



## Expo Exhibitor Information

The St. Luke's Half Marathon & 5k Expo promises to provide the best opportunity to promote and market your company's products and services in the greater Lehigh Valley area. The expo is held in conjunction with the annual St. Luke's Half Marathon with an expected 2,500 participants. The scenic 13.1-mile course will start and finish in West End Allentown and showcase Allentown's Cedar Beach and Lehigh Parkway.

The Expo will serve as the pick-up location for Race numbers and tech shirts for all participants. Plan now to be involved and catch all the excitement of the St. Luke's Half Marathon and the Race Expo. **This year we have reduced pricing on our booths if you register by 12/31/23!**

Expo booth registration instructions are listed below.

### Participant Demographics (2023)

2,123 registered participants (half marathon and 5K)

54% Female, 46% Male

26 States represented

2 countries represented

### EXPO DATE

Saturday, April 27, 2024

### EXPO HOURS

Set-up: Friday: 1:00 p.m. to 5:00 p.m.

Security will be provided for those vendors setting up their booths Friday night in the main Expo area.

Show Hours: Saturday: 9 a.m. to 4 p.m.

Tear down: Saturday 4 p.m. to 5 p.m. **All exhibitors must have their booths dismantled and removed from the hall by 5:30 p.m.**

## BOOTH PRICES

10' x 10' Booth..... **\$175 until 12/31/23; \$200 beginning 1/1/24**

Booth price includes:

- 10'x 10' roped off area. Please refer to the Expo Hall Floor Plan for details.
- The booth package includes an 8' draped table and 2 chairs.
- Opportunity to have a live URL link on the race website.

Any additional equipment or utilities must be arranged at exhibitor's cost. **Non-profit spaces are limited and are currently available.**

## INFORMATION

For any additional information call Lisa Bellito at (610) 217-1468. You may also contact her at [expo@stlukeshalfmarathon.com](mailto:expo@stlukeshalfmarathon.com)

## PAYMENT

A non-refundable deposit of 50% of the total booth fee reserves each booth. Final payment is due March 15, 2024.

## CANCELLATION

All cancellation requests must be made in writing. Exhibitors canceling before March 15, 2024, forfeit 50% of their Expo space rental fee. No refunds will be issued after March 15, 2024.

## EXPO BOOTH REGISTRATON

How to reserve your booth space for the St. Luke's Half Marathon Health and Fitness Expo:

1. Download the Expo Space Rental Contract.
2. Mail the Rental Contract, along with your rental fee, to the mailing address listed in the form no later than March 15, 2024.
3. Notification will be sent to the contact email address you provide regarding submission of your application as well as receipt of your purchase. If you do not receive these email notifications, check your spam folder or contact Lisa Bellito at (610) 217-1468.

Booth assignments will be made based on sponsorship level, space requirements, products to be exhibited, the date the contract and payment is received, and consideration of the overall best interests of the show.

The Expo area will be kept clean throughout the open hours by the Clean Team from the Allentown Rescue Mission.



# EXPO SPACE RENTAL CONTRACT

This is an agreement between St. Luke's Half Marathon and 5K (SLHM) and \_\_\_\_\_ for the purchase of Expo Vendor Space(s) at the St. Luke's Half Marathon and 5K race expo. Please complete the contract below, read the terms and conditions, sign and return both pages of this contract with your full payment to the Lehigh Valley Road Runners (LVRR).

LVRR will provide you one 10-foot by 10-foot indoor space with one 8-foot table and two chairs. This contract also includes a link to your website from the stlukeshalfmarathon.com website.

Cost for each 10-foot square space is \$350. Extra tables, chairs, electrical sources, lights, etc. are available.

Please fill out the form below completely to let us know what you need.

I agree to purchase \_\_\_\_\_ (quantity) 10x10 foot expo space at: \$175 each (before 12/31/23) or \$200 each (1/1/24 and after).

Total payment due = \$\_\_\_\_\_

Full payment required with your contract. Make check payable to "Lehigh Valley Road Runners".

