

The largest women's-only running event in Indiana



EVENT EXPO APPLICATION

August 30-31, 2024

In the Great Room of the Renaissance Carmel/Indianapolis

The 10th largest women's-only half marathon in the U.S.

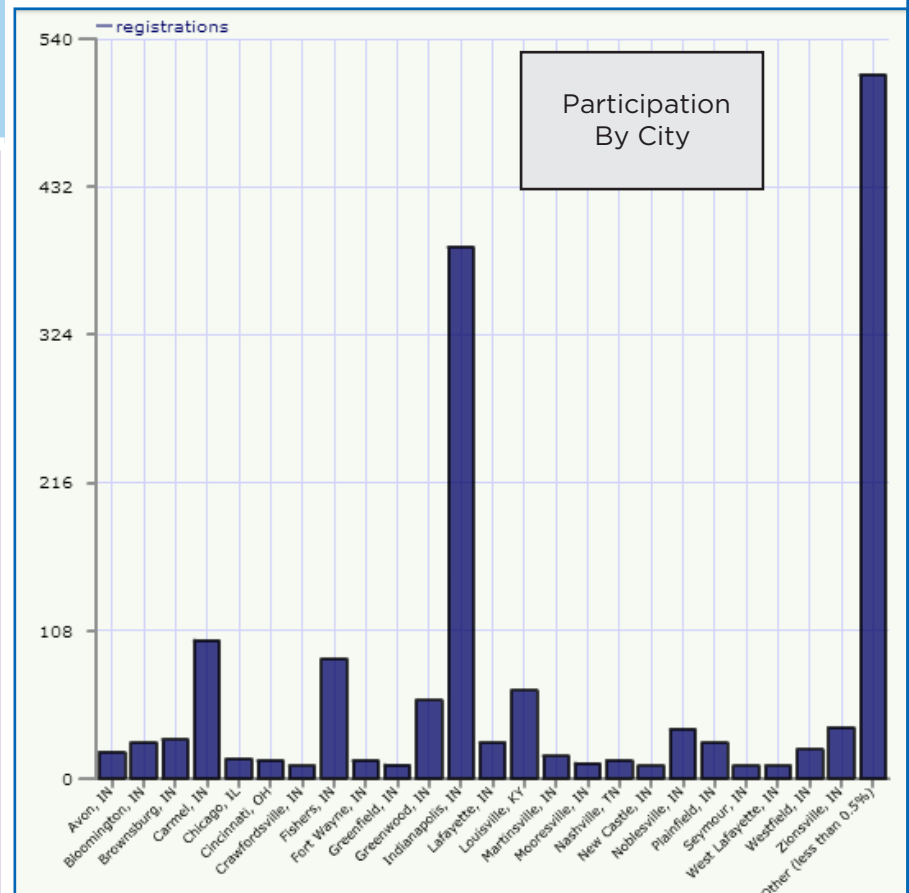
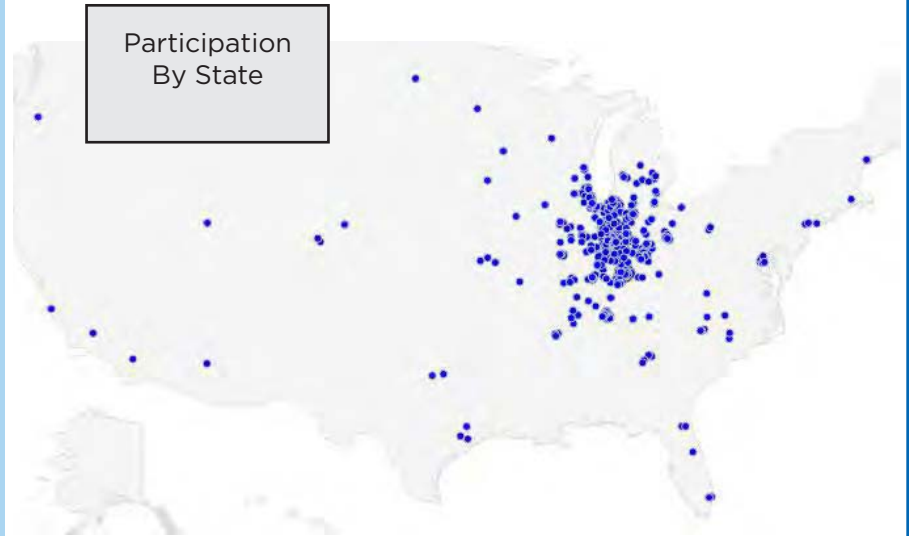


indywomenshalfmarathon.com

BY THE NUMBERS

The largest women's-only running event in Indiana & 10th largest in the US

- Total Participants Registered: **1,100**
- Number of States Represented: 27
- Number of Countries Represented: 2
- Average Age: **39**
- Household Income \$100,000+: 58.1%
- Number of Zip Codes Represented: 439
- Percentage of runners from Indiana: **78%**
- Total number of Indiana Cities Represented: 197 (56% of total)
- Total impressions for sponsors: 2 MIL+
- Total email database: 26,000 x 30 eblasts = 780K impressions
- Regional Online Ad campaign: 3.8 MIL



