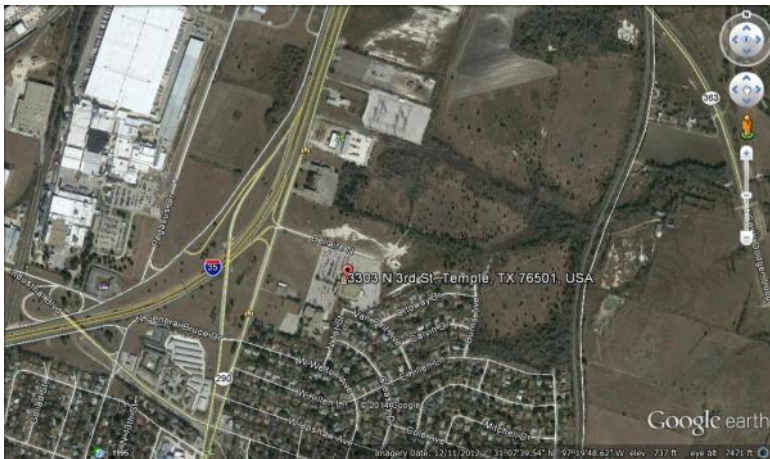
# The Army Marathon III

Sponsor and Fitness Expo 27-28 February 2015

**Location:** Frank W. Mayborn Civic and Convention Center

**Address:** 3303 North 3rd Street, Temple, Texas 76501—(254) 298-5720

**Map:**



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# The Army Marathon III

## Sponsor and Fitness Expo 27-28 February 2015

**Booth Rate:** \$250 per 10' by 10' space

**Booth Amenities:** The rate for a booth size of 10' x 10', with pipe and drape (side and back), electricity, one table and one chair. (Information about Wi-Fi/Ethernet upon request).

**Booths Available:** Every effort will be made to maximize traffic by all booths by strategic placement of the race packet pickup and locations of each type of vendor. Sponsors will be given priority of premium locations. Assignments will be made available prior to expo and we will attempt to accommodate any changes and requests for locations on a first-come first-served basis. Booths and tables will include at least:

- 10 sponsor booths
- 15 vendor booths (businesses and services, sports apparel and accessories)
- 10 charity tables
- 6 Chamber of Commerce / Convention and Visitors Bureau information booths

**Additional Amenities:** Vendors will also be listed on [www.thearmymarathon.com](http://www.thearmymarathon.com)

Product samples, event flyers and sponsor coupons and information will be accepted by The Army Marathon II with approval for insertion into Runners' Packets. The deadline for inserts is Friday, February 13, 2015. There is no charge to include items in the runners' packets, but The Army Marathon reserves the right to refuse acceptance of materials deemed inappropriate. All inserts must be preapproved; attached is a copy of the Runners' Packets Inserts Form for additional information.

Friday, Feb 27, 2015	8:00 a – 2:00 p	Sponsor/Vendor move-in and set up
	3:00 p – 7:00 p	Expo open to public
	7:00 p – 8:00 p	Sponsor/Vendor cleanup, restock
Saturday, Feb 28, 2015	8:00 a – 9:00 a	Sponsor/Vendor cleanup, restock
	9:00 a – 6:00 p	Expo open to public and concession services serving food
	6:15 p – 8:00 p	Sponsor/Vendor move-out and clean up (hall must be vacated by 10:00 p)

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# The Army Marathon III Expo Exhibitor Application

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

Company Contact and Title: \_\_\_\_\_

Products/Services: \_\_\_\_\_

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

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Require Electricity?  Yes;  No

Require Wi-Fi/Ethernet?  Yes;  No

Other Special Needs: \_\_\_\_\_

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

Number of Booths Requested: \_\_\_\_\_ x \$250.00 /booth = \$\_\_\_\_\_ Total Payment

(Booth includes: 10' x 10' space; pipe, 8' draped back wall and 4' draped side walls; one table; one chair)

Please send this application and a check or money order payable to The Army Marathon to:

**The Army Marathon / Expo**  
**2608 North Main Street, Suite B174**  
**Belton, TX 76513**

Terms and Conditions for All Exhibitors:

Exhibitor agrees to have booth display set up by Friday, February 27 at 2:00 pm and removed no earlier than 6:15 pm on Saturday, February 28, 2015. Exhibitor agrees to have booth staffed during the entire Expo. All Exhibitor products and signage must fit within its booth and must not block any other booth. The height restriction is 10'. No flammables or explosives are allowed. No products bearing the label "The Army Marathon," "The Army Marathon III," or any other The Army Marathon event trademark, name, logo, or reference to such may be sold or distributed without written permission from The Army Marathon. The Army Marathon reserves the right to restrict the sale or display of any items, which it deems objectionable. If, for any reason, an exhibit or its contents are deemed objectionable, the exhibit, product, or item will be subject to removal. This reservation includes any person, thing, conduct, printed matter, or item of a charter, which The Army Marathon considers objectionable for health or safety reasons, due to conflict with sponsor or other agreements, or for any reason The Army Marathon feels is not in the best interest of the event. Should such an eviction or restriction be enforced, The Army Marathon shall not be held liable for refunding rental fees or funds for exhibition rental, except at its own discretion. The hanging of banners outside of your Expo area is prohibited. Expo management reserves the right to remove any inappropriate or obstructive displays and reserves the right to reject, restrict or remove any exhibit. Space assignments may be changed by Expo management. The Army Marathon reserves the right to cancel the Expo at any time. In such event, Expo exhibitor fees will be returned. If sales are made by Exhibitor, a Texas Sales Tax Permit is required. Management will not be liable for loss or damage to the property of the Exhibitor or its representatives.

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# Runners' Packets Insert Form

Product samples, event flyers, and sponsor coupons and information will be accepted by The Army Marathon III through Friday, February 13, 2015.

We anticipate at least 2,000 participants. Please provide at least that many inserts; inserts remaining after packets have been assembled will be made available to volunteers.

There is no charge to include items in the runners' packets, but The Army Marathon III reserves the right to refuse acceptance of materials deemed inappropriate.

To ensure inclusion of your insert materials, please complete this form and send to the attention of Ed Bandas at [ed@thearmymarathon.com](mailto:ed@thearmymarathon.com). Please include a sample or artwork if possible.

Please describe the item(s) you wish to include in the packets:

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

Company Contact: \_\_\_\_\_

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

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Items must be shipped to arrive between February 2 and February 13, 2015. No inserts can be accepted after February 13; no shipments can be returned to senders.

Thank you in advance for your cooperation with these requirements.

Ship Packet Inserts to:

The Army Marathon  
2608 North Main Street  
Suite B174  
Belton, Texas 76513

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