

Scotiabank

BLUE
NOSE
MARATHON

presented by TELUS

SCOTIABANK BLUE NOSE MARATHON

205-3600 KEMPT ROAD

HALIFAX, NOVA SCOTIA B3K 4X8

T 902.496.1889 F 902.492.2888

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2012 EXHIBITOR INFORMATION KIT

May 18-19, 2012

World Trade and Convention Center

Halifax, Nova Scotia

TO LEARN MORE
www.BlueNoseMarathon.com



For the 9th consecutive year, Halifax and Dartmouth are getting ready to stage the award-winning Scotiabank Blue Nose Marathon. Once again, Blue Nose Weekend will engage the community and capture the energy and vibe that is our City and our Province. Last year, over 10,000 runners and walkers participated on Victoria Day Holiday weekend, setting record registration levels and ranking Blue Nose as the largest Marathon weekend east of Ottawa. And we also now boast the largest Youth Run in the country!



For 2012, we are forecasting as many as 12,000 participants. As a result, we expect an estimated 15,000 visitors to the **GoodLife FITNESS Expo** at the World Trade and Convention Centre.

We encourage your booth to be as unique and inter-active as possible. Décor, theming, giveaways and special activities at your booth will help with the overall energy of the EXPO and deliver more value to your organization or company. And yes, again in 2012 you are welcome to engage in the sale of your products/services.

The Booth Rental Fee is \$1100.00 plus hst (\$550.00 plus hst for non-profit groups). The 2 day rental fee includes*:

- One 10' x 10' booth space
- One 8' high draped back wall and two 3' high draped sidewalls
- One chair + One 6' skirted table + One Wastebasket

*Additional booth décor and enhancements can be arranged through Global Convention Services.

The GoodLife FITNESS Expo hours of operation will be:

Friday May 18, 2012
10:00am - 8:00pm

Saturday May 19, 2012
8:00am – 6:00pm

To ensure your space is allocated properly, please confirm your attendance at the **GoodLife FITNESS Expo** before April 1, 2012 by filling out the Exhibitor's Booth Registration Form. The form can be sent by email, or fax, using the contact information below.

For more information, please contact:

Sue Newhook

TEL: 902-496-1889 FAX: 902- 492-2888
 staff@BlueNoseMarathon.com



Exhibitor Registration Form

Company/Group Name: _____ Number of booths Required:

Address: _____

City: _____ Prov: _____ PCode: _____

Email: _____ Work #: _____ Cell #: _____

Staff who will be at the booth on the EXPO days: _____

Exhibitor Type: Sponsor: General Exhibitor Association/Non-Profit: Other:

Will you be?:

Renting a phone line: yes no Renting electricity: yes no

Selling items at your booth: yes no

PAYMENT

Cheque:

Payment must be made out to the **Scotiabank Blue Nose Marathon** and sent to :

Attn: Sue Newhook, Scotiabank Blue Nose Marathon, #205, 3600 Kempt Road, Halifax NS B3K 4X8

Credit Card:

VISA or MASTERCARD: Card Number: _____ EXP: ____/____

INVOICE REQUIRED:

Describe what you will be selling and basic set up of booth (please include giveaways, music, etc)

Each booth space is 10' x 10' consisting of:

- One 8' high draped back wall and two 3' high draped sidewalls
- One chair + One 6' skirted table + Wastebasket
- Additional requirements and enhancements can also be arranged.

Representative Name: _____

Signature: _____ Date: _____

Complete by April 1, 2012 and return to Sue Newhook. Fax 902-492-2888



Exhibitor Information

Payment

Each booth space costs \$1100.00 plus hst.. A discounted rate of \$550.00 plus hst is available to non-profit groups. Payment must be received in full by April 1, 2012. Cheques must be made out to the **Scotiabank Blue Nose Marathon** and sent to Sue Newhook, Scotiabank Blue Nose Marathon, #205-3600 Kempt Rd, Halifax NS B3K 4X8. VISA/MASTERCARD is also accepted.

Location

The EXPO will take place in the Grand Ballroom of the World Trade and Convention Centre (WTCC) 1800 Argyle Street, Halifax.

Exhibitor Move In

Booth set-up will take place from 6-9.30am on Friday May 18, 2012. All Exhibitor materials must come through the WTCC's Duke Street loading docks. Exhibitors who enter via Argyle Street, main door to WTCC, will be refused entry and redirected to the Duke Street loading dock.