2022 SOCIAL MEDIA REPORT

(in the months around the race)

Facebook

- Likes = over 10,000
- Total Reach = 477,019
- # of weekly engaged users = 161,574
- Daily Organic Reach = 225,460
- Daily Total Impressions = 793,566
- Total # of people who has seen content associated with page = 8,756,383

Twitter

Total Tweets: 30
Total Impressions: over 30,000
Total Profile Visits: 1600
Total Mentions: 128

www.indywomenshalfmarathon.com

 Indy Womens Half Marathon & 5K

 @IndyWomensHalf

Indiana Women's Running Festival

EVENT EXPO APPLICATION

Friday, August 30 • 4:00 to 8:00 PM
Saturday, August 31 • 7:00 to 11:30 AM



The Indiana Women's Running Festival Expo is **FREE** and open to the public. To ensure guaranteed traffic for vendors, all race participants must pick up their bibs, shirt and goodie bag at the expo. The 2023 expo sold out more than a month prior to race day.

EXHIBITORS RECEIVE:

- One complimentary race entry to a race distance of their choice
- Opportunity to exhibit and/or sell in the finish area on race day at no extra charge! (tables, chairs and tent included)
- Returning vendors receive priority choice of booth location(s) upon request
- Complimentary **snacks** during expo
- Exposure on the event's website with your logo linked to your company website
- Opportunity to secure category exclusivity. Ask the Expo Coordinator for information.
- Opportunity to place items in the participant gift bags at no additional fee
- Promotion prior to event through event's social media channels

EXPO SCHEDULE:

FRIDAY: August 30th

Move-In 12:00 PM - 3:30 PM

Expo Hours 4:00 PM - 8:00 PM

PARTICIPANT GOODIE BAG PROGRAM:

Another opportunity to promote your brand to the participants is to be part of our goodie bag. As a vendor, the \$250 fee is reduced and available to you for **\$100**. **1,200** inserts are needed by August 23rd in order to be inserted in time for distribution.

For more information on Expo opportunities including securing exclusivity, please contact the Race Director at Todd@carmelroadracinggroup.com.



2024 EVENT EXPO REGISTRATION FORM



Location: The Great Room in the Renaissance Carmel/Indianapolis

Mail or email this completed form with booth rental to the appropriate address below.

Company Name _____

Contact Person _____ Phone _____

Day of Expo Contact Person _____ Phone _____

Company Address _____

City _____ State _____ Zip _____

Contact Email _____

What category would you use to describe your area of promotion? _____

Description of product/services being exhibited _____

Do you need access to power? Yes No

Will you be selling items in your booth? Yes No If yes, please describe _____

Are you sampling food or beverages? Yes No If yes, please describe _____

I agree to not solicit my merchandise or products outside my reserved booth space (includes the walking isles) and acknowledge that my company can be removed from expo at any time for failure to adhere to this policy.

Signature _____ Date _____

Your signature indicates agreement of terms and conditions on reverse.

Payment information

Check or Money Order (Make payable to Carmel Road Racing Group)

Visa MC AMEX Card # _____ Exp. Date _____

3 or 4-Digit
Security Code

Name on Card _____

Billing Address _____ Billing Zip _____

Expo Options (Maximum 10 Vendors on Friday)

Expo Only - **FRIDAY** ----- \$250

Race Day Only - **SATURDAY** --- \$150

Both Days - **FRIDAY & SAT** ----- \$300

Goodie Bag Insertion (1,200) -- \$100

Category Exclusivity (in Expo)- \$400

Amount Enclosed: \$ _____

**To reserve your space, contact the Race Director at
Todd@carmelmarathon.com**

**Register online, mail or email this completed and
signed form with booth rental fee and proof of liability
insurance to:**

