Abbott Health & Fitness Expo

Bank of America
Chicago
Marathon®

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, Lakeside Center, Hall D

- Friday, October 6, 2017 | 9 a.m. to 8 p.m.
- Saturday, October 7, 2017 | 9 a.m. to 6 p.m.

Race date

- **Sunday, October 8, 2017**

240,000 sq. ft
Exhibit hall space

140,000
Attendees

45,000
Bank of America Chicago Marathon participants

177+
Exhibitors

Join us in 2017

Bank of America Chicago Marathon

This year, marks the **40th anniversary** 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 **40,000+ 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**.

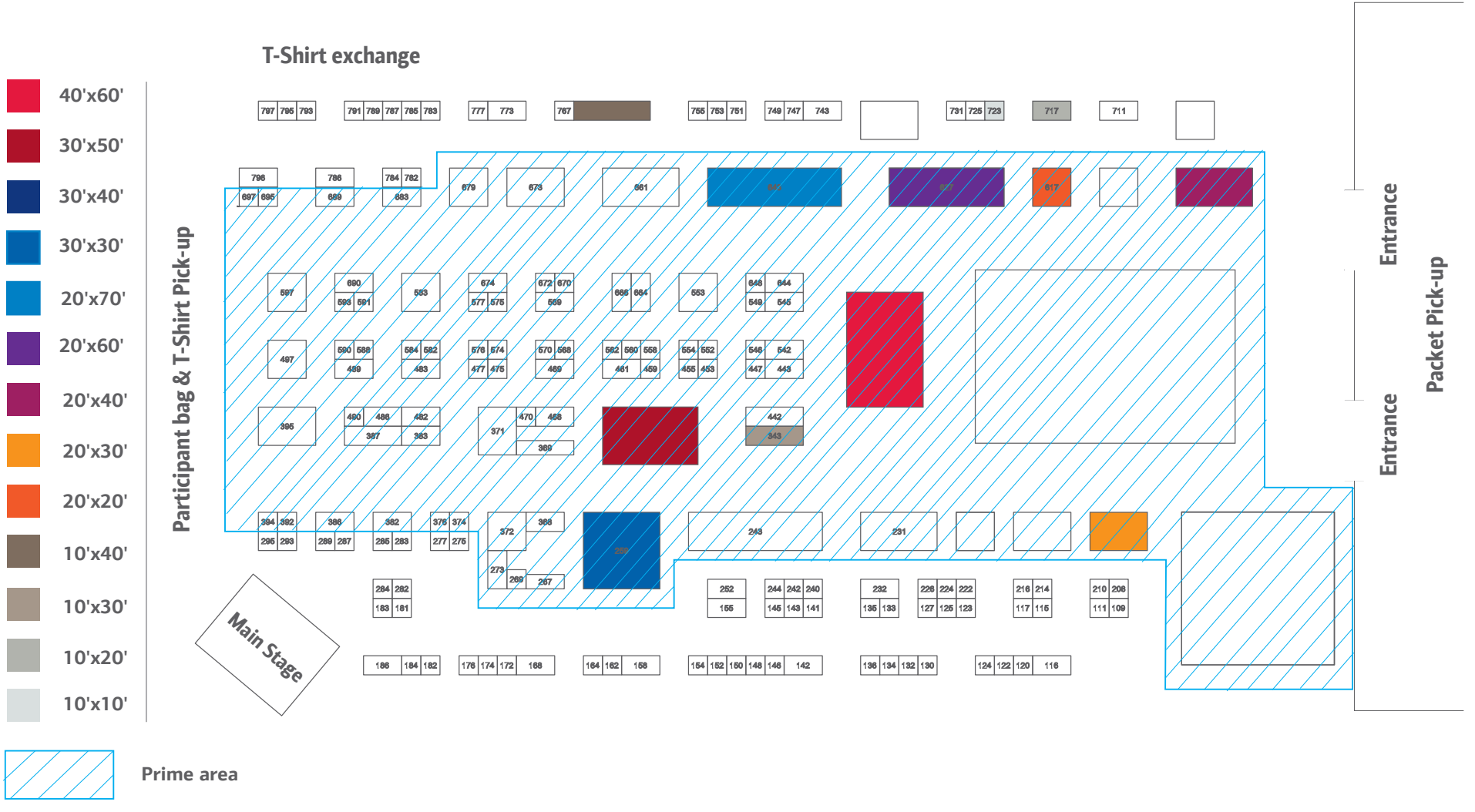
Why you should exhibit

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.

The layout of the Expo including strategic placement of required participants 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.

