



500 Festival Mini-Marathon Expo ●●● May 5, 2011, 4:00 p.m.—8:00 p.m. ●●● May 6, 2011, 10:00 a.m.—9:00 p.m.



Indiana Convention Center, Hall I ●●● 100 S. Capitol Avenue ●●● Downtown Indianapolis

**Take part in the festivities that surround the
NATION'S LARGEST HALF MARATHON!
The expo is open to the public!**

- Place your product directly in the hands of 35,000 half-marathon participants and 4,000 5K participants who must come to the Expo to pick-up their race numbers, participant T-shirts and goodie bags!
- Insert your product or service information in the 42,000 goodie bags provided to Mini-Marathon and 5K participants!
- The Indiana Convention Center located in the heart of downtown Indianapolis is just steps from the start line of the OneAmerica 500 Festival Mini-Marathon!

2011 Booth Prices:

10' x 10' Booth \$1,300
10' x 10' Corner \$1,550

**For larger space inquiries call
317-614-6125**

2011 Goodie Bag Prices

Insertion of 42,000 samples or promo items*

Product Sample \$1,750
Paper Item \$2,000

*Pre-Approval of your item is required

Price Includes:

- (1) 8' Skirted Table
- (2) Chairs
- (1) Wastebasket
- Booth carpeting
- 24-hour security

2010 Participant Demographics:

- OneAmerica 500 Festival Mini-Marathon Runners and Walkers: 35,000
- Finish Line 500 Festival 5K Runners and Walkers: 4,000
- Participants from all 50 states
- 53% Women 47% Men
- 75% Between the ages of 20-49
- 42% Household income over \$75,000
- 74% Attended College

Visit www.500festival.com for more information!

Applications will be accepted thru March 11, 2011 or until the Expo is sold-out.

