



Expo Sales Kit

Disney's HEALTH & FITNESS EXPO

January 4-6, 2007

Part of the
WALT DISNEY WORLD®
Marathon Weekend



Disney's Health & Fitness Expo Event Overview

WALT DISNEY WORLD® MARATHON WEEKEND

As one of the world's most popular destination events, the WALT DISNEY WORLD® Marathon Weekend brings families, friends, and running organizations together for a weekend filled with entertainment, imagination, and of course, magic. Over 30,000 race registrants from all over the world will visit the WALT DISNEY WORLD® Resort in Florida from January 4-7, 2007 to participate in various weekend activities, including the Marathon and Half Marathon events, a Health & Fitness Expo, Family Fun Run 5K and Kids' Races.

Weekend activities will lead up to the Half Marathon and Marathon on January 6 & 7, when 16,000 participants will compete in each race, along with an additional 3,000 Family Fun Run participants, running on a magical course through *Magic Kingdom®* Park, *Epcot®*, *Disney-MGM Studios*, *Disney's Animal Kingdom®* Park, and *Disney's BoardWalk* Resort.

DISNEY'S HEALTH & FITNESS EXPO

Located at *Disney's Wide World of Sports®* Complex, the Expo attracts race participants, friends, family, and Central Florida running enthusiasts. The Expo includes:

- *Mandatory race number and goody bag distribution for all Marathon, Half Marathon and Family Fun Run participants.*
- *Celebrity guest appearances*
- *Guest speakers and seminars*
- *Exhibits featuring the latest trends in running, fitness equipment, footwear and apparel*
- *Official WALT DISNEY WORLD® Marathon Weekend merchandise*

For Expo updates, including guest speaker and seminar information, visit disneyworldmarathon.com, click on Disney's Health & Fitness Expo, and then Latest Updates.

EXPO DATES & TIMES

Exhibitor Set-Up

Wednesday, January 3, 2007	12:00 p.m. – 6:00 p.m.
Thursday, January 4, 2007	8:00 a.m. – 12:00 p.m.

Hours of Operation

Thursday, January 4, 2007	3:00 p.m. – 8:00 p.m.
Friday, January 5, 2007	9:00 a.m. – 8:00 p.m.
Saturday, January 6, 2007	10:00 a.m. – 7:00 p.m.

Exhibitor Move-Out

Saturday, January 6, 2007	7:00 p.m. – 11:00 p.m.
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LOCATION

Disney's Wide World of Sports® Complex will host the Expo. Conveniently located 20-minutes from the Orlando International Airport and within miles of the Florida Turnpike, *Disney's Wide World of Sports®* Complex brings together the exhilaration of sports with the magic of Disney.

Directions to *Disney's Wide World of Sports®* Complex from the Orlando International Airport:

When leaving the airport, follow the exit to S.R. 417 South (toll road). Take the 417 South Exit 3 (Osceola Parkway West), following Osceola Parkway through the WALT DISNEY WORLD® Resort welcome archway. Turn left onto Victory Way. Park in the main lot (parking is free of charge), and proceed to the main entrance.

Directions to *Disney's Wide World of Sports®* Complex from I-4:

Take I-4 to exit 65 (Osceola Parkway West), following Osceola Parkway through the WALT DISNEY WORLD® Resort welcome archway. Turn left onto Victory Way. Park in the main lot (parking is free of charge), and proceed to the main entrance.

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Disney's Health & Fitness Expo Attendance & Demographics

All Marathon, Half Marathon, and Family Fun Run 5K runners must attend the Expo to receive a race number and goody bag. The 2006 Expo welcomed over 40,000 Attendees, including 57 Exhibitors and 99 10' x 10' booths. With over 34,000 registered participants expected to attend this year's festivities, the Expo should attract over 47,500 attendees, including family and friends. Over 60% of all participants reside outside of Florida, representing the remaining 49 states and over 37 countries. The demographics of the runners have consistently shown that they are affluent, health conscious and eager to sample and purchase products that appeal to their lifestyle.