2017 Floor Plan

Bank of America Chicago Marathon



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

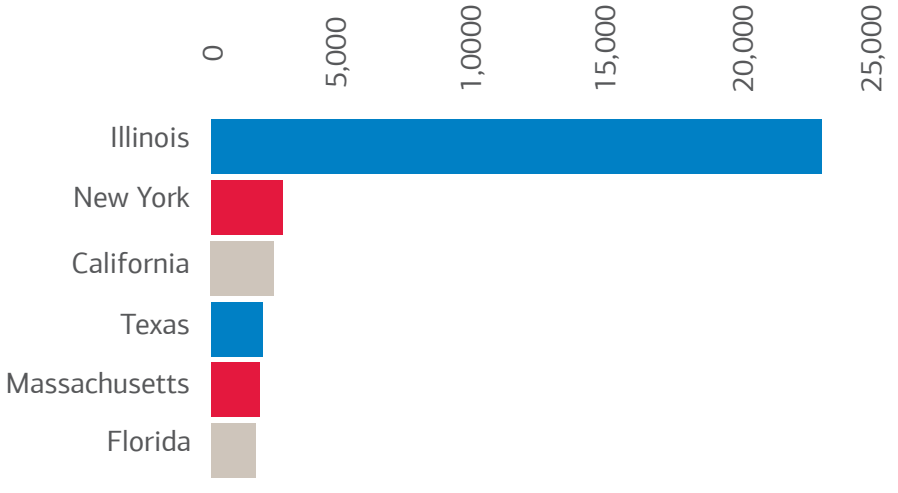
Past exhibitors

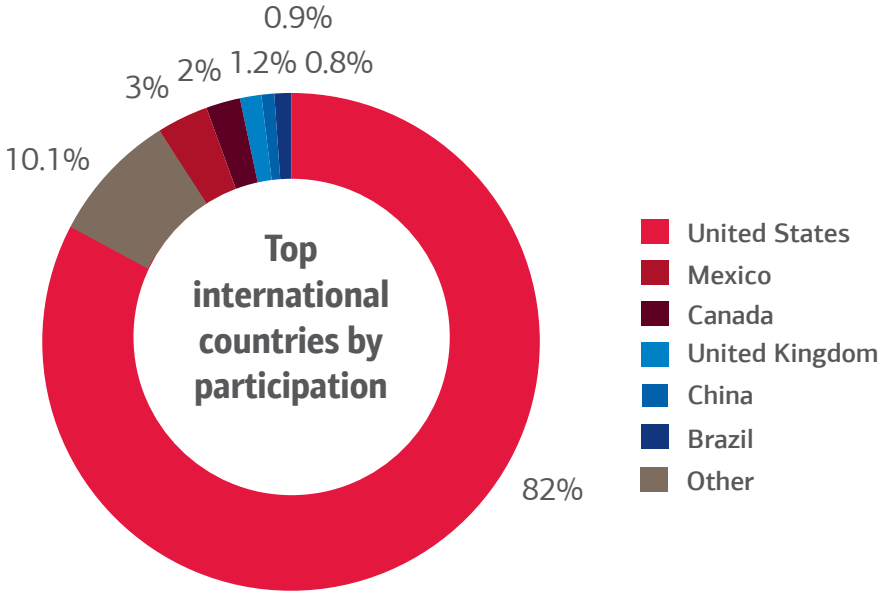
Bank of America Chicago Marathon

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

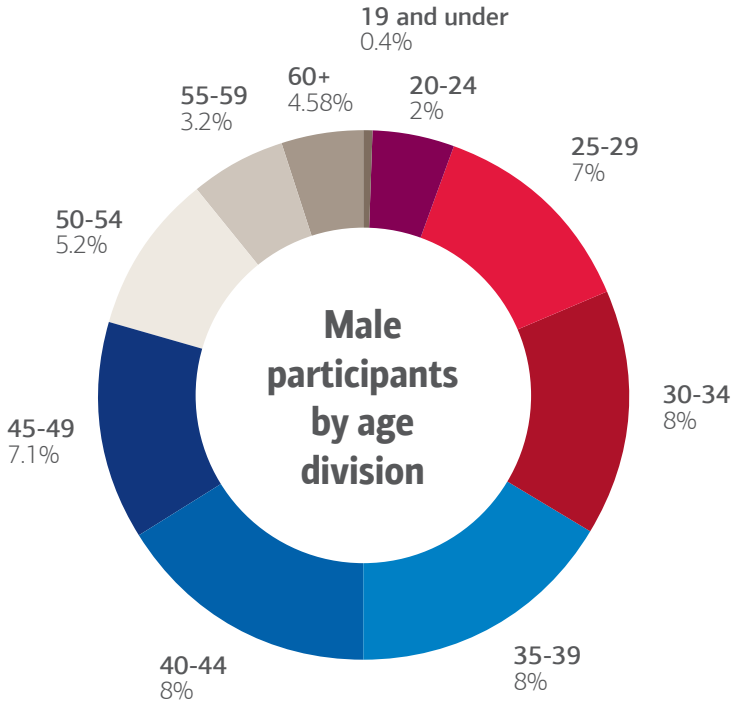
Exhibitors have the opportunity to reach a variety of audiences. The marathon welcomes thousands of runners from more than **100 countries** and all **50 states**.

