

# EXPO

The RRCA Expo will be held within the Horizon Casino Resort's Convention Center at Stateline, Nevada on Friday May 14<sup>th</sup> and Saturday May 15, 2004. Expo hours will be 8am to 5pm.

The following will enhance vendor exposure at the Convention Expo:

- Complementary Continental breakfast for registered Conventioneers will be served in the Expo area.
- Most seminars will also be located directly across from the Expo in the Convention Center.
- Packet pick-up for the 5K/10K race associated with the convention will be held in the Convention Center on Saturday, May 15<sup>th</sup> bringing local area runners/walkers not otherwise attending the Convention.
- Media releases and the Convention web site will contain Expo details and an exhibitor list.

## Expo Booth Size & Price

Booths are \$500 each. All booths are 8' x 10' and include an 8' skirted table and two chairs. Double and triple sized spaces may be purchased. Assignment of booth locations will be first come–first served.

The exhibitor fee includes the following:

- Web site link from the RRCA Convention website.
- Exhibitor listing in the Convention program.
- 20% off on program ads and inserts.
- Mailing list of Convention registrants.
- Registration at Convention seminars.

Exhibitors must pay for booth space in full at time of their order. NOTE: Refunds, less a \$50 processing fee, will be granted only if the booth space is resold and the Convention director receives the refund request by April 3, 2004. No refunds will be made after April 3, 2004.

No food or beverages amenable to consumption on the premises may be sold. Complimentary "tastes" of your products must be limited to sample sized only. Please refer to the following **Sample Distribution** section.

Phone or modem hook-up will require an additional fee and can be arranged in advance with the Horizon Casino Resort.

## Hotel

Special Convention rates are available at the Horizon Casino Resort by calling the Group Reservation Number at 866-478-8463. Be sure to mention the Road Runners Club of America and use the following Group Code (**RRCAA**) when booking your room(s) in order to receive the special room rate before March 9, 2004.

## Product Sales & Sample Distribution

Exhibitors may sell products at the Expo. You may also distribute product samples. Please do not use aisles or the Convention Center hallway for sales or distribution.

## Legal & Waiver

Each exhibitor will agree to comply with applicable Federal, State and local laws, rules and regulations including all fire codes and health regulations.

Each exhibitor will be required to hold the RRCA, its agents, sponsors and volunteers, the Sagebrush Stompers and Tahoe Mountain Milers Running Clubs, and the Horizon Casino Resort harmless from any claims arising for its activities.

## Sponsorship or Subsidization of High School or Middle School Cross-Country Team Member Attendance

Help members or your local academic cross-country teams experience the highly motivational and education atmosphere of the RRCA Convention, attend the many running and health-related seminars and to meet some of the sports legendary athletes and professionals. Contact David Cotter, Convention Director at [tmrc@sbcglobal.net](mailto:tmrc@sbcglobal.net) or call (530) 542-3424 for additional details on how you can provide them this unique opportunity at a reduced cost.



HOSTED BY THE SAGEBRUSH STOMPERS AND  
TAHOE MOUNTAIN MILERS RUNNING CLUBS  
MEMBERS OF THE ROAD RUNNERS CLUB OF AMERICA



# 2004 National ROAD RUNNERS CLUB OF AMERICA Convention LAKE TAHOE

May 12th - 16th  
Horizon Casino Resort  
Stateline, Nevada

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Convention Theme  
"Running Through Lake Tahoe's History"

## PROMOTIONAL OPPORTUNITIES

RRCA EXPO  
PROGRAM ADVERTISING  
PACKET INSERTS  
SPONSORSHIPS  
SUBSIDIZATION OF YOUTH  
CROSS-COUNTRY MEMBERS  
LOCAL & NATIONAL RECOGNITION

JOIN US HERE IN THE BEAUTIFUL  
LAKE TAHOE BASIN  
FOR A RUNNER'S VACATION  
YOU'LL ALWAYS REMEMBER!

The RRCA's 47<sup>th</sup> Annual National Convention offers businesses an opportunity to reach RRCA, USATF, AARC and unaffiliated runners and running clubs from across the nation.

## 2004 RRCA NATIONAL CONVENTION PROMOTIONAL OPPORTUNITIES

Below are promotional opportunities for businesses and individuals to advertise their goods and services at the 2004 Road Runners Club of America (RRCA) National Convention at Lake Tahoe. These include Convention Expo Exhibitors, Packet Inserts, Program Advertising and Sponsorships. The RRCA National Convention is an excellent opportunity to reach running club decision makers, running event race directors and a well-rounded mixture of runners, walkers and health conscious people from all corners of the Nation.

