

Friday, June 23 ▪ 11am-7pm ▪ LC Walker Arena

Exhibitor Registration Form

Be part of the Lakeshore's premiere running, walking and health event, the Mercy Health Seaway Run & Health Expo, by becoming a booth exhibitor. Your business will be exposed to an audience of over 4,000 runners, family members and friends. The Expo will include many local businesses with products and services that promote a healthy mind, body and spirit. It will also include health screenings, food samples, demonstrations, entertainment, kid's events, giveaways and more.

Exhibitors will enjoy the following benefits:

- Company name displayed on website www.seawayrun.com.
- Opportunity to provide promotional items for participant bags.
- Exposure to over 4,000+ participants and guests.
- Free meal for up to 2 booth workers.
- Booth area including a 6 foot table and 2 chairs.
- Free access to power and wifi.

Location of Expo:

LC Walker Arena, 955 Fourth Street, Muskegon, MI 49440

Booth Space Set Up/Tear Down:

Each booth space will be approximately 6ft x 8ft and includes one (1), 6ft. table and two (2) chairs. If more space is needed, a second space may be available for \$100, equating to \$350 for two (2) booth spaces (12ft x 8ft).

Space is limited so early registration is highly encouraged. Booth space will be pre-assigned.

Fri., June 23 set up begins at 8:00 a.m. and must be completed by 10:30 a.m. Tear down begins no earlier than 7:15pm. Exhibitors will not be allowed to tear down during the Expo hours.

Day of race booth space. Exhibitors interested in participating the day of the race at the start/finish line area must provide an immediate benefit or service to the runners (i.e. massage, energy gel, new shoe purchase, etc) and are subject to review. A 6ft table and two chairs will be provided. RACE DAY booth space will be outside. An Exhibitor provided tent cover is recommended. There is no rain location. Set up and take down details will be supplied at a later date. Indicate your interest in the application below.

Electrical:

Electricity is available (110 volt). Exhibitor must supply extension cords and indicate the need for power in the application below.

Giveaways/Sales:

Up to 4,000+ participants are anticipated at the Expo. If your business would like to provide a promotional item for runner bags, items can be delivered to Seaway Run, c/o Andrew Buikema, 5361 Martin Rd, Norton Shores, MI 49441, by June 2, 2017. You may also bring items with you on June 23. Runners will select items for their bags at packet pick-up. Estimate the item quantity understanding that all runners will not select every item.

Exhibitors can have drawings for larger items at their individual booths. In addition, Exhibitors are allowed to sell items at their booths. If you are selling food, only pre-packaged food is allowed.

Demonstrations:

Exhibitors are encouraged to do demonstrations at their booths. If your business plans to do any type of demonstration; massage therapy, health screening or something educational at your booth, please provide details in the application below so that it can be added to the promotional information.

Exhibitor Agreement:

- The Exhibitor shall pay the sum of \$250 per one (1) booth or \$350 for two (2) booths upon signing this Agreement (Exhibitor Fee). In consideration for payment of the Exhibitor Fee, the Mercy Health Seaway Run hereby grants Exhibitor the right to participate in the Mercy Health Seaway Health Expo.
- The Exhibitor shall indemnify and hold harmless the Mercy Health Seaway Run, Muskegon Family YMCA, Muskegon Rotary Club, LC Walker Arena, its agents, employees and contractors, against any and all costs and liabilities of every kind without limitation arising from use or occupancy of the space.
- The Exhibitor shall comply with all rules and regulations of the Mercy Health Seaway Run, Muskegon Family YMCA and Muskegon Rotary Club, which govern the exhibition, including those concerning assembling and dismantling of exhibits and conduct of Exhibitor's contractors, employees and patrons.
- The Mercy Health Seaway Run & Health Expo reserves the right to review and pre-approve all participant exhibits and deny or limit the participation of any Exhibitor.
- Exhibitor agrees to staff their booth area during Expo hours of operation and will begin booth/exhibit tear down only after the Expo closes.
- No refunds will be given for cancellation.
- This contract contains the entire agreement of the parties and may not be altered or modified in any way unless duly endorsed in writing hereon.
- Exhibitor shall maintain appropriate business liability insurance.
- Questions can be directed to Andrew Buikema at seawayrun@gmail.com / 231.206.0365

Please fill out the following fields by clicking tab to move from field to field.

Save file and email to: seawayrun@gmail.com (or print and mail to: Mercy Health Seaway Run and Expo, c/o Muskegon Family YMCA, PO Box 1667, Muskegon MI, 49440) by June 2, 2017.

Organization Name: _____

Contact name: _____

Address/City/St/Zip: _____

Phone: _____ Email: _____

Type of business and product/service promoting at Expo:

Electricity: Yes ☐ No ☐ Number of 110 volt outlets:

Demonstrations: Yes ☐ No ☐ Demonstration Explanation:

Number of Booths: _____ (\$250 for one / \$350 for two)

Promotional Item for Bags: Yes ☐ No ☐

Race Day Booth Space: Yes ☐ No ☐

Booth Fee: ☐ Check (Made out to Seaway Run) ☐ Credit Card

Name on Credit Card: _____

Card Number: _____

Card Expiration: _____ 3 Digit Code on Back Of Card: _____

Signature: _____ Date: _____