



**MELBOURNE  
MARATHON  
FESTIVAL**

**ACTIVE FEET RUNNERS EXPO**  
**2019 EXHIBITOR APPLICATION GUIDE**

# // 2018 EVENT HIGHLIGHTS



## 41 YEAR

HISTORY

RECORD NUMBER  
OF ENTRIES OF

# 34,734

UP 7% YoY



## 5 DISTANCES

- MEDIBANK MELBOURNE MARATHON
- SRI LANKAN AIRLINES HALF MARATHON
- ASICS 10KM RUN
- 5KM RUN
- 3KM WALK



## MELBOURNE'S

MOST ICONIC LANDMARKS

- FLINDERS STREET STATION
- SHRINE OF REMEMBRANCE
- ALBERT PARK LAKE
- BOTANICAL GARDENS
- ST KILDA BEACH
- MCG



MEDIBANK  
MELBOURNE MARATHON MALE

# LIAM ADAMS



## MELBOURNE MARATHON

RACE RECORD ACHIEVED

SINEAD DIVER

# 2hr25min19secs

## \$1.3M RAISED

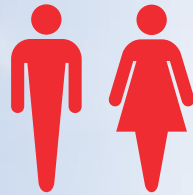
FOR CHARITY



IMG

 MELBOURNE  
MARATHON  
FESTIVAL

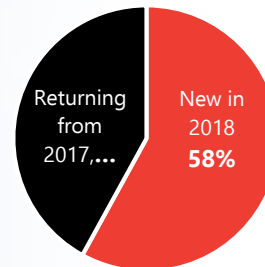
# // EVENT ATTENDEES



**M:52% | F:48%**

Average age 36

## PARTICIPATION RETENTION



**96% AUSTRALIA**

**83%** Victoria  
**12%** Interstate

**41 COUNTRIES** REPRESENTED

(5% of runners)

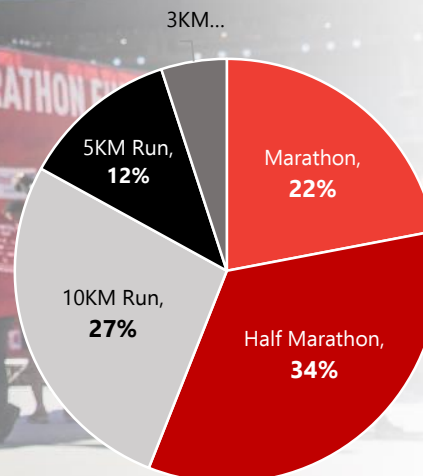
## Top countries represented:

New Zealand  
Japan  
United Kingdom  
United States  
Singapore



## REGISTRATION BREAKDOWN

**Sell-out** event for the Sri Lankan Airlines Half Marathon and ASICS 10KM Run



Brodie Harper – Melbourne Marathon and Ch9 ambassador



The 2019 **active feet** Runners Expo is one of the key components of the Melbourne Marathon Festival. It takes place on the external concourse of the iconic Melbourne Cricket Ground between Gates One and Two, running from Thursday 10th October until Sunday 13th October 2019.

Up to 40 sponsors and exhibitors are expected to participate in the four day event, with over 55,000 competitors and spectators expected to descend on the Expo over this time. With such a boom in the Health and Fitness area in recent times, and with another record field expected, the active feet Runners Expo is a perfect opportunity for you to display your products and services.

The active feet Runners Expo is FREE and open to the public during the Registration/Participant Race Pack pickup. This is the only location for participants to pick up their race packs. Our Expo has included exhibitors from interstate and overseas, featuring regional running events, glasses, nutritional products, magazines, running socks, compression gear and other running products.

Another key benefit to Sponsors and Exhibitors is the virtual gift bag. This gives you the ability to create brand awareness and sales prior to the event.

#### A Message from active feet

Active feet is proud once again to be involved in the Medibank Melbourne Marathon Festival. The active feet runners expo is a fantastic opportunity for us to demonstrate our point of difference in a runners market, and we look forward to working with likeminded businesses in an expo environment to bring the best in running solutions for fitness enthusiasts through to race winners.

