



*"As always, a wonderful event! This is the one race that even non-runners should attempt just to see what this running craze is all about. Now if we could convince more race organizers to host parties at the end like Destination Races does, we'd have a lot more runners."*  
- J. Liscomb

### **NAPA-to-SONOMA 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 Napa-to-Sonoma Wine Country Half Marathon in July. Destination Races events are "boutique-style", meaning more quality one-on-one time with customers and no over-saturation of exhibitors and sponsors. Be a 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 Cuvaision Estate Winery in Napa and runs through the scenic Carneros wine region, finishing in front of City Hall in historic Sonoma Plaza for the popular Wine & Music Festival. This event was featured in the half marathon issue of Runners World Magazine as "BEST FINISH".

### **Demographics and Facts**

- 3,500 runners and 10,000 total visitors/spectators
- Avg. HHI = \$140,000
- 80% visit wineries and purchase wine
- Avg. expenditure during stay = \$900
- 70% female registrants
- 85% travel 60 miles or more and stay in hotels
- 50 states and 15 foreign countries represented
- 20% participate in fundraising program for Crohn's & Colitis Foundation, raising over 2 million at this event.
- Other beneficiaries include Hanna Boys Center, local middle schools, Native Sons, and Operation Access.



This years Race Expo is held on Saturday July 14<sup>th</sup> from 10:00 am to 6:00pm at Reata Winery in Napa. This exciting new venue is located only 10 minutes from the race start. Reata offers vendors an unique, comfortable environment to interact with customers and display their products and services. The winery has both indoor and outdoor exhibitor space, meeting rooms, a viewing deck, wine production facility, and of course, a tasting room that will be open all day!

### **Race Expo [Map/Directions](#)**

Reata Winery (indoor/outdoor space)  
1 Kirkland Ranch Road Napa, CA 94558  
Saturday, July 14<sup>th</sup> 2012  
Set-up: 7:30 am – 9:45 am  
Expo: 10:00 am - 6:00 pm  
Expected attendees: 3,000+ runners & guests

### **Wine & Music Festival**

Sonoma Plaza (outdoor space)  
1 Sonoma Plaza (City Hall)  
Sunday, July 15<sup>th</sup> 2012  
Set-Up: 6:45 am - 8:00 am  
Festival: 8:00 am – Noon  
Expected attendees: 10,000 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 (comp 5K entry or 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](mailto:raceinfo@destinationraces.com)

Jennifer Waterman – Expo & Festival Coordinator  
[Jennifer@destinationraces.com](mailto:Jennifer@destinationraces.com)

[Napa2Sonoma.com](http://Napa2Sonoma.com)  
[Destinationraces.com](http://Destinationraces.com)



**2012 Exhibitor Application  
Napa-to-Sonoma - July 14 & 15**



Company: \_\_\_\_\_

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)**

- \$450.00 Health & Fitness Expo (Sat.)
- \$400.00 Finish Line Wine & Music Festival (Sun.)
- \$750.00 Both Days - Expo and Wine & Music Festival

**Options:**

- \$200.00 (per day) 100 sq. ft. Extra Space
- \$175.00 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: \$ \_\_\_\_\_

You may pay by Credit Card (see form below) or 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%
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 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](mailto:raceinfo@destinationraces.com)