2006 RUNNER DEMOGRAPHICS

- 13,884 runners registered for the 2006 Marathon
- 16,099 runners registered for the 2006 Half Marathon
- 4,161 runners registered for the 2006 Family Fun Run 5K
- 1,731 runners participated in the 2006 Kids' Races
- 49.2% of Marathon participants were between the ages of 25-44
- 58.98% of Half Marathon participants were between the ages of 25-44
- 6,962 (50.14%) of Marathon runners were women
- 10,132 (62.94%) of Half Marathon runners were women
- 4,307 (14.36%) of participants ran on behalf of charity
- All 50 states, including the District of Columbia, were represented
- 39 different countries were represented
- The United States Armed Forces were represented by nearly 1,000 runners:
 - 571 for the Marathon
 - 408 for the Half Marathon

2006 EXHIBITORS

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|-------------------------------|-----------------------------|
| A Running Stroller Company | ING Miami Marathon |
| Action Sports International | ING Ottawa Marathon |
| American Stroke Association | Inspport |
| Arthritis Foundation | Leukemia-Lymphoma Society |
| Aruba Shades | Marine Corps Marathon |
| Asics | Mizuno |
| Avia | Moving Comfort |
| Balega | MyNextRace.com |
| Baltimore Marathon | New Balance |
| Brooks Sports | One More Mile |
| Camp California Fitness | Polar |
| Champion | Race Ready, Inc. |
| Clif Bar | Running Times |
| Contour Paks | Saucony |
| Cool Shades, Inc. | Sharpie |
| Crossing the Line | Sheddable Shells |
| Disney Vacation Club | Sprint |
| Disney Florist | Sugoi |
| Disney's Visa Card from Chase | The Endurance Series at WDW |
| Doctors Foot Lab | TheStick.com |
| Doubletake Images | Thorlo |
| Elite Racing | Tifosi Optics, Inc. |
| Florida Hospital | Toronto Marathon |
| Florida Sports Magazine | Track Shack |
| Fond Memories Graphics | Tylenol 8-Hour |
| Fuel Belt | Ultimate Direction |
| Gu | WrightSock |
| Her Sports Magazine | Yanks |

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Disney's Health & Fitness Expo Exhibitor Opportunities

CONTACT INFORMATION

For more information or to participate in Disney's Health & Fitness Expo, contact:

Sarah Hankins c/o EMMI
1102 N. Mills Avenue, Orlando, FL 32803
Phone: 407.896.1160
Email: sarah@emmi.com

BOOTH OPPORTUNITIES

The booth pricing is as follows:

- 10' x 10' Booth - \$2,200
- 10' x 20' Booth - \$3,800
- 20' x 20' Booth - \$7,300
- 20' x 30' Booth - \$10,500
- 100 Sq. Ft. Premium Booth Space - \$200 (additional)
- 200 Sq. Ft. Premium Booth Space - \$350 (additional)
- Retail Sales Fee - \$400

A Premium Booth location is a corner booth with accessible entry from two sides. Premium Booths are charged an additional fee dependent upon amount of booth space (100 or 200 Sq. Ft.). This Premium Booth Fee is in addition to the base booth price.

Any booths choosing to sell merchandise will be assessed a \$400 Retail Sales Fee, additional to all other booth fees.

All booths will be supplied with the following items:

- 3' high side drape
- 8' high back drape
- Carpet (The facility's carpet is green)
- One wastebasket
- Two folding chairs
- One 6' draped table
- Identification sign

Booth space is available on a first-come first-serve basis. Other booth sizes are available upon request. Please review the floor plan to select your preferred booth locations.

SECURITY

Overnight security is provided by *Disney's Wide World of Sports®* Complex. However, The Milk House is accessible to personnel during the night, so we cannot GUARANTEE full security of articles left at your booth. Please take your valuables with you when you leave at night.

SAMPLING OPPORTUNITIES

The price to insert printed promotional material in the Marathon, Half Marathon, and the Family Fun Run 5K goody bags is \$1,500. The price to insert merchandise/product into the goody bag is \$1,000. Participants will be required to provide 29,000 sample items by **November 10, 2006** in order to be included in the goody bags.

Marathon, Half Marathon and Family Fun Run Goody Bag Insertion:

- Printed Promotional Materials - \$1,500
- Merchandise/Product - \$1,000

DEADLINES

A non-refundable 50% booth payment is due upon signing the Expo contract. The outstanding 50% booth payment, plus any of the additional fees associated with selling merchandise from the booth and/or goody bag inserts is due no later than **November 10, 2006**. Participation in the Expo is subject to booth availability after **November 10, 2006**.

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