



"Truly unique and wonderful experience, as though I was running through the hills of Tuscany without the jet lag and \$1,000 plane ticket. It was like living an article about the ideal run"

Healdsburg Wine Country Half Marathon

One of the most popular races and desirable demographics in the running industry is coming to the Bay Area for the Healdsburg Wine Country Half Marathon in October. Destination Races events are "boutique-style", meaning more quality one-on-one time with customers and no over-saturation of exhibitors and sponsors. Be part of this exciting event that brings thousands of active-lifestylers to one of the most prolific wine regions in the world!

The half marathon course starts at Francis Ford Coppola and runs through the Alexander and Dry Creek Valleys. On your way to the finish you will pass 24 wineries and end just below Lake Sonoma. There you will be able to partake in the popular Wine and Music Festival.

Demographics and Facts

- 2,700 runners and 7,000 total visitors
- Avg. HHI = \$140,000
- 80% visit wineries and purchase wine
- Avg. expenditure during stay = \$800
- 70% female registrants
- 80% travel 60 miles or more and stay in hotels
- 50 states and multiple foreign countries represented
- Charity and non-profit participation
- Other beneficiaries include Breast Cancer Fund, Girls On The Run, and Maria Carrillo High School Track and Cross Country



This years Race Expo is held on Friday October 28th from 10:00am to 6:00pm at The Hyatt Vineyard Creek Hotel in Santa Rosa. The Hyatt offers vendors a unique and comfortable environment to interact with customers and display their products and services. Vineyard Creek also offers both indoor and outdoor space for exhibitors.

Race Expo [Maps/Directions](#)

The Hyatt Vineyard Creek (indoor/outdoor space)
170 Railroad Street, Santa Rosa, CA 95401

Friday, October 28th 2012

Set-up: 7:30am- 9:45am

Expo: 10:00am- 6:00pm

Expected attendees: 2,700+ runners & guests

Wine & Music Festival

Warm Springs Recreation Area at Lake Sonoma
3333 Skaggs Spring Road, Geyserville, CA 95441

Saturday, October 29th 2012

Set-up: 6:45am- 8:00am

Festival: 8:00am- Noon

Expected Attendees: 7,000 people

Benefits to Exhibitors

- Relaxed and enjoyable Expo and Festival atmosphere
- Category exclusivity for industry suppliers
- Affiliation with leading brand and series that reaches national market and desirable demographic
- Opportunity for entry into sold-out race (discounted Half Marathon entry)
- Opportunity to drive traffic at expo and festival through virtual race bag promotion in advance
- Each exhibitor receives an event shirt

For Additional Information Contact:

Destination Races

ph (707) 933-1769 fax (707) 509- 5023

raceinfo@destinationraces.com

Jennifer Waterman - Expo & Festival Coordinator

Jennifer@destinationraces.com

www.runhealdsburg.com

www.DestinationRaces.com



2012 Exhibitor Application
Healdsburg Wine Country Half Marathon

Company Name: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____

Contact Name: _____

Description of Product or Service:

Sell or Sample? _____

* Sale of product at Post-race Festival is subject to \$100 city fee

Preferred space? ___ Indoor ___ Outdoor ___ Either
(Depending upon venue space and time of request)

Exhibitor Fees and Options (Select one)

- \$350.00 Health & Fitness Expo (Fri.)
- \$300.00 Finish Line Wine & Music Festival (Sat.)
- \$500.00 Both Days- Expo and Wine & Music Festival

Options:

- \$200.00 (per day) 100 sq. ft. Extra Space
- \$200.00 for 10' x 10' Tent Rental
- \$25.00 Power Strip/Surge Protector
- \$200.00 Virtual Race Goodie Bag* (2 times)

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

Total Amount: \$ _____

Pay by Credit Card (see form below) or Check. Please send contract and make your check payable to:

Destination Races
1224 Sperring Rd., Sonoma, CA 95476



Exhibitor Space

Each Exhibitor will be provided with a 10' x 10' space and one (1) 8' draped banquet table and two chairs unless requested otherwise.

Booth Assignments

An expo floor plan will be provided. Choices are available on first-come, first-serve basis, based upon the date your application and deposit are 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:

If Canceled Exhibit Space Rental Refunded as Follows:

Prior to 60 Days out	90%
Prior to 30 Days out	50%
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 arrive in time to set our space prior to the 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.

Signature Date



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: _____

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 MasterCard 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