



2019 California International Marathon Expo

Vendor Information

Dates

Friday, December 6, 2019	12:00 pm – 7:00 pm
Saturday, December 7, 2019	9:00 am – 5:00 pm

Location

Sleep Train Arena
1 Sports Parkway
Sacramento, CA 95834

Booth Costs

Exhibitors may choose from two pricing options – Standard or Select

1. Standard 10'x10' Booth - \$1,000
2. Select Upgrade - +\$250 = \$1,250*

All Standard Booth Exhibitor space shall be assigned by the SRA with consideration given to the number of booths purchased and location of space that is available.

- Standard booth exhibitors will be notified of their booth location in mid-November.

All Select Upgrade Exhibitors will be given the opportunity to select their booth space from available booths.

- Booth space will be booked through an interactive floor plan available on Event Hub in early September.

*Select Upgrade is a one-time fee applied to the first booth purchase only

Additional booths may be purchased at \$1,000 per 10'x10' booth

Food/Beverage Sampling: A non-profit Craven Act permit is required. Permit is available through the Sacramento Running Association at no additional charge

Food/Beverage Sales are permitted upon CIM Expo staff approval

Standard Booth Package Includes:

- (1) 10'x10' booth space
- 8' back drape and 3' sidewalls drape
- (1) 8' table (topped and skirted)
- (2) chairs
- ID sign
- CIM Expo will select your booth location

Electricity and Internet connectivity not included (additional information below)

Select Upgrade Package Includes:

- All Standard Booth Package items
- ***You select your booth location on CIM Expo floor***
- The 2019 CIM Expo floor plan will be released on Monday, September 2, 2019
- Select Upgrade vendors will be emailed the live, interactive 2019 CIM Expo floor plan to make their booth space selection

Booth Registration

The 2019 CIM Expo has adopted a new registration system. Vendors will be able to register for the 2019 CIM Expo, review insurance information, sign required documents, purchase booth add-ons and more all through Event Hub.

Please register through our NEW registration portal at https://eventhub.net/events/California-International-Marathon-2019---EXPO_1464 by November 15, 2019. CIM Expo Registration will close once all booths are sold.

Full payment via credit card is expected at the time of registration. Please contact the Vendor Relations Coordinator if you are unable to comply with that requirement and alternative payment options may be available. Booth payments are non-refundable.

Questions

If you have any questions, please contact a member of our staff:

Jenny Matchell - Vendor Relations Coordinator
expo@runsra.org

Ellen Moore - Expo Operations Director
916-737-2627
ellen@runsra.org

Event Hub

If you need additional support

- [Exhibitor Help Center](#)
- Reach out to help@eventhub.net or Live Chat with questions regarding your account or how to use features on Event Hub

Bookmark eventhub.net and SAVE your log-in info to easily upload paperwork and communicate other deliverables leading up to the event.

Exhibitor Logistics

MOVE-IN

Thursday, December 5, 2019	12:00 pm – 5:00 pm
Friday, December 6, 2019	8:00 am – 11:00 am

Sleep Train Arena - 1 Sports Parkway, Sacramento, CA 95834
Loading docks off Truxel Road – East entrance

The loading dock entrance is open to one-way traffic only. Three loading docks will be available during load-in hours only.

When using the loading dock, you must unload fully and move your vehicle to the vendor parking lot immediately.

Exhibitor credentials will be given to you upon arrival so that you will have access to the Expo area during move-in, Expo hours and move-out. Please make sure that you check in upon arrival to the Expo and each person staffing your booth has a pass in their possession at all times.

EXPO HOURS OF OPERATION

Friday, December 6, 2019	12:00 pm – 7:00 pm
Saturday, December 7, 2019	9:00 am – 5:00 pm

All exhibitors must ensure that the booth is staffed during all Expo hours.

MOVE-OUT

Saturday, December 7, 2019	5:00 pm – 10:00 pm
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No exhibitor will be allowed to tear down before 5:00 pm on Saturday.

CANCELLATIONS AND REFUNDS

No refunds will be issued to any exhibitor who fails to attend the Expo. Booth space is non-refundable.

BOOTH ASSIGNMENT

All Standard Booth Exhibitor space shall be assigned by the SRA with consideration given to the number of booths purchased and location of space that is available.

Standard booth exhibitors will be notified of their booth location in mid-November.

All Select Upgrade Booth Exhibitors will be given the opportunity to select their booth space from available booths. Booth space will be booked through an interactive floor plan available on Event Hub in early September.

BOOTH SPACE

The booth spaces are 10'x10' and include an 8'-high back wall and 3'-high sidewalls, one 8'-long draped table and two chairs, one ID sign. E-Z Up tents are NOT allowed.

EXTRA BOOTH NEEDS

You must contact the service provider directly to arrange for any additional services or booth equipment needs including additional booth furniture, telephone, internet, A/V, power, lighting or labor.

Service providers will be released in a separate document by late August.