EXHIBITORS ARE EXPECTED TO BE SET UP AND READY FOR BUSINESS BY 9.30 am FRIDAY MAY 18 - DOORS OPEN TO THE PUBLIC AT 10:00 am.

Exhibitor Move Out

No material may be dismantled, packed, loaded or removed prior to 6:00 pm on Saturday, May 19, 2012. All exhibits are to be occupied and in operation until this time. Everything must be removed from the Show Floor by 9:00 pm, May 19. Overnight storage will not be permitted. Arrangements can be made with Global Convention Services for storage and shipping. Global can be contacted at 902.425.1400 or www.globalconvention.ca

Booth Furnishings

Each 10' x 10' booth space consists of an 8' high blue draped backwall, 3' high blue draped sidewalls, one (1) 6' blue skirted table, one (1) fabric chair and one (1) wastebasket. Please note that the trade show floor is carpeted. For additional booth furnishings please refer to information sheet in this kit or contact Global Convention Services at 902.425.1400 or www.globalconvention.ca.

Electricity Rental

Electricity is NOT provided with your booth space. If you require electricity it must be ordered through Global Convention Services at 902.425.1400 or www.globalconvention.ca.

Internet










Wireless internet can be ordered from the WTCC at a cost of \$10 per laptop per day. Orders can be placed on Friday morning prior to the start of the EXPO.



2012 REGISTRATION FORECAST

Scotiabank Full Marathon	400
Johnson Insurance Half Marathon	2400
Goodlife FITNESS 10k	3300
Bens' SMART 5k	2100
Doctors Nova Scotia Youth Run	<u>3300</u>
Total	11,500

PARTICIPANT DEMOGRAPHICS HIGHLIGHTS

-  93% of participants are from within Atlantic Canada
-  78% of adults are between 21 – 50 years old
-  63% of adults are female
-  29% have household incomes over \$75,000
-  62% have post-secondary level education
-  48% work out 5-10 hours per week
-  58% of youth run participants are 10-13 years old
-  All Canadian provinces and territories + 11 foreign countries
-  Participants have a higher than average orientation to active living and the movement towards healthier lifestyles

TO LEARN MORE
www.BlueNoseMarathon.com



Tentative

SCHEDULE of EVENTS

FRIDAY MAY 18, 2012			
10:00am	8:00p	Registration and KIT Pick Up	World Trade & Convention Centre
10:00am	8:00p	GoodLife FITNESS Expo	World Trade & Convention Centre
6:00pm		Running Room "Friendship Run"	Running Room Store – Sp Garden Rd
SATURDAY MAY 19, 2012			
8:00am	10:00a	ONLY Youth Run *KIT* pick up	World Trade & Convention Centre
8:00am	6:00p	Registration and KIT Pick Up - ADULTS	World Trade & Convention Centre
8:00am	6:00p	GoodLife FITNESS Expo	World Trade & Convention Centre
11:00am		START - Doctors Nova Scotia Youth Run	START / FINISH LINE @ TOWN CLOCK
11:30am	1:00p	YOUTH RUN Post Race Celebration	HALIFAX METRO CENTRE
1:00pm	5:00p	OptiMYz Stage (Speakers Corner)	World Trade & Convention Centre
3:00pm	7:00p	BLUE NOSE PASTA VILLAGE	WTTC
SUNDAY MAY 20, 2012			
7:00am	8:00a	Final Race Day *KIT* Pick Up	HALIFAX METRO CENTRE
7:00am	10.00a	Pre-Race Mixer + Bag Storage	HALIFAX METRO CENTRE
7.30am		START - Full + Half Marathon WALKERS	START / FINISH LINE @ TOWN CLOCK
9.00am		START - SCOTIABANK FULL MARATHON	START / FINISH LINE @ TOWN CLOCK
9.10am		START - BEN'S SMART 5K	START / FINISH LINE @ TOWN CLOCK
9.25am		JOHNSON INSURANCE HALF MARATHON	START / FINISH LINE @ TOWN CLOCK
9.50am		START – GOODLIFE FITNESS 10K	START / FINISH LINE @ TOWN CLOCK
10:00am	3:00p	LifeMark Physiotherapy & Massage Centre	HALIFAX METRO CENTRE
9:30am	5:00p	Post-Race Mixer	HALIFAX METRO CENTRE
3:00pm		Finish Line Closes	Town Clock - Brunswick Street
7:00pm	12:00	MOLSON Post-Race Party	World Trade & Convention Centre