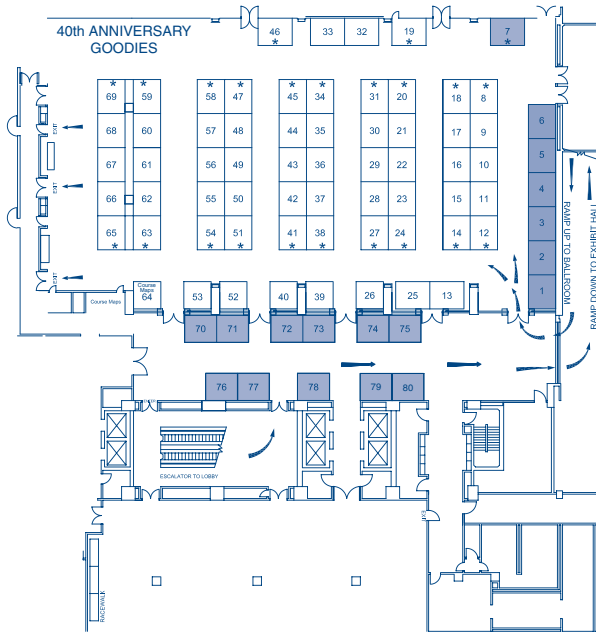


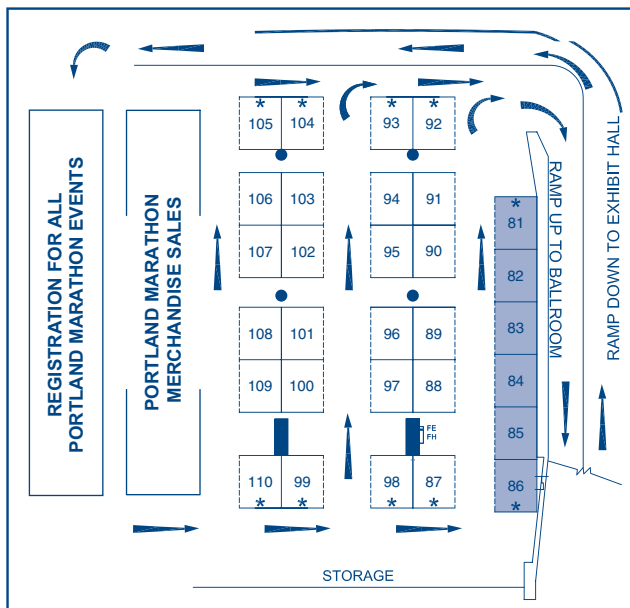
BALLROOM LEVEL FLOOR PLAN



* shaded booths reserved for sponsors

Please note: Floor plans are subject to change

EXHIBIT HALL FLOOR PLAN



* back walls, side walls, or other standing equipment may not exceed 7 ft in Exhibit Hall booths

2010 Portland Marathon Expo Exhibitors

FlashPRO Event Photography
Nike
Nissan
Sports Authority
The Portland Hilton
Ultima Replenisher

adidas America
AIMS
American Cancer Society
Amica Seattle Marathon
Arthritis Foundation
Asics Tiger Corporation
Athletes Lounge
Big Sur International Marathon
Blue Steel Sports
BMO Vancouver Marathon
Bondi Band
Brooks
California International Marathon
Cascadian Farm
Children's Tumor Foundation
Chiropractic For Health Center
Competitor Group
Dr. Will Bars
EFX Performance
Epic Relays
Eugene Marathon
Fit Right Northwest
Foot Traffic
Garmin
Icebreaker
iFitness
King Chiropractic Clinic
K.Swiss, Inc.
Larabar
Leukemia & Lymphoma Society/Team in Training
Mahatma Rice
Marathon Charms & Gifts
Marathon Clinic/Team Oregon
Minute Rice

Mizuno USA
New Balance
One More Mile
Oregon National Guard
Oregon Road Runners Club
Pace Setter Athletic
Pearl Izumi
Polar Electro, Inc.
Portland Running Company
Power Balance, LLC
Prague Marathon
Pro-Tec Athletics
Puma
Ray of Hope Foundation
Road Runner Sports
Run Momma Run
Run Oregon, LLC
San Francisco Marathon
Saucony
Shamrock Marathon
Sheddable Shell
Smartwool
Sole
SPIbelt
Sport hill
Super Supplements
Superfeet Worldwide, Inc.
Sweaty Bands
The Natural Athlete
The Stick-RPI of Atlanta
Therapeutic Associates, Inc.
Tiger Tail USA
Volkssport
Yurbuds

2011

2011 Sports AND Fitness EXPO

Friday, Oct. 7, 11 a.m. - 8 p.m.
Saturday, Oct. 8, 9 a.m. - 7 p.m.

