



# RunWalk Expo

## Friday - June 3, 2011

It is true June 4<sup>th</sup> will be here before we know it! As the most historical run in Midland, the Midland Community Center's Dow RunWalk is viewed as a premiere run and it continues to grow by leaps and bounds. We are coming off the largest participation year ever with over 3,000 participants! It was an exciting race day and we are looking forward to continuing that growth by providing an even better healthy community experience for all who choose to be involved.

Again, this year we will be hosting the RunWalk Expo during Packet Pick-Up. Instead of having multiple times for participants to pick up their race packets we are whittling it down to one and hosting the RunWalk Expo. This Expo is designed for vendors to have direct access to the hundreds of captive RunWalk participants who will be going through the display area as they pick up their race materials. As a RunWalk Expo vendor, you will have the opportunity to have on-site product distribution and sampling and sales are permitted. Vendors are encouraged to sell their samples, one of a kinds, closeouts, and demos. In order to increase the flow of traffic and greater participation at the booths, we will again have the Expo "Passport" for visitors to get stamped and turn in for prize drawings. Details are in process, however, you can help make this successful by donating a prize or two for the drawing.

The RunWalk Expo will be held from 3 – 7 p.m. on Friday, June 3<sup>rd</sup> at the Midland Curling Center (on the campus of the Midland Community Center). Vendors will be allowed to set up starting at 1 p.m. and must be set up by 2:45 p.m. The cost to display at the Expo will be \$50 which includes one 8 foot table and 2 chairs. Below you will find a registration form for Vendor Participation. If you are interesting in this direct marketing opportunity, please fill out the form and return it along with your check to secure your spot by April 29<sup>th</sup>. If you have questions, please feel free to contact me at your convenience at 989.832.7937 x2221 or via e-mail ([JAdamcik@MyMCC.org](mailto:JAdamcik@MyMCC.org)). You can help us make the RunWalk Expo GREAT! Save your spot and SIGN UP TODAY!!

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### VENDOR REGISTRATION – RunWalk Expo

Business (Organization) Name: \_\_\_\_\_

Contact: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Type of Products: \_\_\_\_\_

Special Needs: Electricity  Space w/o a Table  Near a Wall

Other: \_\_\_\_\_

**Vendor Display Fee \$50** Additional 8 foot Tables (\$50 per each additional table): \_\_\_\_\_

Total Enclosed: \_\_\_\_\_

Please Remit to: Midland Community Center • Attn: RunWalk  
2205 Jefferson Avenue • Midland MI 48640