

## THE COMMUNITY HEALTH EXPO

June 3<sup>rd</sup> & June 4<sup>th</sup>, 2017  
8:00AM to NOON



### [CLASSIC 10K COMMUNITY HEALTH EXPO](#)

Welcome to the Crystal Run Healthcare Classic 10K Community Health Expo. The Expo serves the Greater Middletown area. The Expo is a great opportunity to promote and market your company's products and services to over 4,000 people. Ed O'Connell is our Expo Director. The Expo is FREE to the public.

The main Expo is on Sunday, June 4<sup>th</sup>, 2017 from 7:00 AM until noon at Middletown High School's sparkling new Track & Field Stadium. The Junior Classic with hundreds of runners aged 3-14, with their parents and loved ones, participate here and in other special events for all ages. This takes place at MHS the day before, June 3<sup>rd</sup>, 2017 from 9:00 AM until about noon. Saturday, June 3<sup>rd</sup>, is an optimal day for vendors to exhibit. Participant packet pickup takes place on both days. On both days Classic event participants and spectators go right by Vendor booths so visibility for all vendors is high. MHS is ideal for this kind of mass participation event.

#### Vendor participation:

All Non Profit entities need to donate \$25.00 to Classic 10K Road Race Inc. A filled out form "The Classic 10K Community Health Expo Application" (below) must accompany your check.

All For Profit businesses: the Classic an excellent opportunity to reach over 4,000 participants during a high impact period. For Profit businesses must be a Classic sponsor of at least \$250 to display their products and services at the Classic Expo. Business sponsorships not only include a booth at the Expo, but also: a sign with your business name on the race course; a hyperlink (the year round) from [www.classic10k.com](http://www.classic10k.com) to your business website or message; recognition of your brand the year round; two free meal tickets to the Classic 10K Recognition Dinner held in February; and the right to use the Classic 10K brand in your advertising. Your business check must accompany the filled out form below.

If you would like to display at the Expo for FREE: Become a [Classic Ambassador](#) . As a Classic Ambassador you can advocate for your business and the Classic! Be creative! Have shirts made up for your team. Your booth can be the team meeting area and we promise you that we will have our "Media Eye" on you and your group."

The Classic 10K Road Race Inc. is a 501c3 Non Profit corporation and every year proceeds benefit the neediest charities in the community. Again welcome ... we look forward to seeing you on Classic weekend.

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**CLASSIC 10K COMMUNITY HEALTH EXPO APPLICATION**

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

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

Do you plan to participate in the Expo on:

Saturday \_\_\_\_\_ Sunday \_\_\_\_\_ at MHS? Please Check.

Do you plan to give free samples of food or beverage in your booth?

Yes \_\_\_\_\_ No \_\_\_\_\_

Food and Beverages need to be approved by the Classic Race Committee due to possible conflicts with the Classic's major food and beverage sponsors.

Description of products to be displayed or sampled:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**I agree to the Terms and Conditions on the Informational Sheet below: PLEASE READ**

Signature \_\_\_\_\_

Print Name \_\_\_\_\_

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### 2017 CLASSIC 10K HEALTH & COMMUNITY EXPO INFORMATIONAL SHEET

**Dates:** June 3<sup>rd</sup> and June 4<sup>th</sup>, 2017

**Location:** Faller Field (New Stadium) at Middletown H.S.

**Time:** 8:00AM – 12:00PM

**Arrive & Park:** 6:00AM

**Saturday Set Up – 7AM to 2PM**

**Event Fee:** \$25.00 for all vendors who are not Classic 10K partners. Please see Partner icon at the Classic10K website: [classic10k.com](http://classic10k.com) for info about partnership.

#### Format:

- 1) **You cannot sell anything.** The format for our Expo is for Community Outreach, Education, & Awareness (of your services, location, etc...) you may also find many younger people who may be interested in talking with you concerning potential career interests.
- 2) The Expo is a "Family" event on Saturday June 3<sup>rd</sup> and Sunday, June 4<sup>th</sup>. The Expo, will be part of both the Junior Classic on Saturday, as well Rowley 5K Run & Walk & the Classic 10K race.

#### Vendor Fees:

- 1) **For those who are not Classic 10K official partners** (see website for info) a fee of \$25.00 will be charged to be included as a vendor. (Checks may be written out to The Classic 10K)

#### Set Up

- 2) Those that would like to setup on Saturday, June 3<sup>rd</sup>, 2017, may do so between 7AM – 2PM. Others who only plan to attend on Sunday may set up from 6:00AM – 7:00AM ONLY. You cannot drive into the stadium, so be prepared to carry your stuff down from the parking lot. (There should be hand trucks available or if you should need help just ask for assistance.)
- 3) Bring your own tent, table, chairs & extension cords. (We should have some tables & chairs.)
- 4) Location for your booth is assigned only by Ed O'Connell, the Classic 10K Expo Director. Classic 10K Partners will be assigned first, then other vendors.
- 5) Recommended goodies for your table: Flyers, Pencils/Pens, Magnets, etc.
- 6) Security will be provided for Saturday night.
- 7) In case of inclement weather please keep all items protected from water or wind damage.

**Tear Down:** For all Expo participants other than Crystal Run Healthcare, tear down will be immediately following the conclusion of the Expo on Sunday, June 4<sup>th</sup>, at noon. Please consider helping us tear down.

**Location:** Middletown H.S. Track Facility

**Parking:** Park in lot overlooking the stadium; come in the main entrance to the H.S. (Carpenter Ave.) & drive to end of parking lot overlooking track. NO vehicles are allowed into the stadium.

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**NO Bag Stuffing (for Racers' Bags)**

There will not be a bag stuffing event this year, but rather runners will be sent out to your booths on Saturday & Sunday for you to share your business & any free stuff that you want to give away, that has been approved by the Health Expo Director, Dave Billings.

**Other Suggestions/Info:** Sun Blocker or whatever the weather may call for clothing wise, etc... Food and concessions will be available at the track facility. Please support our school and local organizations. Bathroom facilities: Public Restrooms available in the stadium.

**Volunteers Needed:** We appreciate all that can help us setup and tear down. Setup is Saturday, June 3<sup>rd</sup>, 2017 between the hours of 7AM – 2PM. Others who only plan to attend on Sunday, June 4<sup>th</sup>, 2017 may set up from 6:00AM – 7:00AM ONLY!!! If you require electric please let the Health Expo director know in advance of the event. Tear down is on Sunday at 12PM immediately following the end of the Expo. (Crystal Run Healthcare, who is our title sponsor, will be there both on Saturday and Sunday at their usual location.)

**Contact Info for Expo:** Ed O'Connell at [eoconnell@hvc.rr.com](mailto:eoconnell@hvc.rr.com) or Cell Phone (845) 591-9329

***Lastly, please remember that to be involved in the Expo Event, you need to contact Ed O'Connell for acceptance into the event, no other director or person is able to give you clearance to be an Expo Event vendor.***