



# Running Wild Sports & Fitness Expo



Showcase your brand at the 44<sup>th</sup> annual **Running Wild Sports & Fitness Expo** for the Quad-City Times Bix 7. This two-day event is **FREE** and the **ONLY** place participants can pick up their race packets. Contact us today to reserve your booth at the largest non-marathon racing event in the Midwest, featuring the latest in running technologies, fitness apparel, health and nutrition information.

## Exhibitor Contract 2018

Business Name \_\_\_\_\_ Phone \_\_\_\_\_

Contact \_\_\_\_\_ Title \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Exhibitor Names \_\_\_\_\_

Will you be providing free food/beverage samples? Yes\_\_\_ No\_\_\_ If yes, describe: \_\_\_\_\_

Please list the items or services your company plans to exhibit/sell : \_\_\_\_\_

How did you hear about us? \_\_\_Former vendor \_\_\_Mailing \_\_\_Email \_\_\_Other: \_\_\_\_\_

Booth space allocated on a first-come, first-serve basis, confirmed upon receipt of full payment, this contract and approval by Michelle Juehring, Expo Director of the Quad-City Times Bix 7. **NO REFUNDS ON SPACE. Check made payable to: Bix7 Expo. Mail or scan/email contract & certificate of insurance to: Michelle Juehring, Bix7 Expo, 1225 E. River Dr. Suite 230, Davenport, IA, 52803 or [Bix7Expo@gmail.com](mailto:Bix7Expo@gmail.com).** Contracts received after 7-14-18 subject to late fees\*.

Package	Description	Price	Amount
Standard Booth	10'x10' space, 8' tall back drape, 3' tall side drape, 6' skirted table, 2 chairs & website listing.	\$650 *\$750 after 7-14-18	\$
Double Booth	10'x20' space, 8' tall back drape, 3' tall side drape, 2 6'-skirted tables, 4 chairs & website listing.	\$975 *\$1,075 after 7-14-18	\$
Quad Booth Island	20'x20' space, 8' tall back drape, 3' tall side drape, 4 6'-skirted tables, 8 chairs & website listing.	\$1,950 *\$2,050 after 7-14-18	\$
Virtual Race Bag Exhibitor	Electronic offer sent to participants	\$25 *\$75 after 7-14-18	\$
Virtual Race Bag Non-exhibitor	Electronic offer sent to participants	\$250 *\$300 after 7-14-18	\$
Extra Tables	___ 6', ___ 8' ___ classroom ___ skirted ___ plain	\$10 *\$20 after 7-14-18	\$
Wireless Internet	Two-day usage of WiFi	\$25 *\$50 after 7-14-18	\$
Electricity 120 Volt Outlet	Two day usage per outlet	\$70 *\$95 after 7-14-18	\$
		<b>TOTAL:</b>	<b>\$</b>

I have read and fully understand the rules, regulations and pricing for the Running Wild Sports & Fitness Expo. By signing and returning this form, I, the undersigned, agree to terms and conditions as listed on pages 1-3.

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_



# Running Wild Sports & Fitness Expo Virtual Race Bag



The world is going digital and so is the Bix 7 Expo! We have chosen the industry-leading software platform, ACTIVE Network | Virtual Event Bags™ to provide our Bix 7 participants an innovative digital event bag. Our goal is to provide a more effective way for you to reach our participants.

## Why should your business participate?

- 85% of U.S. adults are online every day. Over 50% own a smartphone.
- Participants save content via a computer or mobile device, encouraging redemption.
- Directly link your message to your company website, online store, social media, etc.
- No extra design, production or printing costs, because you easily build your placement online.
- Receive a detailed performance report including participant demographics (age, gender, etc.)
- It's GREEN!

## How does a Virtual Event Bag work?

- Bix 7 participants receive three emails with an invitation and link to visit their bag
  - Thursday of race week
  - Sunday after the race
  - A week after the race
- Participants visit the Virtual Race Bag, then view, save and redeem content of personal interest.
- The participants can act immediately or save content for later.

## Does the Virtual Event Bag perform?

- Up to 75% of event participants visit a Virtual Event Bag! This is 10x typical email campaigns!
- Engagement rates for individual placements are typically 10%–25% of visitors.
- The performance of content is entirely dependent on its relevance and quality.

Contact Michelle Juehring for more information at [Bix7Expo@gmail.com](mailto:Bix7Expo@gmail.com)

## Pricing

\$25 Bix7 Expo Exhibitor

\$250 Non-Bix7 Expo Exhibitor

Ads placed in the bag in the order they are received. Complete the Exhibitor Contract today!



