

# Meet your target group at America's leading cycling festival.

PHILADELPHIA



**Cycling,  
Health &  
Fitness  
SHOW**

**JUNE 4 & 5, 2010**  
Pennsylvania Convention Center

**JUNE 6 (Outdoor)**  
Benjamin Franklin Parkway

**TD Bank**

Philadelphia  
**INTERNATIONAL  
CHAMPIONSHIP**



## What is the Cycling, Health & Fitness Show?

The 26<sup>th</sup> Annual TD Bank Philadelphia International Cycling Championship is ranked as one of the top professional bicycle races in the world & every year hosts up to 30 cycling teams representing some 25 nations. With over 300,000 spectators, the race has become the biggest single day cycling event in North America. The accompanying annual Lifestyle Expo has been expanded to three days and incorporated into the 2010 Philadelphia Cycling, Health & Fitness Show in the Pennsylvania Convention Center on June 4 and 5 and on site at the race on June 6.

## Who is the target group?

Metropolitan Philadelphia is home to several hundred thousand recreational and competitive cyclists, triathletes, runners and health and fitness enthusiasts. These affluent, educated and active lifestyle consumers with strong purchasing power seek information on the latest technologies and cutting edge equipment and products; many will make purchases of products they see at the show or within several months. Over 60% of attendee purchases at shows are impulse buys made simply because a displayed product at the show triggered a need!

## Why should you exhibit?

- Surround yourself with qualified and motivated health and fitness enthusiasts.
- Present your products to 15-20,000 people within your target group.
- Generate solid sales leads and create personal relationships.
- Take the guess work out of where your advertising dollars should be spent. Our multimedia marketing campaign designed specifically for the show - combined with 25 years of marketing the race - will bring thousands of enthusiasts to your booth.

**Give us a call... Let us confirm your premium space today!**

**Benefit from Extensive Media Promotion**

Television • Radio • Newspapers • Magazines • Internet

## Exhibit Space Rates

(Standard Booth is 10'X10' - 100sq.ft)

(PA Convention Center rates)

Friday, June 4<sup>th</sup> & Saturday, June 5<sup>th</sup>

1 Booth.....	\$900
2 Booths.....	\$1800
3 Booths.....	\$2400
4 Booths.....	\$3000
5 + Booths - BULK RATE.....	\$700/booth

3<sup>rd</sup> day rates at the Benjamin Franklin Parkway  
Additional \$600 per 10 X 10 - limited space available

OUTDOOR RACE SITE ONLY

Benjamin Franklin Parkway Rates

Sunday, June 6<sup>th</sup>

1 <sup>st</sup> Booth.....	\$1500
Each additional Booth.....	\$600

## Exhibit Amenities (Indoor)

- Standard pipe and drape  
(8' high back with 3' high side walls)
- Union material handling included
- Storage of empty crates and boxes
- Exhibitor badges
- 10 VIP Tickets per company for the show

## Show Hours

June 4 <sup>th</sup> <i>Friday</i>	10:00AM - 8:00PM
June 5 <sup>th</sup> <i>Saturday</i>	10:00AM - 6:00PM
June 6 <sup>th</sup> <i>Sunday</i> (AT THE RACE)	8:30AM - 4:00PM

## Contact Information

**David Mockus, Show Manager**

**PHONE (856) 626-3226**

**FAX...** *your completed*  
*Contract/Application to:*  
**(856) 626-3289**

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