

2nd Annual
Run for the Dream
Half Marathon, 8K & Fun Run

May 18 – 20, 2012

Williamsburg, Virginia

www.RunForAchievableDream.com

**Exhibitor
Information**

Weekend Schedule:

Friday, May 18:

12pm – 8 pm: Expo open

Saturday, May 19:

8 am: Fit to Run, Fit to Dream 8K Run/Walk
2012 USA Masters 8k National Championships

10 am: Kids Fun Run

10 am – 5 pm: Expo open

8:30 am – 12 pm: Post-Race Bash

Sunday, May 20:

7 am: Run for the Dream Half Marathon

8 am – 1 pm: Post-Race Bash



Overview

Opportunities for Exhibition:

- **Run for the Dream Expo**
 - Friday, May 18, and Saturday, May 19
 - Williamsburg Woodlands Conference Center
- **Post-Race Bashes**
 - Saturday, May 19, and Sunday, May 20
 - Sunken Garden, College of William and Mary



(Above) Colonial Williamsburg's booth at the 2011 Expo in the Williamsburg Woodlands Conference Center.
(Left and below) 2011 Post-Race Bash in the Sunken Garden on the William and Mary campus.



Exhibitors may choose from the following options:

- Expo only
- Post-Race Bash Saturday (8K, Fun Run)
- Post-Race Bash Sunday (Half Marathon)
- Post-Race Bashes both Saturday and Sunday
- Expo and Post-Race Bash Saturday
- Expo and Post-Race Bash Sunday
- All events, both venues
- Swag bag inserts

Contact Information:

Marcie Renner, Expo Director
An Achievable Dream
10858 Warwick Blvd, Suite A
Newport News, VA 23601
O: 757-599-9472
C: 757-814-3300
F: 757-873-4887
mrenner@achievabledream.org

*See next page
for pricing!*



Pricing

Prices are shown below for 10' x 7' and 20' x 7' booths at the Expo. Larger spaces are available; please contact the Expo Director for details.

Standard space at the Post-Race Bashes goes up to 30' x 30'; please contact the Expo Director if you need more space. You may rent a tent or provide your own.

	10' x 7'	20' x 7'
Expo only:	\$950	\$1,800
Post-Race Bash Saturday:	\$300	--
Post-Race Bash Sunday:	\$300	--
Post-Race Bashes Saturday and Sunday:	\$500	--
Expo and Post-Race Bash Saturday:	\$1,200	\$2,000
Expo and Post-Race Bash Sunday:	\$1,200	\$2,000
All events, both venues:	\$1,400	\$2,200

Expo pricing includes:

- one 6' skirted table and two chairs per 10' x 7' booth
- 8' back drape and 3' side drapes
- vendor sign
- wireless internet
- electricity

The following add-ons are available for the Expo:

- telephone land-line: \$25
- boxed meals: contact Expo Director

Post-Race bash pricing includes:

- one 6' table and two chairs
- vendor sign

The following add-ons are available for the Post-Race Bashes:

- electricity: \$25
- 10' x 10' tent: \$150

Swag Bag Inserts:

- \$500 for 6,000 items
- items must be delivered by April 27, 2012
- delivery details provided upon registration



Expo Details

Set-up

Vendors may set up during the following times:

Thursday, May 17: 12:00 pm – 5:00 pm

Friday, May 18: 8:00 am – 11:00 am

Expo Hours

Friday, May 18: 12:00 pm – 8:00 pm

Saturday, May 19: 10:00 am – 5:00 pm

**See page 5
for directions and
map !**

Break Down

Vendors must break down displays immediately following the close of the Expo on Saturday, May 19, at 5:00 pm. Out of consideration for runners who attend the Expo that afternoon, we request that vendors wait until 5:00 pm to break down their booths.

Post-Race Bash Details

Periodic public address announcements will be available during the Post-Race Bashes for vendor promotion. Information on announcements will be included in your confirmation email upon registration.

