



# Abbott Health & Fitness Expo

# Abbott Health & Fitness Expo

The **Abbott Health & Fitness Expo** is one of the largest health and wellness expos in the country, making it the perfect opportunity to introduce participants and patrons to your brand.

## Expo location and dates

McCormick Place, North Building, Hall B

Friday, October 5, 2018 | 9 a.m. to 8 p.m.

Saturday, October 6, 2018 | 9 a.m. to 6 p.m.

## Race date

**Sunday, October 7, 2018**

**240,000 sq. ft**

Exhibit hall space

**145,000**

Attendees

**45,000**

Bank of America  
Chicago Marathon  
participants

**180+**

Exhibitors

# Join us in 2018

This year, will be the 41st running of the Bank of America Chicago Marathon. What started as a local race in 1977, has grown into a internationally renowned event that welcomes thousands of runners from more than **100 countries** and all **50 states**.





# Why you should exhibit

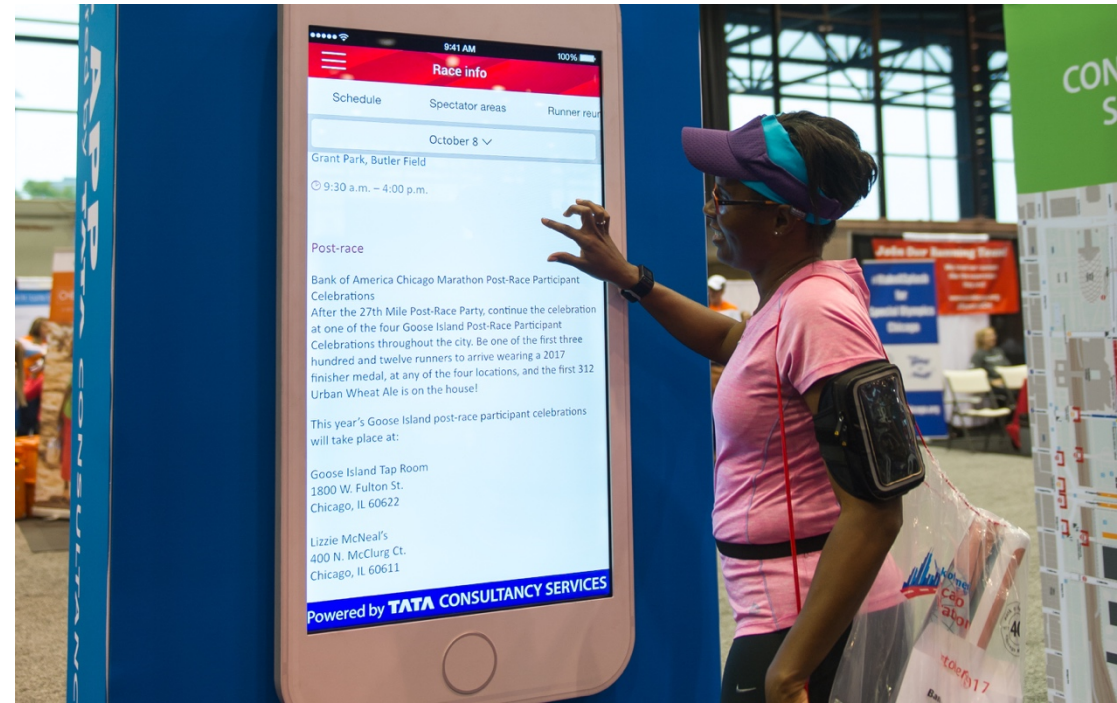
With **44,000+ finishers**, our participants represent world-class elite athletes, top regional and Masters runners, race veterans, debut marathoners and charity runners.

The nature of the event's application process allows a significant amount of **debut marathoners** to participate every year. This is an audience who is actively looking for the latest products in running footwear, apparel and accessories, as well as the developments in **sports, fitness and nutrition**.