Portland Hilton Hotel
921 S.W. 6th Avenue, Portland, Oregon
Ballroom Level & Exhibit Hall

2011 Sports AND Fitness EXPO

PORTLAND MARATHON

In Association With



PORTLAND MARATHON



A proven success, the Portland Marathon Sports and Fitness Expo is your opportunity to promote and sell to a targeted audience of dedicated runners and fitness enthusiasts from throughout the United States, Canada, Mexico, Europe, and Japan.

Maintain maximum exposure for two days as Marathon weekend entrants of all ages attend the Expo to buy your product or use your service, and complete required registration for their respective run or walk event.

Advance promotion through our Portland Marathon website, as well as radio spots, local television and newspaper stories, coverage in Oregon Road Runners Club publications, and Marathon weekend entry booklets assures outstanding attendance. This event draws over 20,000 people each year. Admission is free to the public.

Fun and informative, the Expo focuses on health screening checks and demonstrations; sports medicine and fitness programs; innovative fitness clothing, shoes, and training aids; and other run and walk related products and services. Everyone can attend free lectures by local and national sports medicine specialists, and noted personalities and columnists in the running and walking community.

Register early for your preferred booth space!

BALLROOM LEVEL

Booth Rental: 8' deep x 10' wide

Profit organization ---

\$1300.00 per booth

* \$1600.00 per corner booth (see floor plan for *)

Non-profit organization ---

\$950.00 per booth

* \$1600.00 per corner booth (see floor plan for *)

EXHIBIT HALL

Booth Rental: 8' deep x 10' wide

Profit organization ---

\$900.00 per booth

* \$1,000.00 per corner booth (see floor plan for *)

Non-profit organization ---

\$650.00 per booth

* \$1,000.00 per corner booth (see floor plan for *)

Space Assignment: first-come, first-reserve basis.

Refer to Expo floor plan when selecting your preferred booth space.

Booth Rental Includes:

8' high backdrop (Ballroom level) / 7' high backdrop (Exhibit Hall), 3' high side skirts, 7" x 40" booth id sign, one 6' skirted table, 2 chairs, wastebasket, carpeting, 24-hour security, and online ad in Portland Marathon Virtual Goodie Bag.

Show Decorator: Confirmed exhibitors will receive order forms for special services, such as signs or banners, electrical needs, dryage, labor, etc. from show decorator.

Booth Payment:

Return registration form with full payment. Booth confirmation contracts and set-up instructions sent upon receipt of payment. No credit cards accepted.

Booth Cancellation:

Cancellation of booth space after August 26, 2011 forfeits total booth payment.

MOVE-IN: Thursday, Oct. 6, 6 p.m. - 8 p.m.

Friday, Oct. 7, 8 a.m.-10:30 a.m.

MOVE-OUT: Saturday, Oct. 8, 7 p.m.-8 p.m.

2011 PORTLAND MARATHON EXPO REGISTRATION

FIRM NAME for Billing _____ **CONTACT** Person for Expo _____

Mailing Address to receive Expo Confirmation Materials _____

City _____ State _____ Zip _____

MAILING ADDRESS FOR BILLING PURPOSES - if different from above mailing address _____

() () _____

CONTACT Phone/Fax _____ Email Address (*REQUIRED - WRITE LEGIBLY) _____

Name for BOOTH SIGN _____

If different from BOOTH SIGN, Name for Expo FLOOR PLAN

Briefly describe the product or service you will be promoting at the Expo. _____

Will you be selling? Yes No
 Will you be giving away product? Yes No

Please reserve 1 2 3 4 or more booths (indicate number needed). List below your preferences for booth space. Refer to floor plan for location numbers.

1 _____ 3 _____
 2 _____ 4 _____

Make check payable to: Portland Marathon Sports and Fitness Expo

Send completed form and full payment to:

Debbie Frank
Portland Marathon Sports and Fitness Expo
 P.O. Box 19478, Portland, OR 97280

Phone: 503-636-1725
 Fax: 503-636-1753
 Email: debbie@trio-realty.com