Set-up

Vendors may set up during the following times:

Friday, May 18: 12:00 pm – 3:00 pm

Saturday, May 19: 5:30 am – 8:00 am

Sunday, May 20: 5:30 am – 8:00 am

**See page 6
for directions and
maps !**

Bash Hours

Saturday, May 19: 8:30 am – 12:00 pm

Sunday, May 20: 8:00 am – 1:00 pm

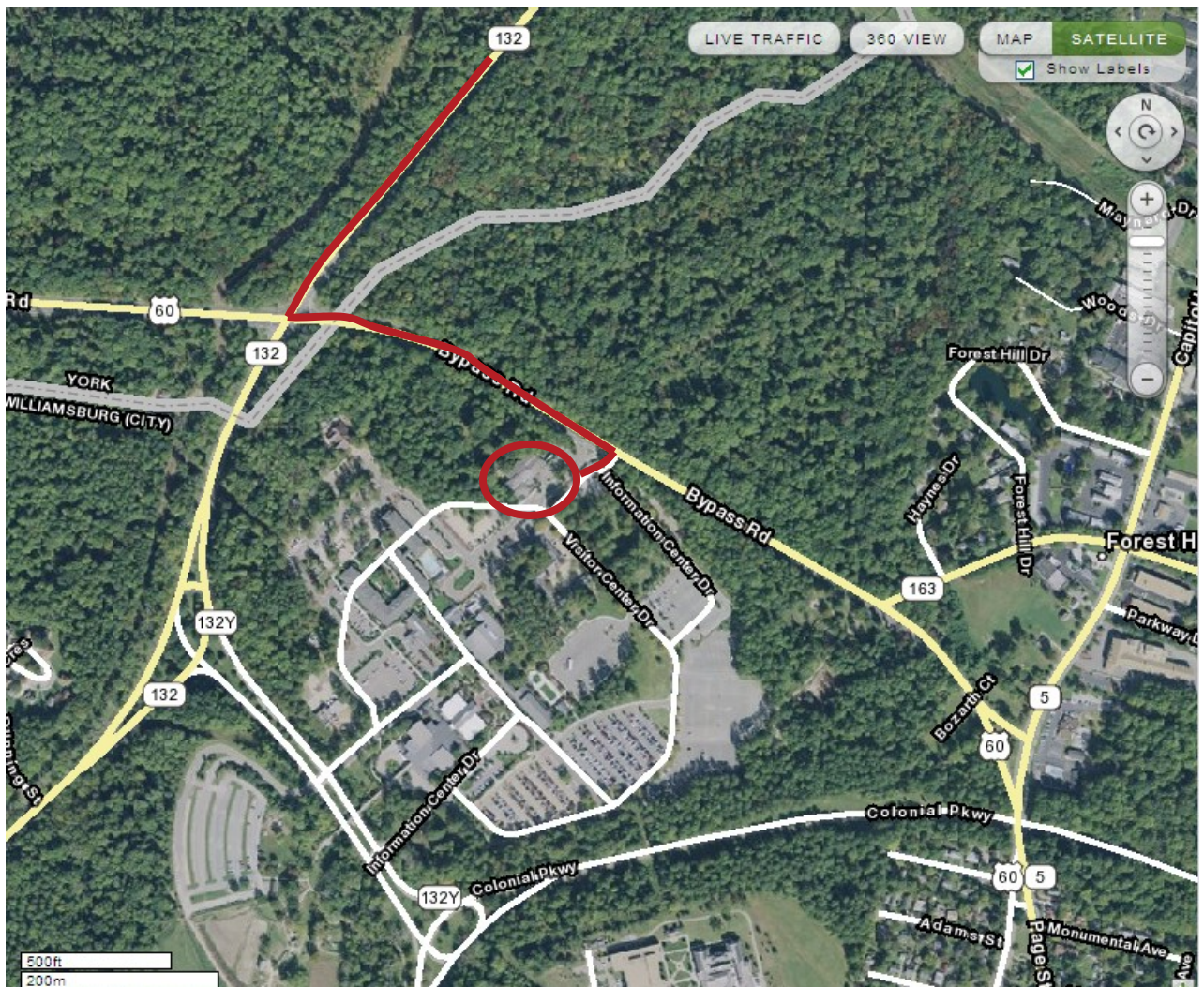
Break Down

Vendors may break down displays immediately following the close of the Bash on Saturday, May 19, at 12:00 pm, or Sunday, May 20, at 1:00 pm. Out of consideration for attendees, we request that vendors wait until the close of each event to break down their booths.



RFTD Expo Directions and Map

From Interstate 64, take exit 238 (Route 143) toward Williamsburg. Take the second right on Route 132. Take the first left on Bypass Road. Take the first right into the Colonial Williamsburg Visitor Center/Conference Center. The Williamsburg Woodlands Conference Center is the first building on the right.



