

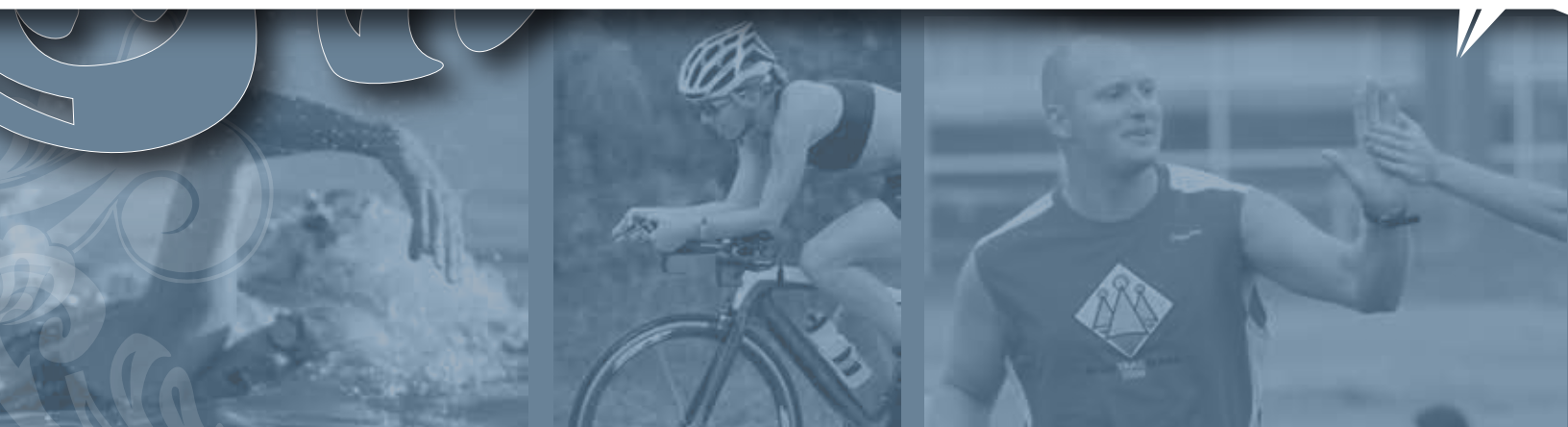


April 14-15, 2012 ★ Corpus Christi, TX  
Sprint, Olympic & Half Triathlons

presented by



[www.RepublicofTexasTri.com](http://www.RepublicofTexasTri.com)



Republic of Texas Triathlon Festival  
2012 Health and Fitness Expo



## Expo Hours

Friday, April 13th:  
2 PM to 8 PM

Saturday, April 14th:  
12 PM to 5 PM

## Exhibitor Set Up

Thursday, April 12th:  
2 PM - 6 PM

Friday, April 13th:  
9 AM - 2 PM

## Exhibitor Move Out

Saturday, April 15th:  
5 PM to 8 PM

## Overview

The Republic of Texas Triathlon Festival Health & Fitness Expo provides a great opportunity to promote and market your company's products and services in the greater Corpus Christi Area. The Republic of Texas Triathlon Festival Health & Fitness Expo will take place on Friday, April 13th and Saturday, April 14th, 2012 at the Omni Hotel in downtown Corpus Christi.

The expo will serve as the pick up location for race bibs, T-shirts, and goodie bags. Participants must visit the expo to pick up their bib numbers, as there is no race day pick-up. Whether you're selling shoes, sunglasses, vacations, orthopedics or all things health and fitness related, plan to be involved and catch all the excitement of the Republic of Texas Triathlon Festival Health & Fitness Expo.

## Expo Host Hotel

The host hotel for the Republic of Texas Triathlon Festival, is located in the lively downtown Marina District of Corpus Christi, TX. It is in walking distance of the Republic of Texas Triathlon swim start and transition site, just 15 minutes from the Corpus Christi airport, and in the heart of the Marina District. Special room rates are available. Visit: [http://www.republicoftexastri.com/travel\\_lodging.asp](http://www.republicoftexastri.com/travel_lodging.asp) for more info.

## 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.





## Triathlon Demographics

- Triathletes are from high socio-economic backgrounds with median incomes of \$126,000.
- 85% of triathletes are college educated.
- The average age of a triathlete is 38.
- 60% of triathletes are male.
- 63% of triathletes are married.
- 70% of triathletes participate in other endurance events, such as running and cycling.
- In 2008, the average triathlete spent \$4000 on bikes, equipment, training, nutrition, and races.
- Triathlon is one of the fastest growing participant based sports in the country over the last 10 years.

## Opportunities at other High Five Events Race Expos

In 2012, each event will have a race expo. The race expo will be held during packet pickup hours on the days prior to the event.

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 [sponsorship@highfiveevents.com](mailto:sponsorship@highfiveevents.com). Non-paper goody bag inserts are welcome, at no charge.

## Publicity

Press releases for this event are sent to area newspapers, regional and national publications, and internet news media. Advertisements are placed in leading triathlon and fitness publications such as Competitor, Runner Triathlete News, and Austin Fit Magazine, as well as various online media such as Facebook, Google, and central Texas triathlon & and cycling websites. On average, High Five Events website properties receive 650 unique visits per day, and the electronic newsletter reaches over 30,000 voluntary subscribers.





# Republic of Texas Triathlon Festival

## 2012 Health & Fitness Expo

### Exhibitor Application

#### 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 March 15th)

10'x10' Booth	\$300
10'x10' Corner Booth	\$400
10'x20' Booth	\$500
Table	\$100

##### After March 15th

10'x10' Booth	\$400
10'x10' Corner Booth	\$500
10'x20' Booth	\$700
Table	\$150

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

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

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

High Five Events  
PO Box 442  
Austin, TX 78767

#### Terms and Conditions for all Exhibitors:

Exhibitor agrees to have booth display set by Friday, April 13th at 12:00 PM and removed no earlier than 6PM on Saturday, April 14th. 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).