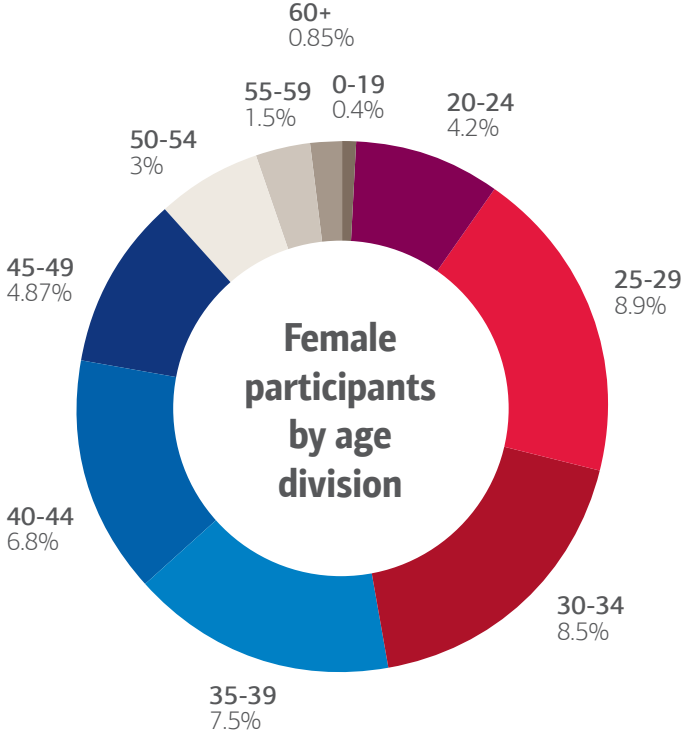




Event audience

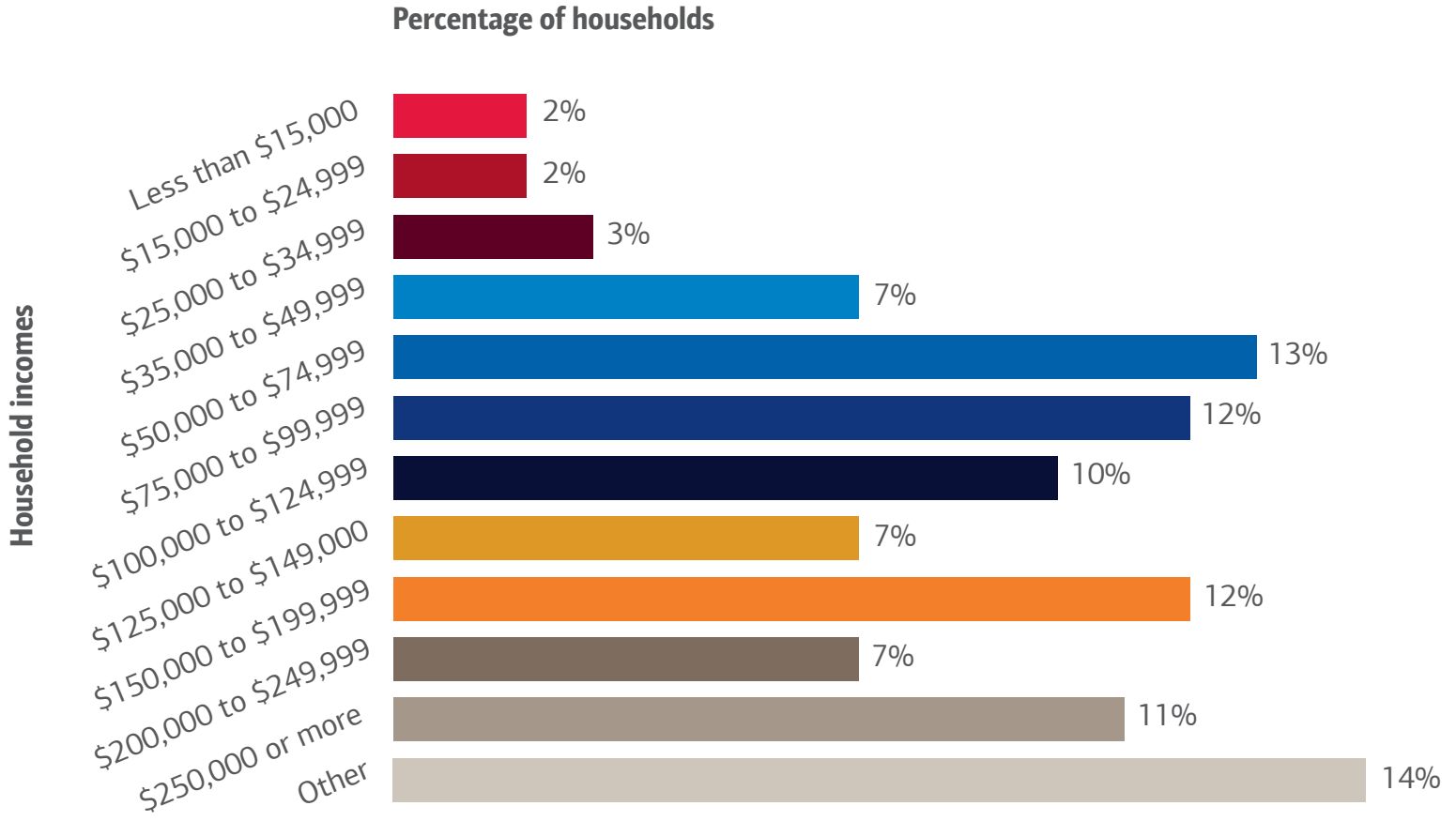
The event equally attracts male and female participants, with **female** participation at **47%,** and male participation at **53%**. 84% percent of participants are between the ages of **25 to 54**.