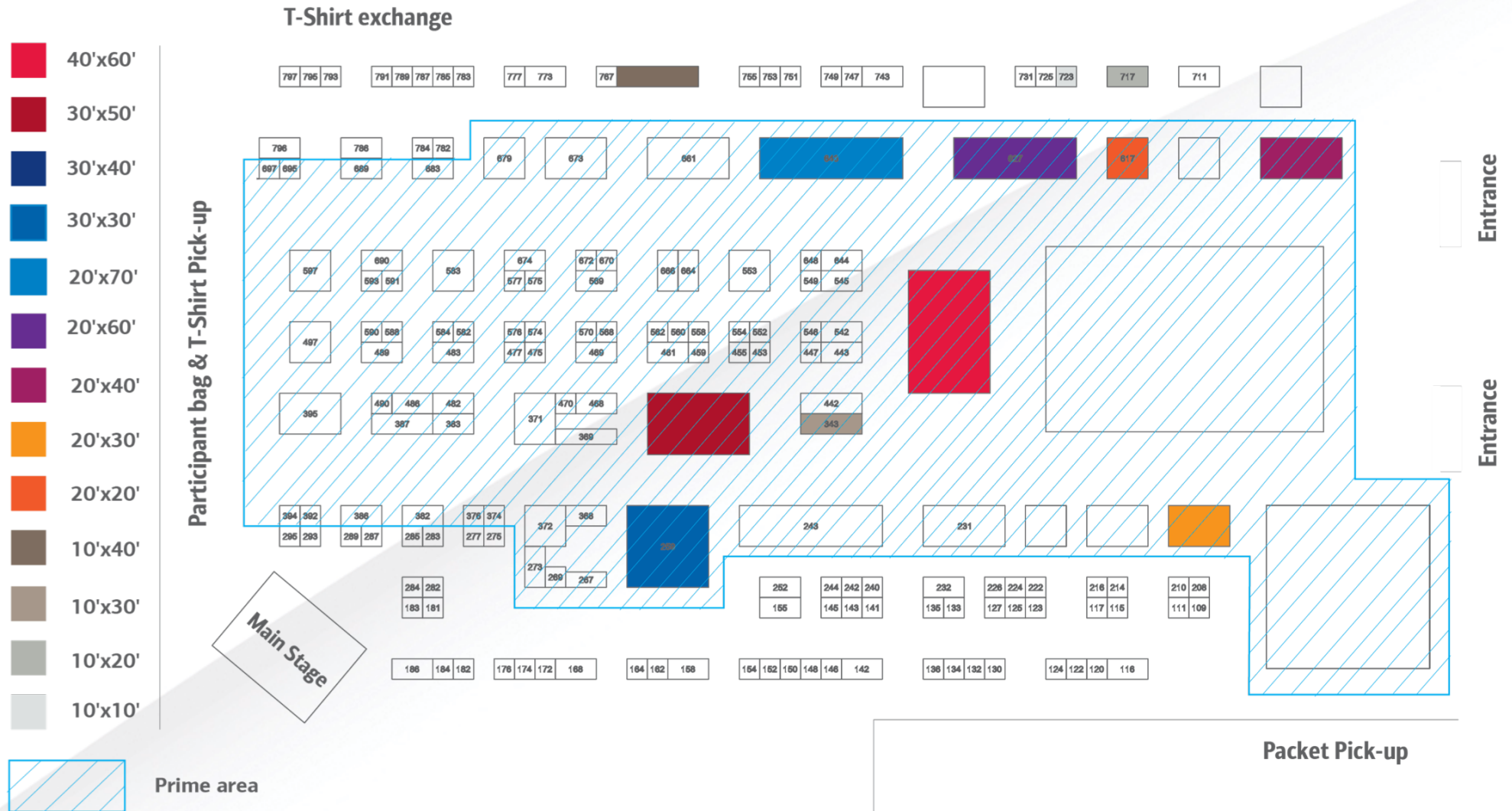
# Why you should exhibit

The Expo is home to participant packet pick-up. **All Bank of America Chicago Marathon participants** must visit the event to gather race day essentials including their participant bag, bib number, timing device and event t-shirt. In addition the **Advocate Health Care International Chicago 5K** packet pick-up will draw about **4,000** additional attendees.

The layout of the Expo including strategic placement of required participant areas (ex. packet and t-shirt pick-up), as well as wide aisles creates an environment that encourages guests to **explore and engage** with exhibitors.