# Rules and Regulations



1. **Payment.** Full payment must be made to reserve space; all funds must be cleared no later than 12:00 noon, Wednesday, July 25, 2018. All booth sales are final. No refunds on space. Sub-leasing or sharing of space with another company prohibited. All space is sold by Expo Director.
2. **Move-in/out.** Enter/exit the RiverCenter via the loading dock at 238 Pershing Street, Davenport, IA. Parking restricted to 30 minutes. Hand trucks and dollies permitted; no pallet jacks, hydraulics, forklifts, etc. Exhibitor names listed will be allowed access into the expo hall during setup, teardown, before and after show times.
  - a. **Move in.** Wednesday, July 25 12:00 pm – 4:30 pm and Thursday, July 26, 8:00 am – 4:30 pm. Advance shipping requests contact Brad Curry with the RiverCenter at [bcurry@riverctr.com](mailto:bcurry@riverctr.com) or 563-328-6720.
  - b. **Move out.** Friday, July 27, 9:01 pm – Midnight. No early move out. A late fee of \$100/hour will be charged starting at 12:01 am, July 28, 2018 for vendors still in the building with merchandise.
3. **Parking.** Park in the attached RiverCenter Ramp at 104 E. 2nd Street. Approach downtown via River Drive from the East and turn up Perry Street. Once at the 2nd and Perry Street intersection, the entrance will be to your left.
4. **Booth**
  - a. **Display.** Display material including literature is allowed within your booth space only. Nothing may be posted, tacked, mailed or screwed to columns, walls, floor or other parts of the building. Damage and defacement are your responsibility. All exposed areas of the exhibit must have finished surfaces including the back and sides. All exit signs and fire hose cabinets are to be kept clear and unobstructed. Any part of any booth needing a finished surface at or after 4:00 pm on Thursday, July 26, 2018 will be draped at the expense of the exhibitor. Expo Director will decide whether drape is needed.
  - b. **Restrictions.** Booth height is restricted to 8'. Signage, including banners, may be taller than 8' but not obstruct the view of Expo signage. Expo management has the right to alter any exhibits that exceed this limit. No open flame or combustible decorations. No booth graphics permitted on outside walls or facing backside exhibits. Hand-lettered signage is prohibited. Show management may require a change in a booth if, in show management's opinion, the booth is substandard or interferes with another exhibitor's display.
  - c. **Sound.** Sound levels of presentations are to be maintained at a reasonable level as a courtesy to fellow exhibitors. Booth sound may not interfere with Expo music/sound. Expo director reserves right to determine noise reduction or elimination.
  - d. **Storage.** Storage is acceptable under table skirting; prohibited behind or around exhibits.
  - e. **Distribution.** Distribution of any samples, literature or other materials from a non-exhibiting company is prohibited. Please note: Exhibiting publishers are permitted to distribute their own magazines that contain non-exhibitor advertising in their booth space only.
  - f. **Sales.** A receipt must accompany all merchandise sold at show. All merchandise sold at the show must be approved by show management. Iowa sales tax permits will be provided to out-of-state vendors. Iowa state sales tax is 7%. Running and walking fitness shoe sales are restricted to Gold Medal Sponsor, New Balance and retail partner Running Wild.
  - g. **Location.** Show management has the right to change your booth location prior to the start of the show. Management will make every attempt to ensure your new booth placement is comparable and adequate.
5. **Publicity.** Expo Director will handle all publicity. No exhibitor shall be allowed to use the media to represent his or her company, product or person, inside the Expo Hall, without the expressed permission of Expo Director. Expo Director must be informed of any media in the Expo Hall prior to any interview given by an exhibitor or representative thereof. The Quad-City Times will publish a special section listing all exhibitors one week prior to race.
6. **Security.** Uniformed guards will be on the floor after show hours.
7. **Insurance.** A certificate of Liability Insurance form must be on file with the Expo Director by July 14, 2018. You will not be permitted to participate in the show without it. Certificate of Liability Insurance is defined as extra territorial coverage of theft, public liability, and property damage. Certificate of Liability Insurance shall have the following statement: "The RiverCenter, VenuWorks, Running Wild, the Quad-City Times Bix7, as well as organizations and individuals employed by or associated with the show and the Quad-City Times Bix7 race are not responsible for injury or damage that may occur to an exhibitor, his/her employees or agents, or expo participant, nor are they responsible for the safety of any exhibitor or exhibitor's property against robbery, fire, accident or other destructive causes."
8. **Hotel.** The Isle Casino Hotel Bettendorf is proud to be the host hotel for the Bix7. 1-800-THE-ISLE

<p><b>RACE EVENTS</b>  <b>THURSDAY, JULY 26</b>          5:00-9:00pm <b>Expo</b>, late registration &amp; packet pick-up          7:00pm Battle Up Brady street race  <b>FRIDAY, JULY 27</b>          9:00am-9:00pm <b>Expo</b>, late registration &amp; packet pick-up          6:00pm Junior Bix race  <b>SATURDAY, JULY 28</b>          8:00am Bix 7 &amp; Quick Bix race</p>
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<p><b>CONTACT INFORMATION</b>  <b>Michelle R. Juehring</b>          Expo Director &amp; Assistant Race Director          Quad-City Times Bix7          Email: <a href="mailto:Bix7Expo@gmail.com">Bix7Expo@gmail.com</a>,          Phone: 563-322-1347          Fax: 563-322-1348  <a href="http://www.Bix7.com">www.Bix7.com</a></p>
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