



"Thank you for a fantastic race. It was the best race I've ever participated in. Everything was organized extremely well and the course itself was amazing. I'll definitely be back" - Maggie P.

Santa Barbara Wine Country Half Marathon

One of the most popular races and desirable demographics in the running industry is coming to Santa Ynez Valley for the Santa Barbara Wine Country Half Marathon in May. 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 in downtown Santa Ynez and runs past lush vineyards, lavender farms, orchards and horse ranches. Runners will then finish in the Danish Village of Solvang for the popular Wine and Music Festival.

Demographics and Facts

- 3,200 runners and 7,000 total visitors
- Avg. HHI = \$140,000
- 80% visit wineries and purchase wine
- Avg. expenditure during stay = \$800
- 70% female registrants
- 75% travel 60 miles or more and stay in hotels
- 50 states and multiple foreign countries represented
- Charity and non-profit participation
- Beneficiaries include Multiple Myeloma Research Foundation, The Michael J. Fox Foundation, National Tourette Syndrome Association, Pancreatica Walks and Runs, Kerno Kids, Autism Speaks and Santa Ynez Valley School District



The Race Expo is held on Friday at The Hotel Corque in Solvang. This stylishly renovated hotel offers vendors a unique and comfortable environment to interact with customers and display their products and services. Hotel Corque also offers both indoor and outdoor space for exhibitors.

Race Expo Map/Directions

Hotel Corque (indoor/outdoor space)
400 Alisal Road, Solvang, CA 93464
Friday, May 11th 2012
Set-up: 7:30am- 9:45am
Expo: 10:00am- 6:00pm
Expected attendees: 3,000+ runners & guests

Wine & Music Festival

Solvang Park
Mission Drive between Copenhagen and 1st Street
Saturday, May 12th 2012
Set-up: 6:45am- 8:00am
Festival: 8:00am- Noon
Expected Attendees: 8,000 people

Benefits to Exhibitors

- Relaxed and enjoyable Expo and Festival atmosphere
- Category exclusivity for industry suppliers
- Affiliation with leading brand 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 and medal

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.runsantaynez.com
www.DestinationRaces.com



2012 Exhibitor Application

Santa Barbara 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)

- \$450.00 Health & Fitness Expo (Fri.)
- \$350.00 Finish Line Wine & Music Festival (Sat.)
- \$650.00 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.
- 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