# 2018 Floor plan





# Cost to exhibit

## Booth size

## Current rate

10'x10' Booth, Regular	\$3,300.00
10'x10' Booth, Prime	\$4,000.00
10'x10' Corner Booth Prime	\$4,400.00
10'x20' Booth, Regular	\$6,100.00
10'x20' Booth, Prime	\$7,000.00
10'x20' End Cap Booth, Prime	\$7,300.00
10'x30' Booth, Regular	\$8,800.00
10'x30' Booth, Prime	\$9,600.00
10'x40' Booth, Regular	\$11,100.00
10'x40' Booth, Prime	\$12,700.00
20'x20' Booth	\$12,700.00
20'x30' Booth	\$19,700.00
20'x40' Booth	\$25,700.00
20'x60' Booth	\$37,700.00
20'x70' Booth	\$45,500.00
30'x30' Booth	\$29,000.00
30'x40' Booth	\$37,700.00
30'x50' Booth	\$43,700.00
40'x60' Booth	\$66,500.00

Size not listed - Contact Paul Brackey for pricing options  
[paul.brackey@cemevent.com](mailto:paul.brackey@cemevent.com)

# Past exhibitors



American Airlines



Bank of America



Chicago Tribune

Deloitte.



ENDURANCE



molex®



TAG Heuer

TATA  
CONSULTANCY  
SERVICES

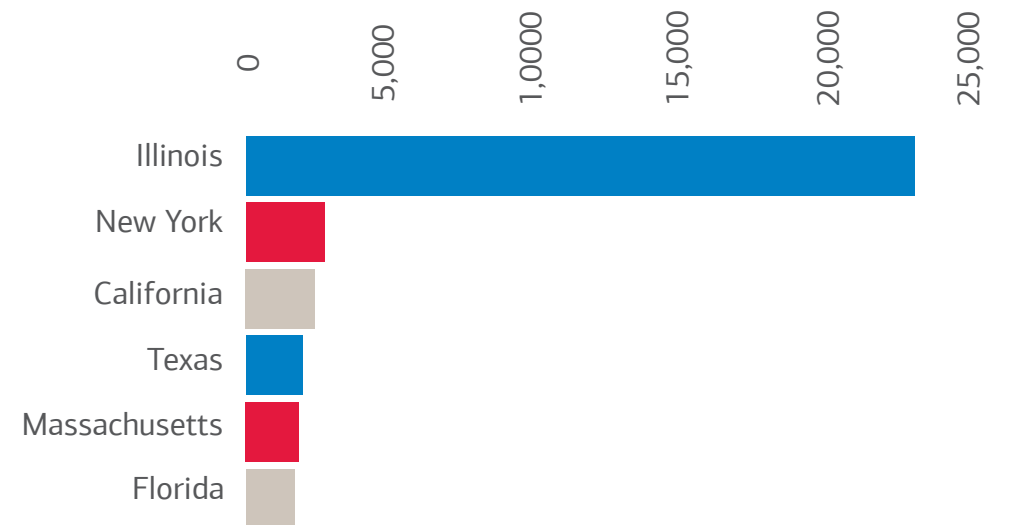
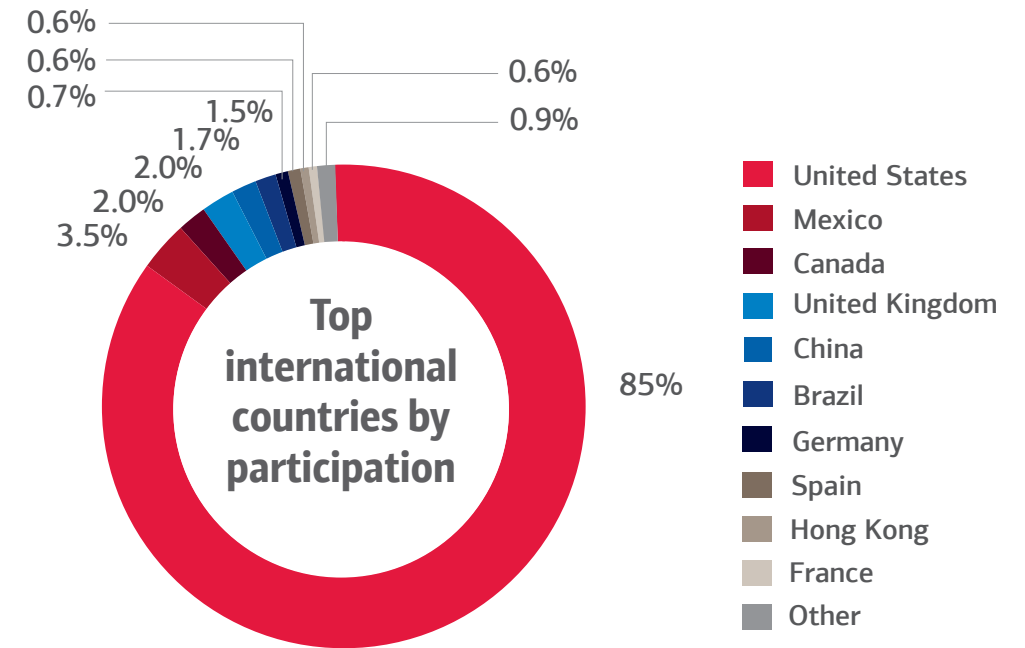
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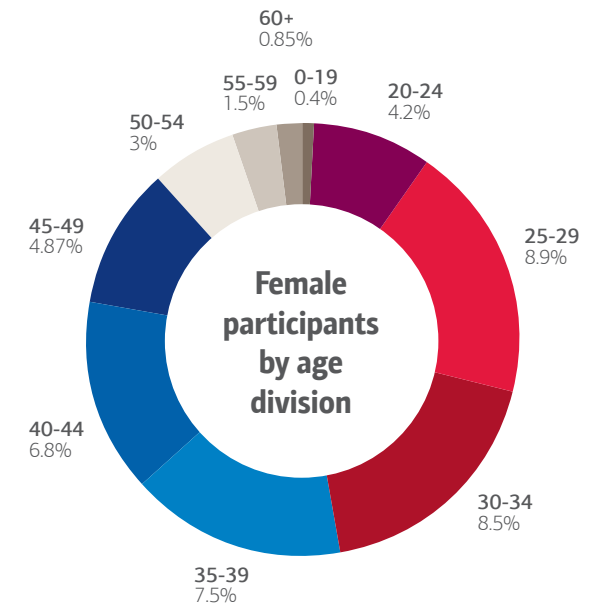
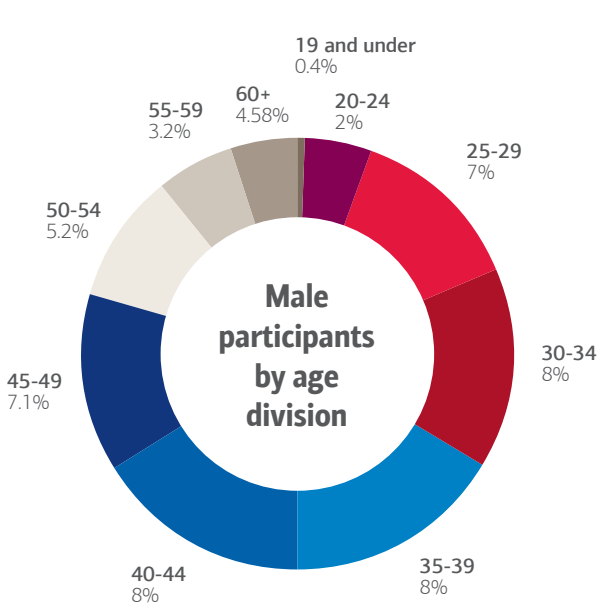
Abbott | American Airlines | Asics | Addaday | Bank of America | Brooks Running  
Chicago Tribune | Clif Bar | Deloitte | Garmin | Gatorade | Goose Island Beer Co.  
Hoka One One | Johnson & Johnson | Kashi | MarathonFoto | Moji | Molex  
Nathan Sports | New Balance Newton Running | Nike | nuun hydration | Polar  
PowerBar | Runner's World | Saucony | Skechers | T-Mobile | TAG Heuer  
Tata Consultancy Services | Thorlos | The North Face | 2XU



# Event audience

Exhibitors have the opportunity to reach a variety of audiences. The marathon welcomes thousands of runners from more than **100 countries** and **all 50 states**.