Carmel Road Racing Group

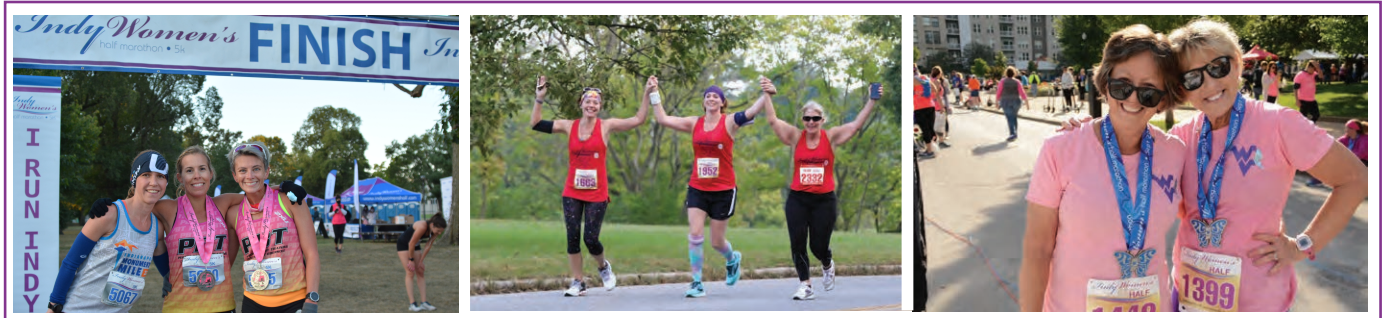
c/o Indy Women's Half Marathon & 5K Fitness Expo
4000 W. 106th St., Suite 125, Box 408,
Carmel, IN 46032

For more information, go to indywomenshalfmarathon.com.

Indiana Women's Running Festival Expo Vendor Application

TERMS AND CONDITIONS

The Indiana Women's Running Festival is intended to be a rewarding experience for exhibitors, sponsors, runners and attendees. We want to give you the best chance possible to promote your business and products. In order to assure fairness and priority, all exhibitors are bound by the following Terms and Conditions and any additional Terms and Conditions that the event determines are necessary.



1. Exhibitor **MUST** provide a certificate of insurance naming the Carmel Road Racing Group as additional insureds with a general liability insurance with combined bodily injury and property damage limits of \$500,000 each occurrence with \$1,000,000 aggregate. Carmel Road Racing Group shall not be responsible for loss or damage occurring to exhibitor's property for any cause.
2. All booths must be prepaid before the booth set-up.
3. Booth/display shall be setup **by 3:30 PM** on Friday, August 30
4. Display shall not extend beyond the assigned space; disturb the aisles or other exhibits.
5. Booth shall remain open and be staffed during Expo hours as stated on registration form.
6. Booths are to remain open until the close of the Expo at 8:00 PM.
7. Carmel Road Racing Group will assign booths at its discretion. Space assignments are subject to reasonable changes by CRRG, LLC.
8. No refunds shall be paid to any exhibitor who fails to occupy its assigned space for any reason other than a failure of the event to provide exhibition space. In the event that this event is unable to provide exhibition space for a reason other than those events and reasons set forth in Paragraph 13, the exhibitor agrees that its damages are limited to the refund of any deposit or payment made by the exhibitor.
9. Carmel Road Racing Group has the right to reject exhibits or exhibitors.
10. Exhibitor will not exhibit any merchandise or promotional material **other than specified in the vendor form.**
11. Carmel Road Racing Group shall not be liable for the acts or omissions of the security guards. Exhibitor assumes all responsibility for loss, theft or destruction of goods, or personal injuries to itself, its employees, agents, representatives or visitors and will indemnify and hold harmless Carmel Road Racing Group, its officers, employees, agents, volunteers, contractors, sponsors, runners, patrons and expo attendees from all claims arising from any act, omission or negligence of the expo exhibitor.
12. Exhibitor agrees not to deface property and agrees to accept liability for any damage to the property of others. Any damage shall be remedied at exhibitor's expense and to the satisfaction of the property owner.
13. In the event of war, fire, terrorist attack, public catastrophe, strike, act of God, civil unrest or other uncontrollable cause, the Expo or any part thereof is prevented from being held, or cancelled, Carmel Road Racing Group, shall in its sole discretion, determine a refund, if any, to be paid to exhibitors.
14. Exhibitor agrees to the event's promotional, non-commercial use of its images, and the images of its workers, agents and staff, in photographs, video, film or other media depictions of the Expo. Exhibitor agrees to and shall disclose to its workers, agents and staff performing sale or services at the Expo that this event may photograph, film video or otherwise make and use image of such persons for promotional, non-commercial purposes.
15. Each Exhibitor is bound in all respects by these Terms and Conditions. Violations of these Terms and Conditions may result in the forfeiture of the exhibiting space, without refund.

For more information, go to indywomenshalfmarathon.com.