



Hy-Vee Triathlon Expo 2011

Last summer thousands of professional and amateur athletes gathered in West Des Moines, Iowa for the fourth Hy-Vee Triathlon. In the past four years, the Hy-Vee Triathlon has drawn record crowds, elevating the awareness of this fast-growing sport.

The excitement will continue September 4, 2011 when professional and amateur athletes gather for the fifth annual Hy-Vee Triathlon. In 2011 the race will return to downtown Des Moines, where both the Hy-Vee 5150 Triathlon and 5150 Elite Cup will take place.

We would like to invite your group, business or organization to become a part of the action as an exhibitor in the Hy-Vee Triathlon Expo. The Hy-Vee Triathlon will be advertised to a broad spectator market throughout Hy-Vee's eight-state region, via television, radio, and print advertisements.

The Expo will be held at the Polk County Convention Complex in downtown Des Moines, Iowa.

Hy-Vee Triathlon Expo
Polk County Convention Complex
501 Grand Avenue
Des Moines, Iowa

Friday, September 2, Noon to 7 p.m.

Saturday, September 3, 9 a.m. to 7 p.m.

- Expo times will coincide with those of packet pick-up and athlete briefings, required of all race participants.
- Cost: \$550 for a 10-foot by 10-foot booth; \$75 for electricity.

The Expo is an excellent opportunity for you to interact directly with both athletes and triathlon enthusiasts as well as provide them with information, product sampling, entertainment and sporting event/field options they can enjoy. We hope you will join us in September for the best weekend of action in Iowa!



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Booth Cost:

10 x 10 Vendor Space \$550

Packages Include:

- Hy-Vee Store Advertising including announcements , ceiling banners (dependent upon individual store regulations) and posters
- Extensive advertisement of the Triathlon on television, radio and newspaper
- One 6'x2' table
- 1-2 chairs and trash can
- Electrical power if needed
- **Booths are rented on a first come basis to all vendors. We do not offer exclusive options for vendors of any kind. Booths and tables are not confirmed until full payment has been received.**



Vendor Registration Form

Registration form & payment confirms booth space. Returned registration forms without payment will not confirm booth space. Space is rented on a first come basis with payment and registration form.

Name: _____

Business Name: _____

Business Description: _____

Address: _____

Phone: _____

Email: _____

Individual Booth

10 x 10 Booth at Polk County Convention Complex: \$550 = _____

Additional Booth: \$300= _____

Additional 6'x2' Table: \$45 = _____

Power for your booth: \$75 = _____

Total = _____

All displays must fit inside your designated booth.

Payment Method: Check____ Credit Card____

Number on Card: _____

*CVV Number _____

Expiration Date ____/____

Name on Card _____

Signature _____

All booth space rental is final when payment is received. No refunds.

E-mail, fax or mail this form and payment to:

Hy-Vee, Inc., 5820 Westown Parkway, West Des Moines, IA 50266

ATTN: Ashley Bergman, abergman@hy-vee.com, Office: 515-559-5713, Fax: 515-559-2511