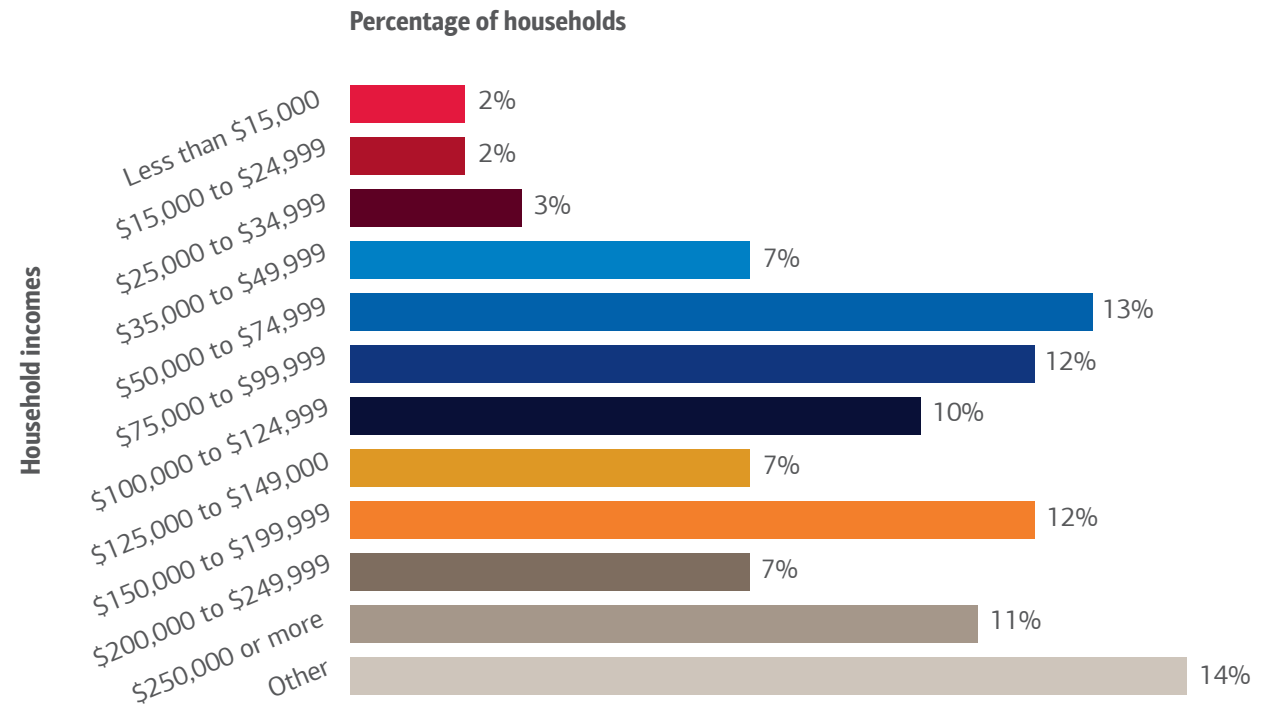


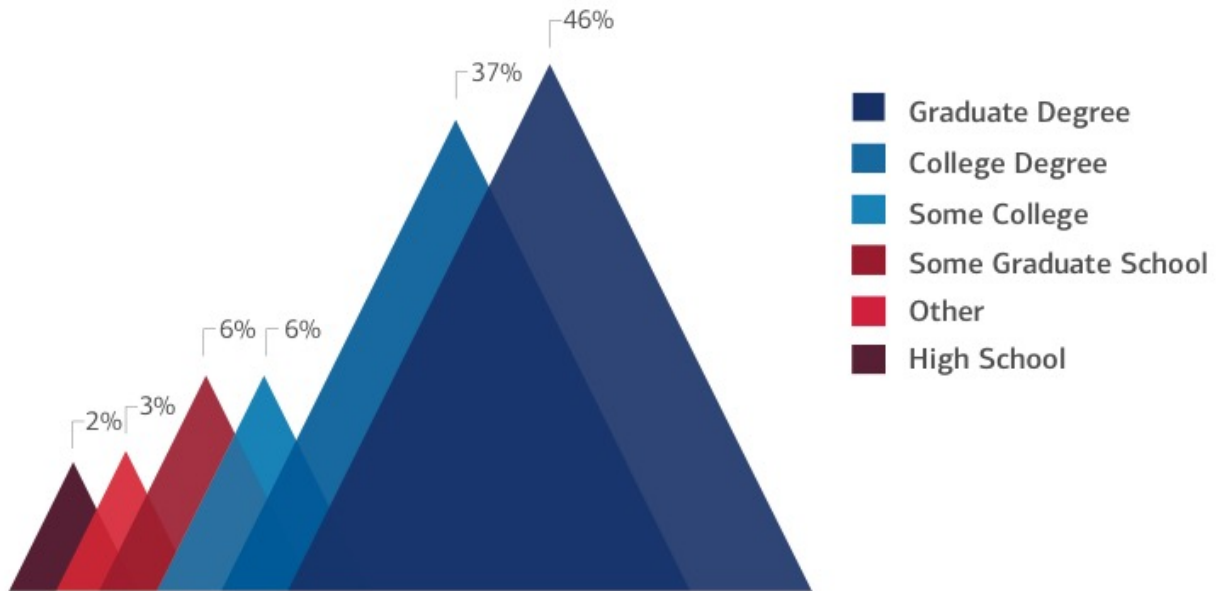
# Event audience

The Bank of America Chicago Marathon equally attracts male and female participants, with female participation at 48.5%, and male participation at 51.5%. 84% percent of Chicago Marathon participants are between the ages of 25 to 54.

# Event audience

The Bank of America Chicago Marathon attracts an affluent and well educated participant base. 25% of participants (HH) have an annual income of more than \$150,000.





# Event audience

45% of households make more than \$100,000. 88% of participants have a college degree or higher.

# Event audience

As a result of the race's national and international draw, the Bank of America Chicago Marathon generates \$282 million in annual economic impact to its host city.

## Total Spent Per Race Participant Per Day



**\$81**  
on lodging



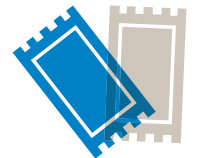
**\$48**  
on food



**\$259**  
on shopping



**\$124**  
on transportation



**\$54**  
on entertainment

Every **\$1** spent by a race participant generated an additional **\$1.27** worth of activity distributed through the Chicago economy

# Additional opportunities

## Participant bag

The participant bag is your opportunity to get your product or information directly into the hands of each participants.


Up to 50,000+ physical bags assembled and distributed to all participants

Insert deadline is **Friday, August 31, 2018** for the physical bag (detailed instructions will be sent after your order is placed online)

## Participant bag pricing

- Product sample: \$ 2,600.00
- Paper insert: \$ 4,700.00






