



This years Race Expo is held on Saturday September 1st from 10:00am to 6:00pm at The Evergreen Aviation Museum in McMinnville. This exciting museum with aeronautic displays is a unique environment to interact with customers and display their products and services.

### **Race Expo Map/Directions**

Evergreen Aviation Museum  
 490 NE Captain Michael King Smith Way, McMinnville OR  
 Saturday, September 1st 2012  
 Set-up: 7:30am- 9:45am  
 Expo: 10:00am- 6:00pm  
 Expected attendees: 2,500+ runners & guests

### **Wine & Music Festival**

Downtown Carlton  
 Downtown Carlton at North Pine Street  
 Sunday, September 2nd 2012  
 Set-up: 6:45am- 8:00am  
 Festival: 8:00am- Noon  
 Expected Attendees: 6,500 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](mailto:raceinfo@destinationraces.com)

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

[www.runsantaynez.com](http://www.runsantaynez.com)  
[www.DestinationRaces.com](http://www.DestinationRaces.com)

*"The run was perfect. The scenery and the level of difficulty was exactly what I was looking for. The views were beautiful and knowing there was a great glass of wine waiting for me at the end made it that much better!"*

- Laura M.

### **Oregon Wine Country Half Marathon**

One of the most popular races and desirable demographics in the running industry is coming to Willamette Valley for the Oregon Wine Country Half Marathon in September. 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-lifeylerys to one of the most prolific wine regions in the world!

The half marathon course starts at Stroller Vineyards and meanders through lush vineyards and will finish in the town of Carlton. There runners will take part in the popular post-race Wine and Music Festival.

### **Demographics and Facts**

- 3,500 runners and 9,000 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 Carlton Together Cares, Youth Work Experience, Cougar Club After School Program, Carlton Community Pool Programs, Summer Kids Camp and many others



**2012 Exhibitor Application**  
**Oregon 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  
(Indoor recommended, weather contingent)

**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](mailto:raceinfo@destinationraces.com)