



## *2011 Health & Fitness Expo*



*Sunday, September 4<sup>th</sup> 10 AM to 6 PM*

*Hyatt Regency Hotel  
208 Barton Springs Rd.  
Austin, TX*



# 2011 Health & Fitness Expo

Sunday, September 4<sup>th</sup> • 10 AM to 6 PM • Hyatt Regency Hotel

All Austin Triathlon participants are required to come through the Expo to pick up their race packets. The 2010 expo welcomed over 5000 attendees including friends and family. Admission to the Expo is free and open to the public.

## Expo Hours

Sunday, Sept. 4<sup>th</sup>  
10 AM to 6 PM

## Exhibitor Set Up

Saturday, Sept. 3<sup>rd</sup>: 2 PM - 7 PM  
Sunday, Sept. 4<sup>th</sup>: 7 AM - 10 AM

## Exhibitor Move Out

Sunday, Sept. 4<sup>th</sup>: 6 PM to 8 PM

**The Hyatt Regency Hotel**, the host hotel for the Austin Triathlon, is located on the shores of beautiful Lady Bird Lake in downtown Austin, TX. It is in walking distance of the Austin Triathlon event site and Austin's historic downtown district. Special room rates are available. Visit: [www.theaustintriathlon.com.com](http://www.theaustintriathlon.com.com) for more info.

## 2010 Austin Triathlon Demographics:

- 2100 Participants
- 62% Male, 38% Female
- Median age: 35
- Geographic Participation: States: 34      Austin: 44%      Texas: 70%
- 86% have 4 year college degrees
- 94% have an annual income of greater than \$100k
- Texas has the largest and fastest growing population of triathletes in the U.S.

## Booth Opportunities

Booth spaces are available on a first-come, first-served basis and will consist of side drape, back drape, two folding chairs, one wastebasket and an identification sign. Information regarding costs of electricity, phones and other accessories will be provided upon payment. Please contact the Expo director with any other requirements.

## Additional Opportunities at other High Five Events Race Expos

High Five Events will produce 15 events in 2011, including 5 other triathlons, the Texas Round UP 10K & 5K, and the Round Rock Express Ride. Each of these events will feature a race expo and finish line carnival. Preferred pricing will be offered at these events to vendors of the Austin Triathlon. For further information, please contact Christine Graves at (512) 633-4335 or [christine@highfiveevents.com](mailto:christine@highfiveevents.com).

## Advertising Opportunities & Goody Bag Inserts:

Advertising opportunities in the Participant Guide are available for \$300 for full page ad and \$200 for a half page ad. Significant discounts are available to event sponsors. For information, contact [Dan@HighFiveEvents.com](mailto:Dan@HighFiveEvents.com). Non-paper goody bag inserts are welcome, at no charge.



# 2011 Health & Fitness Expo Exhibitor Application

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## Exhibitor Information

Organization Name: \_\_\_\_\_

Contact Name & Title: \_\_\_\_\_

Products / Services: \_\_\_\_\_

Booth Sign to Read: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## Booth Selection

10'x10' Booth     10'x10' Corner Booth     10'x20' Booth

## Booth Prices

### Earlybird Rates (until July 1<sup>st</sup>)

10'x10' Booth	\$600
10'x10' Corner Booth	\$750
10'x20' Booth	\$950

### After July 1<sup>st</sup>

10'x10' Booth	\$750
10'x10' Corner Booth	\$900
10'x20' Booth	\$1100

**Total Payment:** \$ \_\_\_\_\_

**Authorized Signature & Date:** \_\_\_\_\_

Please send this application and a check or money order payable to High Five Events:

High Five Events  
2122 Melridge Pl.  
Austin, TX 78704

## Terms and Conditions for all Exhibitors:

Exhibitor agrees to have booth display set by Sunday, September 4 at 10:00 AM and removed no earlier than 6 p.m. on the same day. Exhibitor agrees to have booth staffed during the entire Expo. All Exhibitor products and signage must fit within booth and must not block any other booth. Management reserves the right to remove any inappropriate or obstructive displays and reserves the right to reject, restrict or remove any exhibit. Two or more companies may not occupy the same exhibit space. Space assignments may be changed by Expo management. Product restrictions may apply based on sponsorship agreements. For additional information, contact [Christine@highfiveevents.com](mailto:Christine@highfiveevents.com).