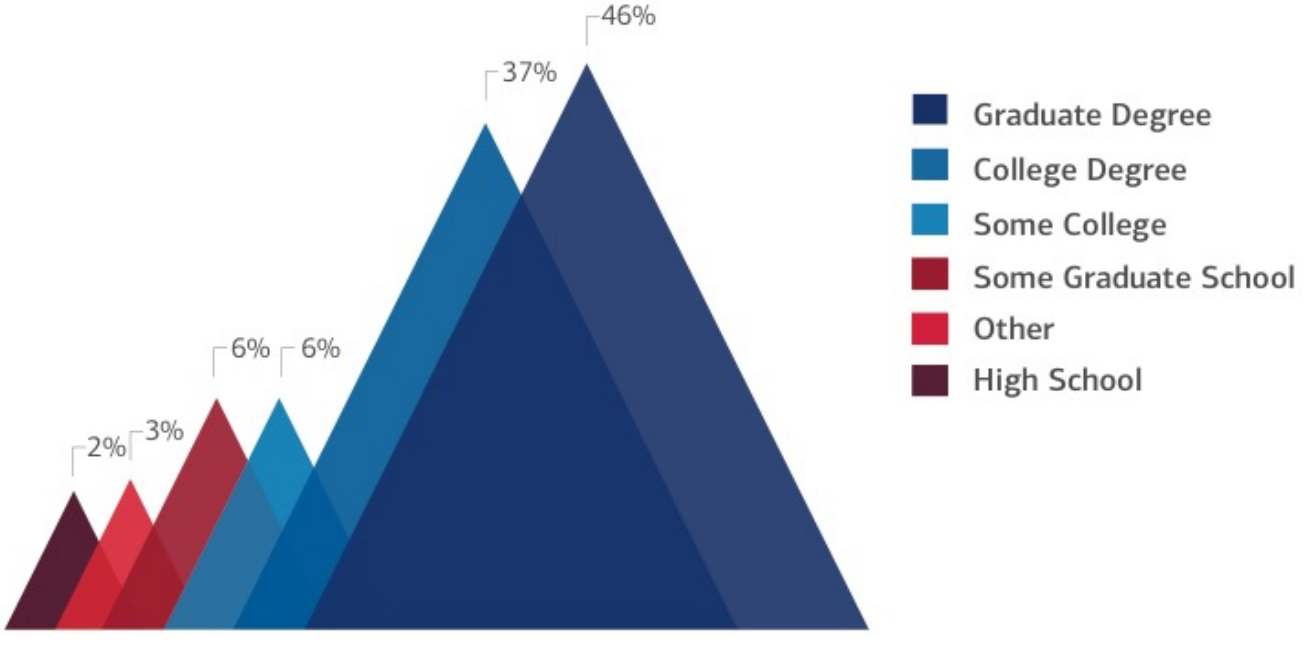
Event audience

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.



Economic impact

As a result of the race's national and international draw, the Bank of America Chicago Marathon generates **$277 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

Bank of America Chicago Marathon

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, September 1, 2017** 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

Additional opportunities

Bank of America Chicago Marathon

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.

- **57,000+** virtual bags distributed in 2016
- Deadline for the virtual bag will be **Friday, September 15, 2017**
- **Virtual bag pricing**
  - Virtual bag: $ 2,500.00

Thank you

For more information contact Paul Brackey
paul.brackey@cemevent.com
312.904.9812

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