**Name of Company** \_\_\_\_\_

**Name of Applicant** \_\_\_\_\_

**Billing Address** \_\_\_\_\_

**City, State, Zip** \_\_\_\_\_

**Phone** \_\_\_\_\_ **Email** \_\_\_\_\_

**Description of company/product** \_\_\_\_\_

**Website** \_\_\_\_\_

**Authorized Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

**Mail completed application and check to:**

**Lehigh Valley Road Runners, ATTN: St. Luke's Half Expo, PO Box 592, Allentown, PA 18105**

# **Expo Space Rental Contract - St. Luke's Half Marathon Terms and Conditions**

## **1. Payment/Cancellation Policy:**

Payment in full must accompany this contract. Make Checks payable to Lehigh Valley Road Runners (LVRR). All cancellation requests must be made in writing. Exhibitors canceling before March 15, 2024 forfeit 50% of their Expo space rental fee. NO REFUNDS will be issued AFTER March 15, 2024.

## **2. Space Assignments:**

Expo space rental fees must be received no later than March 15, 2024. Booth assignments will be made based on sponsorship level, space requirements, products to be exhibited, the date the contract and payment is received, and consideration of the overall best interests of the show.

## **3. Operation:**

Exhibitors will keep exhibit open and staffed at these times: Saturday, April 27, 2024, 9 a.m. till 4 p.m.

## **4. Products and Exhibits:**

No products bearing the label "St Luke's Half Marathon," "St Luke's 5K," "St. Luke's Half Marathon and 5K," "Lehigh Valley Road Runners," "LVRR" or any other Lehigh Valley Road Runners event trademark, name, logo, or reference to such may be sold or distributed without written permission from the Lehigh Valley Road Runners Board of Directors. The LVRR 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 LVRR considers objectionable for health or safety reasons, due to conflict with sponsor or other agreements, or for any reason the LVRR feels is not in the best interest of the event. Should such an eviction or restriction be enforced, the LVRR 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.

## **5. Management & Dismantling:**

Should any rented Exhibitor's space remain unoccupied on the opening day or should any space be forfeited due to failure to make payment by March 15, 2024, the LVRR reserves the right to rent said space to any other Exhibitor or use said space in any other manner. However, this clause shall not be construed as affecting the obligation of Exhibitor to pay the full amount specified in this invoice for space rental should the LVRR not resell the space. Exhibitor shall be solely responsible at its own expense, for installing and dismantling its own materials. Exhibitor shall repair any damage caused by dismantling and return the space to the same condition as received.

## **6. Fire, Safety, and Health Regulations:**

Exhibitor agrees to comply with local, city, and state laws, ordinances and regulations covering fire, safety, health, and other matters. All exhibit equipment and materials will be reasonably located within the area. Exhibitors shall take necessary fire precautions.

## **7. Subletting of Space:**

Exhibitor shall not assign, sublet, or apportion the whole or any part of the space assigned or have representatives, equipment, or materials from other firms other than his/her/their own in the exhibit space

without prior written authorization from the LVRR.

#### **8. Liability Exclusion:**

The LVRR will take reasonable precautions to safeguard Exhibitor's property. However, the LVRR will not be liable for loss or damage to the property from theft, fire, accident, or any other cause beyond its control. Exhibitor agrees to indemnify, protect, defend, and save and hold harmless the Lehigh Valley Road Runners, its officers, directors, and members from all claims, demands, damages, and liability of whatsoever kind of character asserted by any person or persons on account of damage to property or the leased premises arising out of the use of the Exhibitor's leased premises by Exhibitor, or the negligence or willful misconduct of Exhibitor, its agents, employees or invitees or a breach of this contract by Exhibitor or its agents, employees or invitees.

The Exhibitor, on signing this agreement, expressly releases the aforementioned from all claims for loss, damage, or injury.

#### **9. Inability to Perform:**

If the LVRR should be prevented from holding the Expo area or if it cannot permit Exhibitor to occupy his/her/their space due to circumstances beyond its control, including, but not limited to, strike, civil disobedience, and acts of God, the LVRR will refund the Exhibitor the amount of rental paid and the LVRR shall have no further obligation of liability to Exhibitor

#### **10. Shipments:**

All arrangements for shipments required by Exhibitor for its booth shall be the sole responsibility of the Exhibitor and the LVRR shall not be responsible for the delivery or receipt of any shipments, without prior agreement.

#### **11. Food/Beverage Vendors:**

No food and/or beverage sales or sampling are allowed in the Expo or Tech areas without written consent from the LVRR.

**Authorized Applicant Signature** \_\_\_\_\_

**Date** \_\_\_\_\_

**Name and Title** \_\_\_\_\_

**For further information, call (610) 217-1468 or email: [expo@stlukeshalfmarathon.com](mailto:expo@stlukeshalfmarathon.com)**