**active feet**  
if the shoe fits...

IMG



**55 THOUSAND**  
EXPO VISITORS

**WHY EXHIBIT?**



**MELBOURNE  
MARATHON  
FESTIVAL**





## PRICING

### GOLD PACKAGE

\$2,600 + GST (3x3m) | \$3,750 + GST (3x6m)

Includes:

Display area with velcro compatible walling

Internal lights and 240V power outlet.

External Fascia Sign

1x 1.8m trestle table and 2 chairs per 3x3m space

2x Inclusions in the Virtual GiftBag

### SILVER PACKAGE

\$2,300 + GST (3x3m) \$3,450 + GST (3x6m) |

Includes:

Display area with velcro compatible walling

Internal lights and 240V power outlet.

External Fascia Sign

1x 1.8m trestle table and 2 chairs per 3x3m space

1x Inclusion in the Virtual GiftBag

## LOCATION

The active feet Runners Expo is located at the MCG between Gates 1 and 2 on the External Concourse (see map below).

## EXPO DETAILS





## **As part of each expo package, the holder will be entitled to an inclusion in the event Virtual GiftBag.**

### **What's the Virtual GiftBag?**

The Virtual GiftBag is an interactive, virtual gift bag featuring exclusive gifts to participants.

Throughout the event campaign, the Melbourne Marathon Festival will be offering a Virtual GiftBag to our database with all exhibitors entitled to an inclusion in each.

### **Dates and Details**

The Virtual GiftBag will be housed on the Melbourne Marathon website.

The GiftBag will be promoted in an exclusive EDM to registered competitors at the following times throughout the on sale period.

- Thursday July 18<sup>th</sup>
- Thursday September 26<sup>th</sup>

In order to have the offer live for the first EDM – stallholders must send through their offer prior to 4pm July 11<sup>th</sup>

In order to have the offer live for the second EDM – stallholders must send through their offer prior to 4pm September 10<sup>th</sup>

The bag will remain open for participants until Thursday 17<sup>th</sup> October

\*More information will be provided to accepted exhibitors on how to send through the offering







# SCHEDULE

Delivery address:

MCG  
OB Area next to Car Park Entry A  
Brunton Ave Jolimont 3002

Delivery Contact Details:

Ethan Becker – 0499 022 066

Please ensure all deliveries have  
your own details on the packaging

1

Tue 08 Oct

9:00am – 5:00pm  
Deliveries Accepted

2

Wednesday 09 Oct

9:00am – 2:00pm  
Deliveries Accepted

Exhibitor Bump In  
11:00am – 6:00pm

3

Thursday 10 Oct

8:00am – 6:00pm  
EXPO OPEN

4

Friday 11 Oct

8:00am – 6:00pm  
EXPO OPEN

5

Saturday 12 Oct

8:00am – 3:00pm  
EXPO OPEN

6

Sunday 13 Oct

7:30am – 2:00pm  
EXPO OPEN

2:00pm – 5:00pm  
Exhibitor Bump Out



# TERMS & CONDITIONS

## ACCEPTANCE OF THESE CONDITIONS OF CONTRACT

Exhibiting at the 2019 Active Feet Runners Expo ("Expo") is conditional upon the Exhibitor's agreement to and acceptance of these rules and regulations as signified by the completion of the Exhibitor and subsequent receipt by International Management Group of America Pty Ltd ("the Organisers") of the official application form.

The Organisers shall reserve the right to accept or refuse an application without stating the reason for any rejection. Applications must be made on the official application form.

## ALLOCATION OF SPACE

The Organisers will take all reasonable steps to ensure that individual Exhibitors are not located next to or immediately opposite a competing Exhibitor. The Organisers reserve the right to change the stand allocated to the Exhibitor, to transfer or close entrances and exits to the expo space and to undertake other structural changes to the shell scheme as they deem fit.

The Exhibitor shall not assign or sublet any part of their said Expo space without the prior written consent of the Organiser's Expo Manager.

All exhibitors must contain their products and signage within the boundaries of their Expo booth.