**SQUEEZ'D**  
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SIMPLY FRUIT & VEGETABLES

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Add a FREE nutra-boost to your smoothie!  
Mariano's

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Free Chicago 26.2 glass at the Goose Island Taproom!

Goose Island Beer Co

[VIEW DETAILS](#)

# Additional opportunities

## Virtual bag

The virtual bag allows your coupon, flier or advertisement to reach our participants, volunteers and spectators without the cost of printing. Post-race metrics for the virtual bag will allow you to see how many people viewed, printed and shared your advertisement.

**59,000+** virtual bags distributed in 2017

Deadline for the virtual bag will be **Friday, September 14, 2018**

## Virtual bag pricing

Virtual bag: \$ 2,500.00



# Additional opportunities

## Official program

**75,000 circulation** The program is inserted in all the runner's Participant bags as well as where all Chicago Athlete Magazines are distributed. A **digital program** will also be emailed to all participants 3 weeks prior to race weekend!

Contact Jeremy Solomon

[jeremy@endurancesportsmedia.com](mailto:jeremy@endurancesportsmedia.com)

## Space reservation deadline

**Friday, July 27, 2018**

## Material deadline

**Friday, August 3, 2018**

### Description

### Price

Full page regular rate	\$4,000.00
Full page non-profit rate	\$3,500.00
Half page regular rate	\$3,000.00
Half page non-profit rate	\$2,500.00
Third page regular rate	\$2,000.00
Third page nonprofit rate	\$1,500.00
Charity 1/8 page rate	\$350.00





For more information contact Paul Brackey  
[paul.brackey@cemevent.com](mailto:paul.brackey@cemevent.com)  
312.904.9812

# Thank you