



500 Festival Mini-Marathon Expo ●●● May 6, 2010, 4:00 p.m.—8:00 p.m. ●●● May 7, 2010, 10:00 a.m.—9:00 p.m.



Indianapolis Convention Center ●●● 100 S. Capitol Avenue ●●● Downtown Indianapolis

TAKE PART IN THE 2010 500 FESTIVAL MINI-MARATHON EXPO!
THE EVENT 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 40,000 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 ONEAMERICA 500 FESTIVAL MINI-MARATHON START LINE!

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
- 77% BETWEEN THE AGES OF 20-49
- 55% HOUSEHOLD INCOME OVER \$75,000
- 91% ATTENDED COLLEGE

2010 BOOTH PRICES:

- 10' x 10' BOOTH \$1,300
- 10' x 10' CORNER \$1,550

*FOR LARGER SPACE INQUIRIES
CALL 317-614-6125*

PRICE INCLUDES:

- (1) 8' SKIRTED TABLE AND
- (2) CHAIRS
- (1) COMPANY SIGN-IN BOOTH
- (1) WASTEBASKET
- BOOTH CARPETING
- 24-HOUR SECURITY

*ADDITIONAL OPTIONS AVAILABLE
AT WWW.500FESTIVAL.COM!*

Go to 500festival.com for more information!

Applications will be accepted thru March 12, 2010 or until the Expo is sold-out.

2010 GOODIE BAG PRICES

INSERTION OF 43,000 SAMPLES OR PROMO ITEMS*

- PRODUCT SAMPLE \$1,750
- PAPER ITEM \$2,000

*PRE-APPROVAL OF YOUR ITEM IS REQUIRED

