

# Beach to Bay Sports Expo

May 20, 2011-10:00 am – 8:00 pm

Holiday Inn Emerald Beach  
1102 S. Shoreline Blvd **(Do not mail to this address)**  
Corpus Christi, Texas 78401

For more information please contact Elsa Arroyo at [arroyoelsam@aol.com](mailto:arroyoelsam@aol.com)

## Your Invitation to Exhibit

As the official 2011 Exhibit Director I am pleased to announce the 36th Annual Beach to Bay Relay Marathon to be held May 21, 2011 in Corpus Christi, Texas and Runners Expo to be held at Holiday Inn Emerald Beach Hotel on May 20, 2011.

## About the 36th Annual Beach to Bay Relay Marathon

Beach to Bay Relay Marathon is an annual event held in Corpus Christi in conjunction with Armed Forces Day. This six-person-running event is the United States most premier relay race, attracting participants from as far away as Kenya, Canada, Mexico, New York City and California. The event has been named as one of the top two relay events in the country.

## Why Exhibit?

- ✓ Introduce new products and give demonstrations
- ✓ Maximum exposure to your business at minimal cost
- ✓ Sampling, sports/event marketing, sell merchandise
- ✓ Share your ideas and product with the teams (we have 2356 teams, consisting of six runners = 14,000 + runners and their families)

## Benefits of Exhibiting

- ✓ Gain consumers' attention
- ✓ Get maximum impact
- ✓ Gain new customers

## BENEFITS OF VISITING CORPUS CHRISTI

- ☺ All America City – 2003 Winner
- ☺ The beaches offer perfect swimming & sunbathing
- ☺ Take a boating tour or cruise
- ☺ Fishing from the piers, beach or charter boat

- ☺ USS Lexington Aircraft Carrier Museum
- ☺ Texas State Aquarium & Museums
- ☺ Dining at waterfront seafood restaurants
- ☺ Columbus Ships
- ☺ Shopping at local tourist stores & malls
- ☺ Windsurfing, parasailing, & scuba diving
- ☺ Networking with an estimate of 9,000 + runners, pros and beginners
- ☺ FUN, FUN, FUN!!!!!!

Applications submitted must be accompanied by payment IN FULL, including vendor space(s) requested. Applications received without payment will not be processed nor space assignment be made. Applications and payment must be submitted by April 1, 2011. Exhibit space is assigned on first-come, first served basis. Upon acceptance, a duly executed copy of the application will be returned to you for your records. The undersigned exhibitor hereby submits application for exhibit space at Beach to Bay Runners Expo and agrees to abide by the rules and regulations as stated on application.

**Mail application and payment to: Beach to Bay Runners Expo, 5813 Kimbrough C.C. Texas 78412. Please make checks payable to "Beach to Bay Relay Marathon".**

Name Badges: Exhibitors are allowed 2 badges per paid vendor space. Additional badges may be purchased before April 24, 2011 for an additional \$5 each or replacement badges on the day of the show will be \$10 each.

Table and cost: Non-profit - \$175; for profit - \$350. Space cost includes one 6' table with cover, and two chairs. Not all tables will have wall or solid backdrop; signage installation will be your responsibility. Set up will begin on Friday, May 20, 2011 at 8:00 a.m.; tear down will be from 8 - 9 p.m.

## **Beach to Bay Sports Expo**

### General Rules and Regulation

#### Exhibit Space

Each space will have a 6' table with a cover and two chairs. We can customize/accommodate a larger exhibit space as needed.

