



2013 Scott & White Health and Fitness Expo

Following two wildly successful years, runners from the Bryan/College Station community, the state of Texas, and all across the country will gather once again for year three of the **Scott & White BCS Marathon + Half Marathon on December 8, 2013**. If the success of the first two years is any indication, we expect this year's race to be even bigger and better - including more runners and community participants. We have even added a marathon relay to the 2013 event, expanding our reach to additional runners. We hope to continue to build upon the incredible momentum of the first two years so that **this event remains the highest rated marathon in Texas and is a mainstay in the BCS community**.

The Scott & White Health and Fitness Expo will take place on Saturday, December 7, at College Station High School. We anticipate over 8,000 attendees this year and firmly believe our Expo vendors will be proud to be associated with our race. We are excited to welcome our vendors as we work together to make the 2013 event the best year yet - hope you will join us.

Thanks!

BCS Marathon Expo Planning Committee

BCS Marathon • PO Box 3005, Bryan, TX, 77805 • 979-229-1304 • expo@bcsmarathon.com

Please contact us with any questions or for more information.

2012 Facts & Figures

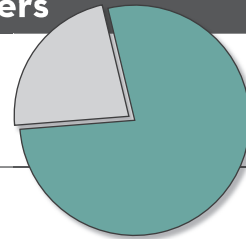
After its second year, the BCS Marathon + Half Marathon remains the largest marathon/half marathon in Texas outside of the four major metropolitan areas (D/FW, Houston, Austin, San Antonio).

- Total Registered - 3,380
- Growth from Year 1 - 100%
- Brazos Valley runners - 44%
- Outside Brazos Valley - 56%

2,703 Total Finishers

614
marathon

2089 half
marathon

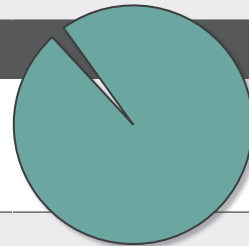


Runner Satisfaction:

- Post race survey - greater than 30% reply rate

Overall Race Rating

97% good/
excellent



- Marathon ranking website www.marathonguide.com currently rates the BCS Marathon with **5/5 stars on organization and course**, and **4.5/5 stars on fans**. This is based on **over 420 reviews** from runners and retains the **BCS Marathon as the highest ranked marathon in the state of Texas - over Houston, Austin, Dallas, and San Antonio.**

Marathon.com Ranking

organization/course



fans



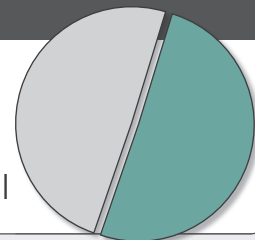
Economic Impact:

- 56% of runners from outside BCS
- Runners from 30 different states
- Estimated economic impact of more than \$600,000

Economic Breakdown

\$297,000 race expenses/
local charities

\$303,000 hotels/food/retail



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Buzz:

- The BCS Marathon website had more than 50,000 visitors in the last 6 months (30,000 of them unique).
- The BCS Marathon Facebook page has nearly 6,800 fans with a very active community. We average 2 posts a day and receive approximately 20 comments per post. Runners consistently recognize us for our accessibility.
- Nearly a dozen new running clubs have started in Bryan/College Station since the race's inception in 2011.

Media Coverage:

- *Bryan/College Station Eagle*
- KBTX
- *Insite Magazine*
- *AbouTown Press*
- *Texas Runner & Triathlete*
- TexAgs Radio Show
- Local radio stations

Advertising:

- 27 total billboards - 7 local to the BCS area
- KBTX - TV commercials and online web ads
- *The Eagle* ad wrapper insert
- Sponsored Health and Fitness board on TexAgs.com
- Monthly ads in *Brazos Monthly* mailer
- Ads in *Maroon Weekly* student newspaper
- Ad in regional running magazine: 10,000+ subscribers
- Ads in 3 major marathon programs:
Houston, Austin, and Boston Marathons

2013 BCS Marathon + Half Marathon Expectations

- Approximately 5,000 runners expected
- 15,000 total participants including runners, volunteers, and spectators
- Newly added 4- and 8-member marathon relays
- Race Expo including 40 vendors and 8,000 total visitors
- 2nd Annual Kid's Marathon (1 mile) on Saturday before the race

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2013 Scott & White Health and Fitness Expo Information

General Information

Location: College Station High School • 4002 Victoria Avenue in College Station

Hours: Saturday, December 7 from 8:30am - 5pm

Vendor Set-up: Friday, December 6 from 5:30pm - 9:00pm

Vendor Clean-up: Saturday, December 7 from 5:00pm - 7:00pm

Booth Rates*

Complimentary for Diamond/Gold Level Sponsors

\$350/booth for Silver Sponsors

\$500/booth for Outside Vendors

\$50 for electricity (additional for all paying vendors upon request)

Booth Amenities

Booth size is 10'x10' and includes table, table linen, and chairs.

