

DESTINATION RACES

Wine Country Half Marathons



BECOME AN EXHIBITOR AT OUR 2017 Pre-Race Expo and Post-Race Wine & Music Festival

Produced by Destination Races, these races and events offer exhibitors with some of the best demographics in the running industry. Destination Races events are “boutique-style”, offering more quality one-on-one time with customers and no over-saturation of exhibitors and sponsors.

MEET OUR RUNNERS

Based on Destination Races' events



70%
WOMEN
30%
MEN



37
AVERAGE
AGE

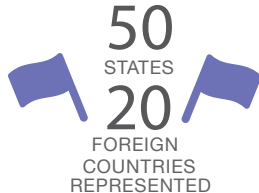
\$155K
AVERAGE HOUSEHOLD
INCOME



AVERAGE PARTY
SIZE



85% TRAVEL 60 MILES
OR MORE AND STAY
IN HOTELS



50
STATES
20
FOREIGN
COUNTRIES
REPRESENTED

20%

PARTICIPATE IN
FUNDRAISING PROGRAMS

raising \$millions

ANNUALLY THROUGH
THESE EVENTS



RACES BENEFIT
LOCAL AND NATIONAL
CHARITIES

WEEKEND AVG. SPEND

per participant



\$338

LODGING



\$70

MEALS



\$194

WINE



\$106

LOCAL
ATTRACTIONS

Connect with over 5,000 active, affluent and well-traveled wine and running aficionados and tourists from all over the world.

Showcase your products in a relaxed and enjoyable pre-race Expo and post-race Festival atmosphere.

BENEFITS TO EXHIBITORS

- 1 day Expo, the day prior to the race & festival;
- Relaxed and enjoyable Expo and Festival atmosphere;
- Affiliation with leading brand and series that reaches national market and desirable demographic;
- Opportunity to receive discounted entries into sold out races;
- Opportunity to drive traffic at Expo and Festival through pre-race Virtual Event Bag.



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2017 Race Expo and Festival Dates and Locations



IPA 10K

Friday April 14th & Saturday April 15th

EXPO The Barlow, Sebastopol

FESTIVAL The Barlow, Sebastopol

1,500 runners/ 1,500 spectators



NAPA TO SONOMA

Saturday July 16th & Sunday July 17th

EXPO Tyge William Barn

at Cornerstone, Sonoma

FESTIVAL Sonoma Plaza, Sonoma

4,000 runners/ 5,000 spectators



SANTA BARBARA

Friday May 12th & Saturday May 13th

EXPO Solvang Park, Downtown Solvang

FESTIVAL Solvang Park, Downtown Solvang

3,500 runners/ 3,000 spectators



OREGON

Saturday September 2nd & Sunday September 3rd

EXPO To Be Announced

FESTIVAL Downtown Carlton

2,500 runners/ 3,500 spectators



VIRGINIA

Friday June 2nd & Saturday June 3rd

EXPO Lansdowne Resort, Lansdowne

FESTIVAL Doukenie Winery, Hillsboro

3,500 runners/ 3,000 spectators



HEALDSBURG

Friday October 27 & Saturday October 28

EXPO Location To Be Announced

FESTIVAL

3,000 runners/ 3,600 spectators



www.destinationraces.com

(707) 933-1769
exhibit@destinationraces.com

1224 Sperring Road
Sonoma, CA 95476

 facebook.com/destinationraces
 instagram.com/winecountryhalf

 [@WineCountryHalf](https://twitter.com/WineCountryHalf)
[#YourPerfectHalfMarathon](https://twitter.com/YourPerfectHalfMarathon)

2017 Exhibitor Application

EXHIBITOR PROFILE

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

Contact Name _____

Description of Product or Service _____

Sell or Sample? _____

Bringing your own branded tent? Yes No

Preferred Space Indoor Outdoor Either

EXHIBITOR FEES PER RACE

\$400/\$550* Expo

\$300/\$400* Post-race Wine & Music Festival

\$600/\$850* Both Days

*Napa to Sonoma

	EXPO	FESTIVAL	BOTH
IPA 10K	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Santa Barbara	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Virginia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Napa/Sonoma*	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Oregon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Healdsburg	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

EXHIBIT SPACE

Each Exhibitor will be provided with a 10' x 10' space and an 8' draped table with two chairs unless requested otherwise.

ADDITIONAL FEES

100 sq. ft extra space, \$300 (if available)

Tent Rental (10' x 10'), \$175

Electricity, \$50

Extra Table \$50

Virtual Event Bag \$200

Virtual Event Bag is a digital coupon distributed to all runners via email and smartphone before and after each race. Redemption offer can be used to drive traffic to expo booth, retail or website.

BOOTH ASSIGNMENT

An expo floor plan will be provided. Choices are available on first-come, first-serve basis, based upon the date your deposit is received. Event sponsors receive first priority.

CONTRACT TERMS

We, the exhibitor, hereby apply for exhibit space for our use at the event. We understand the event will do its best to accommodate request for specific spaces by the exhibitor and best available option will be secured once the signed contract payment is received.

CANCELLATIONS

In the event an Exhibitor cancels all or part of the exhibit space contracted for, the Exhibitor must do so in writing (email OK) and will be refunded based on the following schedule:

<u>Cancelled exhibit space rental:</u>	
Prior to 60 Days out	90%
30 to 60 Days out	50%
If within 30 Days of Expo	0%

TERMS

We agree to leave the exhibitor space clean and vacate within 90 minutes of expo or festival closing time. We understand that if we do not set up prior to posted event opening time, we may forfeit our space and fee. The individual signing this contract below represents and warrants that he/she is duly authorized to execute this contract on behalf of stated Exhibitor and agrees to abide by its terms and conditions.

TOTAL AMOUNT

SIGNATURE	DATE
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Please pay by Credit Card (see form) or send a check to:

Destination Races
1224 Sperring Road, Sonoma, CA 95476
(707-933-1769)



www.destinationraces.com

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exhibit@destinationraces.com

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Sonoma, CA 95476

f facebook.com/destinationraces
i instagram.com/winecountryhalf

t @WineCountryHalf
#YourPerfectHalfMarathon



**1224 Sperring Rd
Sonoma, CA 95476
Office 707-933-1769
Fax 707-509-5023**

Credit Card Authorization Form

Cardholder's Name: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

What Race are you attending? SB___ VA___ NS___ OR___ HB___

Company Name: _____

Company Phone: _____ Company Fax: _____

By signing below, cardholder permits Destination Races to Charge Credit

the following amount on their credit card \$ _____

Reason for charge or credit: _____

Credit Card Type: Visa Master Card American Express Discover

Credit Card Number: _____

Security Code (Back of Card): _____ Expiration Date: _____

Name as it appears on Credit Card: _____
(Please Print)

Authorized Signature: _____ Date: _____

Cardholder Phone: _____ Cardholder Fax: _____

Please fax the signed form to (707) 509-5023 or email to
raceinfo@destinationraces.com