Post-Race Bash Directions and Map

From the intersection of Richmond Road and Scotland Street, enter the campus of the College of William and Mary on Alumni Drive. Bear to the left on Stadium Drive. Go through the parking lot then left on James Blair Drive. Take the brick path on your right that leads into the Sunken Garden.



Access

Air Services

Newport News-Williamsburg International Airport is just 20 minutes away! Connections to Colonial Williamsburg's hotels are available daily.

Newport News-Williamsburg International Airport (airport code PHF)
(757) 877-0221
www.flyphf.com

Alternative Modes of Transportation

- **Rail:** Amtrak (800) 872-7245 or (757) 229-8750; www.amtrak.com
- **Bus:** Greyhound/Trailways (800) 231-2222 or (757) 229-1460; www.greyhound.com
- **Car Rental:** Colonial Rent-a-Car (800) 899-2271 or (757) 220-9941
- **Taxi Service:** Yellow Cab (757) 722-1111

Hotels

The official race hotels are listed below. For more information, please visit the Run for the Dream website (www.runforachievabledream.com/hotels).

- The Williamsburg Woodlands Hotel and Suites (\$104/night)
- The Governor's Inn (\$84/night)
- The Williamsburg Lodge (\$145/night)

Shipping Addresses

Please alert the Expo Director in advance if you plan to ship materials to either address.

- **Expo**
c/o Run for the Dream Expo
Williamsburg Woodlands Conference Center
109 Visitor Center Drive
Williamsburg, Virginia 23185
- **Post-Race Bashes** (note: must arrive by Wednesday, May 16, 2011)
c/o Run for the Dream Post-Race Bash
Virginia Transfer and Storage
810 Forty-Eighth Street
Newport News, Virginia 23607

Contact Information:

Marcie Renner, Expo Director
An Achievable Dream
O: 757-599-9472
C: 757-814-3300
F: 757-873-4887
mrenner@achievabledream.org



2012 Run for the Dream Exhibitor Application

May 18 – 20, 2012

Company/Individual Name: _____

Contact Name/Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: () _____ Fax: () _____ E-mail: _____

Event Contact (if different from above): _____

Phone (mobile during event): () _____ E-mail: _____

Exhibition Options, please circle choices (larger spaces available upon request):

Exhibition Space	10' x 7'	20' x 7'	Add-ons	
Expo only:	\$950	\$1,800	Expo land phone line	\$25
Post-race bash Saturday:	\$300	--	Post-Race Bash electricity	\$25
Post-race bash Sunday:	\$300	--	Post-Race Bash 10' x 10' tent	\$150
Post-race bashes Saturday and Sunday:	\$500	--	Swag-bag inserts	\$500
Expo and post-race bash Saturday:	\$1,200	\$2,000		
Expo and post-race bash Sunday:	\$1,200	\$2,000		
All three days, both venues:	\$1,400	\$2,200		
			TOTAL DUE:	\$ _____

Please list the products to be displayed: _____

Will you be selling product? Yes No List: _____

Will you be sampling food or beverage? Yes No List: _____

Will you be working with a local retailer? Yes No List: _____

We plan to use our own "EZ-UP" tent at the Post-Race Bash(es): Yes No

All requests for exhibitor space must be accompanied by a credit card number to ensure the space is held. Full payment is required within 2 weeks of submitting this application in order to confirm space. All booth locations will be determined after a receipt of a completed exhibitor application. **Space is available on a first-come, first-served basis.** If an exhibitor cancels before April 30, 2012, they will receive a 50% refund. No refunds will be given after May 1, 2012. It is agreed that Run for the Dream, An Achievable Dream, Inc., and DMSE, Inc., are not liable for any injuries or responsible for any lost, stolen or damaged items at the event. A copy of your certificate of insurance listing An Achievable Dream, Inc., as additional insured should be submitted by May 16, 2012.

Signature: _____ Date: _____

Print Name: _____

Credit card # _____ exp. ____/____ Visa/MC/AMEX (please circle)

Please check one: Use credit card number to hold space only Charge credit card

If paying by check, please mail check to:

An Achievable Dream, Inc.
Attn: Run For the Dream Exhibitor Application
10858 Warwick Boulevard, Suite A
Newport News, Virginia 23601



Applications will be confirmed via email along with additional event information.