Additionally, vendors will be listed on the BCS Marathon website (bcsmarathon.com).

*The Scott & White BCS Marathon + Half Marathon reserve the right to adjust rates on an individual basis, as deemed appropriate.

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About the Expo

The 2013 Scott & White Health and Fitness Expo will serve as the location for race packet pick-up and will provide a running-focused area for race participants and their families. We expect 8,000 people to be present over the course of the race weekend and are excited to showcase our health and fitness friends and the Bryan/College Station community. Our purpose for the Expo is to target and market to runners of all levels, whether it's their first half marathon or their 50th marathon. There will be running specific vendors that will have apparel, shoes, and accessories available for purchase. Vendors will also include those marketing specifically to runners by way of personal training opportunities, nutritional needs, sports clubs, etc. We also welcome booths that highlight the Bryan/College Station community. Many of the booths will include free incentives, hand-outs and demonstrations.

About the Virtual Race Bag

If you do not feel like your business would benefit from hosting a booth space at the Expo, please consider adding an item to our Virtual Race Bag. This year, all runners will be sent their race bags digitally via email prior to race weekend. Virtual Race Bags will contain coupons and offers that a runner would normally be given at the expo. Runners are given a window (about a week) to review the bag online and are sent a reminder and deadline to encourage runners to view the offers. They can also save the offers they want and access them permanently. As a participant in the Virtual Race Bag, you can design your own ad within the Virtual Race Bag platform and we will provide reports following the race for you to evaluate the success of your ad campaign.

Virtual Race Bag Rates

Complimentary Ad for Diamond/Gold/Silver Level Sponsors

\$100 per Ad for Expo Booth Vendors

\$250 per Ad for Non-Expo Booth Vendors

Hotel Accommodations

Discounted hotel rooms have been made available for Expo Vendors at the following partner hotels:

Hyatt Place (979-846-9800) – Use the booking code RUNN when reserving your room.

Hawthorn Suites (979-695-9500) – Use the booking code BCSI when reserving your room.

Best Western (979-731-5300) – Use the booking code BCSMI4 when reserving your room.

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Scott & White Health and Fitness Expo Terms & Conditions



Payment and Cancellation

- 100% of payment is required to confirm request for booth space at the 2013 Scott & White Health and Fitness Expo to be held Saturday, December 7, 2013. Once payment has been received, a confirmation will be sent via email.
- In the event you need to make a cancellation, please notify expo@bcsmarathon.com at your earliest convenience. Cancellations must be made in writing. Any organization that gives notification of cancellation before September 30, 2013 will receive 50% refund of initial payment. No refunds will be issued after October 1, 2013.

Request for and Assignment of Space

- Receipt of payment does not guarantee space at the 2013 Scott & White Health and Fitness Expo to be held Saturday, December 7, 2013. The Expo Committee reserves the right to refuse applications that deem inappropriate for any reason.
- Booth assignments will be made when payment is received on a first come, first received basis. The Expo Committee reserves the right to relocate Vendors or modify the floor plan as needed to maintain attraction proximity, traffic flow, and Fire Marshall approval. Booth number and/or location may change up until Friday, December 6, 2013.

Exhibit Space/Facility Restrictions

- Use of space and materials must not obstruct the view or interfere with other Vendors or Expo attendees. No materials must extend beyond the boundaries of assigned space.
- The booth size is 10'x10' and includes a table, table linen, and chairs. Electricity is available at an additional cost.
- Use of tape to attach items/signage to the building structure is prohibited.
- No holes may be drilled/punched into the facility. Vendors are responsible for damage done to facility/booth rentals.
- Use of sound making equipment must be kept at a reasonable volume level. The Expo Committee reserves the right to restrict the Vendor's use of sound or other devices that interfere with the Expo.
- Security personnel will be provided during the duration of the Expo, but the Vendor's property at Expo shall be at the sole risk of the Vendor.

Set-Up/Clean-Up

- Vendors must check-in and set-up their booth during the assigned set-up time. Upon check-in, Vendor credentials will be issued which must be worn by all individuals setting up, cleaning up, and manning the booth. Set-up time is Friday, December 6, 2013, from 5:30pm – 9:00pm. Clean-up is Saturday, December 7, 2013, from 5:00pm – 7:00pm.
- Booths must remain intact until the Expo closes. All booths must be manned the entire duration of the Expo. Vendor must maintain responsibility of individual(s) manning the booth during Expo duration. Expo hours are 8:30am – 5:00pm on Saturday, December 7, 2013.
- Vendor check-in will begin at 7:00am on December 7, 2013. If a Vendor does not check-in by 8:00am, the Expo Committee reserves the right to rent that space to another individual. No refund will be given.