## PROGRAM ADVERTISING

### Ad Specifications & Prices

#### Advertising Rates

1250 28-page glossy paper printed programs will be produced and distributed to all of the RRCA Convention participants free of charge. Additionally, a copy of the Convention program will be mailed to every RRCA running club and State Reps. The program's final size is 8-1/2" wide by 11" tall in a black & white (BW) format. BW ads must be sent as camera-ready art or electronically as .pdf files

¼ page ad:	\$100
½ page ad:	\$175
Full-page ad:	\$300
Inside front cover:	\$450
Inside back cover:	\$450
Back cover:	\$500

NOTE: Deadline for ad artwork is March 12, 2004.

#### For additional information, contact

David Cotter, Convention Director  
Sagebrush Stompers & Tahoe Mountain Milers  
Running Clubs  
P.O. Box 14456, South Lake Tahoe, CA 96151  
Phone: (530) 542-3424 | Fax: (530) 544-1788  
Email: [tmmrc@sbcglobal.net](mailto:tmmrc@sbcglobal.net)  
Website:  
<http://www.tahoemtnmilers.org/RRCAConvention>

## PACKET INSERTS

All RRCA National Convention participants will receive "Registration Packets". These packets include "goodies" such as product samples, souvenir items; discount coupons, race flyers and other Convention memorabilia. Target your customer by inserting your message or sample product in the RRCA Convention Participant Packets.

- Cost: \$150.00 per advertising piece.
- Amount of samples required: 500.
- Maximum size: 8 ½" x 11".
- Inserts cannot conflict with sponsors of the RRCA. Please contact RRCA Convention – Lake Tahoe at [tmmrc@sbcglobal.net](mailto:tmmrc@sbcglobal.net) or (530) 452-3424 if you are unsure of your insert.
- Inserts should be mailed or shipped between April 19<sup>th</sup> and May 7<sup>th</sup>, 2004.
- The following information must be included on your mailing label to ensure proper delivery:

#### MAILING ADDRESS:

RRCA Convention - Lake Tahoe  
P. O. Box 14456  
South Lake Tahoe, CA 96151

#### SHIPPING ADDRESS:

RRCA Convention - Lake Tahoe  
ATTN: David Cotter  
35 College Drive  
South Lake Tahoe, CA 96150

## SPONSORSHIPS

The RRCA Annual National Convention is an excellent place to reach hundreds of decision-makers from running clubs across the nation. Take advantage of this unique opportunity to reach running club officers, race directors, elite athletes and health, running-related program directors and runners and walkers of every level in this fun, inspirational and exciting environment.

We have a variety of sponsorship levels available to your business, consisting of both in-kind and/or cash contributions. We can help you with a tailor made proposal that fits your business. Contact David, Convention Director at [tmmrc@sbcglobal.net](mailto:tmmrc@sbcglobal.net) or call (530) 542-3424 for details.

AND, we are a **501(c)(3) Non-Profit organization** so your sponsorships and contribution will most likely be **tax deductible** in whole or in part!

**THANK YOU FOR YOUR  
CONSIDERATION TO  
SUPPORT THIS EVENT**

## ORDER FORM

COMPANY NAME:	
CONTACT NAME:	
TITLE:	
ADDRESS:	
CITY:	
STATE:	
ZIP CODE:	
PHONE:	
FAX:	
EMAIL:	
WEB SITE:	
I.D. SIGN TEXT:	

### RRCA EXPO – May 14<sup>th</sup> & 15<sup>th</sup>, 2004

No.	Item	Cost
	8' x 10' Expo Booth x \$500 each	\$
	Meal Package x \$50 each (each package includes 3 luncheons)	\$
	\$75 Late Fee after April 3 <sup>rd</sup> , 2004 (Order must be received by 5pm)	\$

### Program Booklet Advertising & Packet Inserts

No.	Item	Cost
	¼ page ad x \$100	\$
	½ page ad x \$175	\$
	Full-page ad x \$300	\$
	Inside front cover x \$450	\$
	Inside back cover x \$450	\$
	Back cover x \$500	\$
	Inserts x \$150 each	\$
	Minus 20% <b>advertising discount</b> for EXPO exhibitors and RRCA Members	\$
<b>TOTAL DUE:</b>		\$

Please make check payable to:

**RRCA CONVENTION – LAKE TAHOE**

Please send check to

**RRCA CONVENTION – LAKE TAHOE  
P.O. BOX 14456  
SOUTH LAKE TAHOE, CA 96151**

*After receiving your order and payment we will send confirmation and any additional information that might be helpful to you.*