SELLING GOODS AND SERVICES

Selling goods and services is permitted at the CIM Expo as long as they do not conflict with race weekend sponsors. If you are uncertain, please confirm with the Vendor Relations Coordinator. Exhibitors' items are subject to approval by the Sacramento Running Association.

SAMPLE DISTRIBUTION AND REQUIREMENTS

Sampling and free demonstrations are encouraged. Please confirm with the Vendor Relations Coordinator if you plan to sample food or beverages.

Pre-packaged samples that are under 2 ounces are allowed without a permit. Pre-packaged samples that are over 2 ounces are subject to approval.

Samples that are not pre-packaged that are less than 2 ounces must complete a Craven Act Form. Samples that are not pre-packaged that are over 2 ounces are subject to approval and must complete a Craven Act Form.

The Vendor Relations Coordinator will coordinate with all sampling exhibitors to ensure the successful submission of all forms and payments.

LITERATURE DISTRIBUTION

Exhibitors are not permitted to distribute literature/samples outside their booth area.

SECURITY

The Sacramento Running Association will provide security at the CIM Expo from 5:00 pm on Thursday, December 5 through 5:00 pm on Saturday, December 7. However, we assume no liability for lost or stolen items. Please keep all valuables with you.

PARKING

Vendor parking is free and will be permitted in the vendor parking lot near the loading docks.

INSURANCE

Exhibitors are responsible for obtaining and maintaining appropriate and sufficient insurance, with a minimum of \$1,000,000 to cover any and all claims, damages or losses of any kind incurred or suffered by the exhibitor or its employees, agents, representatives, guests or any other person or entity. Such insurance shall cover without limitation all claims, damages, injuries or losses of or regarding personal property or personal injury regardless of the cause thereof.

Please send a Certificate of Insurance to the Sacramento Running Association (SRA) via eventhub.net or email to expo@runsra.org. See sample certificate in Event Hub under insurance documents for the required information.

RULES AND REGULATIONS

The CIM Expo is owned and operated by the Sacramento Running Association (SRA). The following Rules and Regulations govern the conduct of the Exhibitor in connection with the Expo and related matters. These Rules and regulations are explicitly incorporated as terms and conditions of the Agreement between Exhibitor and SRA.

1. REGISTRATION OF EXHIBITOR REPRESENTATIVES

Exhibitor shall identify and register each of its representatives pursuant to instructions received from SRA. Any person not so registered may be denied access to the Expo or the Expo venue.

2. EXHIBITS – GENERAL

Exhibits will be limited to the company and products specifically identified in this Agreement. Only the sign, logo or identity of the entity identified as Exhibitor may be placed in or around the Exhibitor's Space or appear in or on any printed list of

exhibitors. No exhibits, advertising, or other promotion of any kind will be allowed beyond the perimeters of Exhibitor's Space. All exhibits are subject to review by SRA, which may in its sole discretion and for any reason whatsoever demand or require the modification or removal of any items, materials, or other displayed or distributed matter of any kind that it deems to be inconsistent with the purpose or nature of the Expo or the good name and reputation of SRA, CIM or otherwise disorderly, offensive, inappropriate or unsuitable in any respect. Exhibitor, shall, immediately upon request from SRA or its representatives comply with any demands to modify or remove any such matter or to alter its exhibit in any respect. Exhibitor's failure to comply promptly with any such request or demand shall constitute a material breach of this Agreement by Exhibitor.

3. BOOTH SETUPS

All booth installations, exhibits and setups ("Setups") must conform to such rules, regulations, instructions or limitations as may be imposed by SRA. In the absence of instructions from SRA to contrary, Setups should conform to the Display Rules and Regulations accepted and endorsed by the International Association of Exposition Managers, Exhibit Designers and Producers Association, Exposition Services Contractor Association, and National Trade Show Exhibitors Association. Exhibitor has no right to and agrees not to ship any materials to Sleep Train Arena or the SRA. Such shipment arrangements must be made with show decorator. Exhibits and Exhibitor's materials, displays and other property shall at all times be and remain contained within Exhibitor's Space and shall not exceed a height limit of seven feet. All height restrictions are applicable to signs and product display material. Exhibits must not obstruct the view or interfere with the displays of neighboring exhibits. Displays must be self-supporting. Nails and screws are not permitted in building floors and walls.

4. INSTALLATION AND DISMANTLING

Installation and dismantling of booths is restricted to published hours. All displays must be erected and completely arranged for viewing and all aisles must be free and unobstructed by Friday, December 6, 2019, by 11:00 am. No installation or dismantling of booths or display material is allowed during the exhibit viewing hours. In the event that Exhibitor fails to complete installation of its displays as of the dates and times listed above, fails to pay the full amount of space rental charges pursuant to the Agreement, or fails to comply with any other provision concerning the use of display space or otherwise contained in this Agreement, SRA shall have the right, in addition to all other rights and remedies available to it, to take possession of Exhibitor's Space and lease the same, or any part thereof, to a third party. Materials received by or delivered to Exhibitor after the opening of the Expo must be delivered to its booth at times approved by SRA. Goods and materials used in any display (except bona fide samples) may not be removed from the Expo Hall (unless approved by SRA) until the Expo has been officially closed. SRA retains sole

discretion and authority in the placement, arrangement and appearance of all displays.