**At the conclusion/Pack Down of the Expo, all exhibitors must empty and clear the rubbish from their Expo booth, otherwise a cleaning fee of \$100 will be charged to the Exhibitor.**

## FAILURE OF SERVICES

It is intended that the Expo will be located on the external concourse of the MCG for operation between Thursday 10 and Sunday 13 October 2019 (inclusive). In the event that the Expo is cancelled the Organiser will:

a) notify the Exhibitor immediately by notice in writing of the Expo's cancellation (the Organiser will also endeavour to contact the Exhibitor by phone, where possible)

b) refund to the Exhibitor any fees/payments that had previously been paid to the Organiser by the Exhibitor (prior to cancellation) for use of an Expo space.

The Exhibitor acknowledges and agrees that it shall not be entitled to any claim for compensation or damages whatsoever in connection with such cancellation. For the avoidance of doubt, the Organiser will not refund or reimburse the Exhibitor for any direct or indirect costs incurred by the Exhibitor in association with the Expo (other than as set out in (b) above), including but not limited to, flights and accommodation paid for by the Exhibitor in preparation for participating in the Expo.

In addition to above, the Organiser shall not be liable for any loss sustained by the Exhibitor directly or indirectly attributable to the cancellation, suspension, rescheduling or reduction of the scheduled Expo (from the period advertised) due to acts of war, military activity, terrorism, epidemic, municipal, statutory or civil authority requisition, fire, flood, tempest, excessively inclement weather, earthquake or combinations of the same, damage caused by an aerial object or aircraft, strikes or lockouts or other similar act of god events or any other reason beyond the reasonable control of the Organiser.

## FURNITURE AND FITTINGS

Additional furniture and fittings can be ordered for your booth. If you would like more details please contact Brad from Atmosphere Event Hire Specialists on (03) 5336 2642 or at [info@aevents.com.au](mailto:info@aevents.com.au) from **1<sup>st</sup> August**.

## OCCUPATIONAL HEALTH AND SAFETY REQUIREMENTS

All exhibitors will be required to complete an online OH&S Induction prior to their arrival at the Expo. All of the Exhibitor's staff members (and/or any other persons working at the Exhibitor's Expo booth) must be inducted before any work is to be commenced.

## PAYMENT DATES AND CONDITIONS

All payments are non-refundable. All successful applicants will be required to pay a 50% deposit upon application to secure the site. This amount will be invoiced once the application has been accepted. You will then be invoiced for the remaining 50% of your site fee. **Your site fee must be paid in full by Friday 6<sup>th</sup> September, 2019.** The Show Organisers may refuse you entry to the venue if your site fee is not paid in full on or before the due date. Please note there is a 3% surcharge on all Credit Card payments.

## INSURANCE

The Organiser will not be responsible for the Exhibitor's or the Exhibitor's employees, agents, contractors, subcontractors and/or guests' safety at the Expo or for the security of property of any kind brought to the Expo. The Exhibitor is required to have for the duration of the set-up, Expo open period and pull-down periods, the following insurance with a reputable insurer:

a) Public liability insurance of no less than **\$10,000,000** per occurrence;

b) Workers compensation insurance; and

c) Property damage including industrial, special risks, fire, theft etc. of no less than \$2 million for the Exhibitor's and third party property.

The Exhibitor will provide to the Organiser a copy of such insurances upon the Organiser's request. The Exhibitor shall be entirely liable and responsible for the safety of its employees, agents, contractors, subcontractors or guests at the Expo.

# TERMS & CONDITIONS

## INDEMNITY

Exhibition at the Expo takes place entirely at the Exhibitor's risk. The Exhibitor will at all times indemnify and keep indemnified the Organiser from and against any loss or liability incurred by the Organiser arising from any claim, suit, action or proceedings by any person against the Organiser where such loss or liability is in connection with: (a) any willful or negligent act or omission or breach of law or this agreement by the Exhibitor or its employees, agents, contractors, subcontractors or guests; (b) any claim made against the Organiser by any third party arising from the Exhibitor's exercise of its entitlements under this agreement; and/or (c) damage or loss of property occasioned to Expo venue caused by the Exhibitor or its servants, agents, employees and/or subcontractors. To the extent permitted by law, the Exhibitor releases the Organiser from any claim or liability in connection with the attendance of the Exhibitor and its invitees and representatives at the Expo including in relation to any injury or death to the Exhibitor or its employees, agents, contractors, subcontractors or guests, except where such claim occurs as a direct result of the negligence of the Organiser.

