

Tucson Marathon Expo 2017

Friday, December 8th – 9:00 a.m. to 7:00 p.m.

ATTENTION VENDORS! The race will once again be held on a Saturday, with extended evening hours on Friday.

2017 represents the 24th annual running of the Tucson Marathon, Half Marathon and Marathon Relay with its present management. Race day is Saturday December 9th, 2017, with the Expo being held on Friday, December 8th (9:00 a.m. to 7 p.m.). All registered runners are required to attend the Expo to obtain their race numbers, runner's packet, and course information. In addition, many of the participants are accompanied to the Expo by their families and running friends. The Expo is open to the general public, and the entire event is featured in the local newspaper, as well as on radio and TV. In addition, the popularity of the event is aided by the notoriety of ultra-distance-runner Pam Reed, the race director.

As in the past, the Expo will take place at the **Hilton El Conquistador Resort** (located at 10,000 North Oracle Road). This year we continue in the hotel's expansive ballroom venue within the resort's convention center. The ballrooms allow runners to casually saunter about and to enjoy their shopping and socializing experience. The Marathon's date, close to the holidays, also helps shoppers find those special runner gifts.

Expo Booths are available until October 15th for \$400 and after the 15th for \$450. These prices have remained at this very affordable level for many years. Booth spaces remain at approximately ten feet by ten feet, including at least one six-foot covered table and two chairs. Discounted prices can be considered for more than one booth. We expect to have approximately 7-10 vendors covering 12-15 booth spaces. Runners will be required (subliminally encouraged) to pass through the vendor booth areas after picking up their packets and bib numbers.

Our staff can stuff your product / event information into all of the runner's drop bags for an additional \$125. Our mailing list is available (\$100 per two-thousand runners) to a limited number of businesses. In addition, our finish line provides a solid asphalt surface for finishers, families, and friends to congregate. The finish line venue can easily accommodate 12 vendor booths (\$250). For special combined rates contact Pam Reed (see below).

The Tucson Marathon Events traditionally attract between 2,000 to 3,000 runners. Last year we had 2,900 sign up and 2,200 participate. The majority of the participants are from southern Arizona and many will only participate in this one distance event this year. Traditionally we have participants from 40-48 states and several foreign countries. Usually the largest age group for both men and women participants is 35 - 45. The average income is more than \$60,000 per year, despite the income stagnation. Between our runners and their families and friends, we typically have up to 3,000 visitors to our Expo, the majority of whom buy something. It's the season for giving and receiving! Many have annually returned to the event for over 20 years.

The race is on a fast, mostly downhill, scenic course and features Tucson's beautiful winter weather. The event is conducive to those individuals wanting to run their first half or full marathon, set a PR, or to qualify for Boston.

We hope you will participate in this year's Expo. Attached is an Expo Registration Form. If you have questions, please do not hesitate to contact Pam Reed, Race Director:

Phone / text: (520) 420-3355

Email: preed@theriver.com

Web Site: www.tucsonmarathon.com.

2017 TUCSON MARATHON EXPO

VENDOR REGISTRATION FORM

Vendor Name _____

Contact Name _____

Address: _____

City: _____ State: _____ Zip: _____

Phone () _____ E Mail _____

Product description _____

of Booths _____ Total Amount \$ _____

Payment Options (select one):

Check or Money Order Amount Enclosed \$ _____

Mail to:
Jim Reed c/o Tucson Marathon
PO Box 13292
Jackson, WY 83002

Credit card payments may be made by writing your card number below, scanning this registration form, and e mailing it to:
jreedcpacfp@yahoo.com

Credit card # _____

Exp. date __/ __ 3 Digit Code ___ Billing zip code _____

Payment questions should be directed to Jim Reed at (520) 241-4269.
Exhibition space will not be allocated until payment has been received. All requests for booth space must be completed by November 15th.