5. USE OF LABOR

Exhibitor agrees that it shall not permit or cause any wiring, installation or other labor to be done except by the contractor authorized by SRA.

6. SECURITY

SRA shall arrange for the provision of reasonable security during the Expo, but does not provide any guarantee, indemnity or warranty to Exhibitor or any other person or entity from or against the loss of property, and is not responsible for such loss by or from any cause. Accordingly, Exhibitor shall and must make provisions for safeguarding its goods, materials, equipment and display and other property at all times and its own insurance through its own sources and its own expense.

7. FIRE AND SAFETY LAWS

All applicable fire and safety laws must be strictly observed by the Exhibitor. No E-Z Up tent shall be part of the exhibitor space. Cloth decorations must be flameproof. Wiring for both booth construction and electronic equipment must comply with local fire safety regulations. Aisles and fire exits must not be blocked by exhibits. No combustible decoration, such as crepe paper, cardboard, or corrugated paper shall be used at any time. All packing containers, wrapping materials, etc., must be kept in safety containers. Flammable fluids and materials must be kept in safety containers. Open flames, butane gas, and oxygen tanks are not permitted without permission of SRA and the Sacramento Fire Marshal. All hazardous items used in displays must be properly safeguarded, protected, registered, or avoided in accord with applicable city, state and federal regulations. No balloons or helium-inflated items can be used within the Expo Hall unless approved in advance by SRA. Smoking is not permitted in the Expo Hall.

8. FOOD AND BEVERAGE

Exhibitor may only give away product samples and are subject to the Health Permit requirements and fees from the City of Sacramento. Liquid and Solid portions - 2 oz. If an Exhibitor is granted the right to sell food products or supplements they must have a state and city tax license and a Health Permit from the City of Sacramento. Any food or beverage items prepared, distributed, offered or sold with SRA's prior written approval shall only be distributed and consumed in areas specified by SRA. Contact the SRA representative at 916-737-2627 to determine if your food or beverage applies to this restriction.

9. ATTENTION GETTING DEVICES AND ACTIVITIES

Exhibitor shall not utilize excessive audible or visual attention getting devices or activities or permit offensive odors in or about Exhibitor's Space. Sound effects and music in any form (live or recorded) are prohibited unless approved in writing by SRA. Any failure by Exhibitor to comply with any request or instruction from SRA or its authorized representative to eliminate, cease, remove or modify any such attention attracting device or activity shall constitute a material breach of this Agreement.

2019 California International Marathon Sustainability Procurement Policy

The California International Marathon understands that event operations, processes and materials can have both positive and negative impacts on the environment, society and the economy. The Sacramento Running Association (SRA) strives to have a positive impact on our events' host venues and communities; the running, special events, and civic communities in Sacramento; and the national mass participation endurance sports events industry. As such, we will strive to be an industry-leader in the sustainability of our events, using best-practices to enhance runner experience and community impact.

In 2017, the 35th Annual California International Marathon (CIM) received gold level certification as a sustainable event. In 2019, we will be seeking re-certification through the Council for Responsible Sport. In addition, the CIM Sustainability Team received local and national awards for their efforts including an Environmental Innovator of the Year Award from the Green Sports Alliance.

In keeping with our goals and philosophy we ask that each of our partners join us in our sustainability efforts. As a vendor or sponsor, please help us to fulfill our commitment. All items used during this event should comply with our sustainability plan and procedures.

Please commitment to:

- Reducing waste on all packing and shipping
- Purchasing in bulk when possible instead of small batches
- Using sustainable, reusable or compostable products (specifically PLA#7 made from organic materials such as potato or corn) over single-use products
- Recycling items - including aluminum foil, paper, cardboard, aluminum cans and glass (specifically items with recycle #1 through #6) ○ Specific recycle containers can be supplied to your booth space upon request
- Avoiding use of products that are not recyclable or biodegradable such as styrofoam
- One time use items should be avoided. (ex: one time use plastic water bottles)
- Using food waste containers at your booth when applicable
 - Specific food waste containers can be supplied to your booth space upon request
 - Sorting your waste into three streams - landfill, recycle, and food waste
 - Multiple sustainability station will be available to sort your waste

- Volunteers are also available to help sort and haul waste

Sustainability should not be considered a hindrance to achieving our desired outcomes--it is one of our desired outcomes.

On behalf of the California International Marathon we thank you for complying with our policy and helping us to decrease the impacts from this event.

Jenny Matchell

Sustainability Manager

Sacramento Running Association