#### Exhibit Fees

Exhibit fees are \$175 for non-profit, \$350 for profit. To hold space, application and payment must be submitted by April 1, 2011. Make check payable to Beach to Bay Relay Marathon Expo. NO REFUNDS WILL BE AVAILABLE. **APPLICATIONS RECEIVED AFTER APRIL 1, 2011 WILL BE CHARGED \$100 LATE FEE!**

#### Exhibit Location

Each attempt will be made to accommodate exhibitors with their choices. Runner's expo management does final vendor table placement. With regard to priority – date of application with payment will be the determination (first come, first served basis)

#### Liability and Insurance

It is mandatory that every exhibitor carry adequate liability and property insurance. Verification of insurance must be provided at least 30 days prior to show. Liability insurance should provide public liability coverage for bodily injury and property damage occurring from an accident in your exhibit space. Property insurance should cover theft or damage of your property from the time materials leave their point of origin until they reach their post-show destination including the time on the show floor. Some exhibitors also insure against non-arrival of freight or exhibit material at the show site. The most economical and practical way to obtain this coverage is to contact your current insurance company and ask them for a rider on your existing policy. Exhibitors may insure themselves against fire, theft, etc at their own expense. No merchandise or products may be shipped before May 16, 2011.

#### Retail Sales Policy

Beach to Bay prohibits the sale of any items with the Beach to Bay logo.

#### Sponsorship for Runner's Expo

Please feel free to contact us for more information.

#### Exhibit Limitations

Exhibitors may not obstruct other displays or project into the aisles. You must stay within your allocated exhibit space. Exhibitors may not use noise, lighting or other distractions judged by runner's expo management to be offensive to other exhibitors. Management reserves the right to restrict or refuse or expel at any time exhibits which in its judgment are not in keeping with the nature, character or appearance of other exhibitors or of the exhibition as a whole.

#### General Information

No exhibitor may, without written permission from runners expo management assign, sublet or apportion all or any part of the privileges or of the space assigned to him, nor permit any other party to exhibit herein, not to distribute any literature or advertising materials, for the purpose of promoting any business other than that of the exhibitor to whom the space is assigned.

Exhibitors shall care for and keep in good order space occupied by them and surrender such space at the close of Beach to Bay Runners Expo in the same condition as it was when taken over.

This agreement contains the entire agreement of the parties hereto with respect to matters embraced herein. Nothing in this provision, however, shall preclude runner's expo management from adopting additional rules and regulations, orally or in writing, as runner's expo management deems necessary.

Food samples and non-alcoholic beverages may only be given away free, not sold. Food handler's permit required.

Name badges must be worn at all times. Everyone must register upon arrival, provide identification and secure a badge (no later than 10 a.m. and table set up completed by 10:00 a.m.) No person will be admitted to the exhibit floor without a badge.

For further information, contact Elsa Arroyo, Beach to Bay Exposition Director at 361/881-6166 and please leave a message or [arroyoelsam@aol.com](mailto:arroyoelsam@aol.com). Holiday Inn Emerald Beach Hotel at 1102 S. Shoreline, Corpus Christi, Texas is the Race Headquarters. Please make your lodging reservations by calling 1-800-465-4329.

# Beach to Bay Sports Expo

May 20, 2011-10:00 am – 8:00 pm

Holiday Inn, Emerald Beach  
1102 S. Shoreline Blvd **(Do not mail to this address)**  
Corpus Christi, Texas 78401

## APPLICATION FOR VENDORS/SPONSORSHIP

Submit with payment by April 1, 2011

**\*APPLICATIONS RECEIVED AFTER APRIL 1, 2011 WILL BE CHARGED \$100 LATE FEE\***

Exhibit space is limited, so reserve yours now!!!!

COMPANY NAME/VENDOR: \_\_\_\_\_

CONTACT NAME(S): \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY/STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE : \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL(s): \_\_\_\_\_

NO. OF TABLES REQUIRED: \_\_\_\_\_ TOTAL AMOUNT ENCLOSED: \$ \_\_\_\_\_

PRODUCTS/SERVICES TO BE DISPLAYED: \_\_\_\_\_

---

Check one:  Vendor  Sponsorship  Both Vendor and Sponsorship

Signature indicates vendor agrees to all general rules and regulation

VENDOR SIGNATURE \_\_\_\_\_

**Office Use Only:**

Check # \_\_\_\_\_ Space # \_\_\_\_\_

Amount of Payment \_\_\_\_\_ Approved by \_\_\_\_\_

Date Received \_\_\_\_\_