The Exhibitor agrees that the Organiser shall not be liable to the Exhibitor for any consequential or indirect loss, loss of profits, loss of business or any special or exemplary damages suffered or incurred in connection with the agreement or its actions or omissions in connection with it and the Organiser shall not be liable to the Exhibitor arising out of any breach of the agreement for an amount in excess of the Exhibition participation fee. In particular the Organiser shall not be liable for any loss, damage, injury, expense or other claim including, without limitation, relating to property or stock brought to the Expo venue, as a result of restrictions or conditions which prevent the construction, erection, completion, alteration or dismantling of the Exhibitor's Expo booth or for the entry, placement or removal of Expo booths, or for the failure or malfunction of any of the services or facilities anticipated to be provided at the Expo.

## NON-COMPLIANCE AND TERMINATION

This Agreement may be terminated by the Organiser by notice in writing to the Exhibitor upon the occurrence of any of the following events:

- a) the Expo is cancelled or postponed prior to commencement for any reason;
- b) the staging of the Expo or the performance of this agreement by the Organiser is substantially or materially interfered with due to any cause or causes not reasonably within the control of the Organiser;
- c) payment of the Exhibition fee or any part of it is not made by the Exhibitor in accordance with this application form; or
- d) the Exhibitor is in breach of any part of the agreement or any applicable laws, regulations and codes of practice.

Upon termination of the agreement by the Organiser for any reason, any allocation of Expo display space to the Exhibitor shall be cancelled immediately and all payments made in respect to exhibition at the Expo shall be forfeited except in the case of termination under (a) and (b) above in which case the Organiser will refund to the Exhibitor the amounts of the Exhibition fee paid by the Exhibitor prior to termination. In the event of termination under (c) and (d) above, all payments made in respect to participation in the Expo will be forfeited and retained by the Organiser and the Organiser shall have the right to claim for the balance of the Exhibition fee and for any loss or damages suffered by the Organiser as a consequence thereof. If termination of this agreement results other than from cancellation of the Expo, the Organiser shall be entitled forthwith to re-licence the Expo display space allocated to the Exhibitor.

## RESTRICTIONS

The Exhibitor agrees it will not, and it is restricted from, selling/displaying/promoting any forms of insurance, running footwear, clothing, compression garments, socks, race belts, timing pieces, heart rate monitors, GPS devices and sports nutrition at the Expo without written approval from event organisers.

All items that the Exhibitor intends on displaying within its Expo booth must be approved in writing by the Organiser in advance of the Expo's commencement. The Exhibitor acknowledges that it may be requested to remove a product from its Expo where such product has not been pre-approved by the Organiser. The Exhibitor agrees that it will comply with any such removal request.

## SECURITY

The Organisers shall provide general roving security guards to patrol the general Expo area while the area is unattended by exhibitors on the Friday night, Saturday night and the Sunday morning. The Exhibitor also acknowledges that MCG CCTV cameras are positioned along the entire external concourse of the MCG to further oversee all operations of the Expo. Notwithstanding the foregoing, the Exhibitor acknowledges that it shall be responsible for its Expo area and any goods or products stored on site (including provision of any insurance pursuant to the insurance clause and should it require specific security for such Expo area then the Exhibitor shall be responsible for providing such security).

## TAGGED AND TESTED ELECTRICAL APPLIANCES

All electrical appliances (including laptops, Televisions, DVD Players, EFTPOS Machines) and extension cords must have a current test tag. Any electrical appliance or extension cord which does not have a valid test tag will not be permitted to be used during the Expo.

## VEHICLES ON MCG CONCOURSE

There will be limited access to the MCG concourse on the Thursday to Sunday. The speed limit on the MCG concourse is 5kph. A spotter must accompany every vehicle on the MCG concourse without exception.

## PARKING

Please pay attention to the website for Event Week parking information.