



2020 Tri-City Medical Center Carlsbad Marathon WEEKEND OF EVENTS AND OPPORTUNITIES

Sample • Sell • Promote • Demonstrate • Interact

HEALTH & LIFESTYLE EXPO BOOTH

Meet more than 12,000 active, affluent achievers during our two-day pre-race expo taking place under a big-top tent just steps from the marathon, half marathon and Surf Sun Run 5K start and finish lines. Our attention to detail along with the very attractive attendee-to-vendor ratio make this a cost-effective and worthwhile marketing opportunity. Whether you're sampling, selling, demonstrating or unveiling a new brand or product, with less than 40 booth spaces you're sure to be noticed and not get lost among hundreds of other vendors. **But hurry - this expo sells out, so reserve your spot today!**

LOCATION: The Shoppes at Carlsbad | 2525 El Camino Real, Carlsbad, CA 92008

SETUP HOURS: Thursday, January 16 noon to 4 p.m. | Friday, January 17, 8 to 11 a.m.

EXPO HOURS: Friday, January 17, 12 to 5 p.m. | Saturday, January 18, 10 a.m. to 5 p.m.

BOOTH COSTS: Standard booth (10' x 10') \$895 | Corner booth (10' x 10') \$995

INCLUDES: 8' back drape**, 3' side drapes**, 8' covered/skirted table and 2 chairs

(**Draping may vary depending on booth location.)

KIDS MARATHON MILE BOOTH

If children and/or parents are your target market, then the Kids Marathon Mile is for you! Purchase a booth at this exciting event and sample, hand out coupons, display and have face-time with more than 3,000 expected participants and their families.

LOCATION: LEGOLAND California

SETUP HOURS: Saturday, January 18, 6 to 7 a.m.

INCLUDES: 10' x 10' canopy, 8' covered table and 2 chairs

EVENT HOURS: Saturday, January 19, 7 to 10 a.m.

BOOTH COST: \$600

FINISH LINE FESTIVAL BOOTH

If you're looking to sample your latest food or beverage product, the Tri-City Medical Center Carlsbad Marathon & Half Marathon Finish Line Festival is where you want to be. With more than 15,000 spectators and marathon, half marathon and 5K finishers, the Finish Line Festival is a bonanza of people.

Space in the Finish Line Festival is limited and subject to approval.

LOCATION: The Shoppes at Carlsbad | 2525 El Camino Real, Carlsbad, CA 92008

EVENT HOURS: Sunday, January 18, 7 a.m. to noon

BOOTH COST: 10' x 10' space is \$800

VIRTUAL GOODY BAG INSERT

Our virtual goody bag offers you the opportunity to post digital coupon offers and hyperlinks to your company website - it's entirely up to you. A link to the virtual goody bag will be featured on the high-traffic Carlsbad Marathon webpage prior to and following the event. In addition to being available on the event website, the virtual goody bag will be emailed to all full marathon, half marathon, Surf Sun Run 5K and Kids Marathon Mile participants.

VIRTUAL GOODY BAG INSERT COST: \$300 per insert (\$150 per insert with booth purchase)

[CLICK HERE TO RESERVE YOUR BOOTH SPACE!](#)



2020 Tri-City Medical Center Carlsbad Marathon HEALTH & LIFESTYLE EXPO LAYOUT

Subject to change.



KEY:

- = 8' white drape
- = 3' white drape
- = Window walling
- = Exits
- = Tent support poles
- = Needs power
- = Picket fencing

80' x 220'

