



Hy-Vee Triathlon Expo 2010

Last summer more than 3,000 professional and amateur athletes gathered in West Des Moines, Iowa for the third Hy-Vee Triathlon. In the past three years, the Hy-Vee Triathlon has drawn record crowds, elevating awareness of this fast-growing sport.

The excitement will continue June 12-13, 2010 when more than 3,000 professional and amateur athletes gather for the fourth annual Hy-Vee Triathlon. The event will kick-off Saturday, June 12 with the Hy-Vee Kids Triathlon and the Hy-Vee Juniors Triathlon. These races will feature kids ages 5-17. On Sunday, June 13 the weekend's activities will continue with the age group race being held in the morning, followed by the Elite triathletes in the afternoon.

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. A large crowd is expected as the average age-group athlete will spend three days in Des Moines and will bring four guests to the weekend's entirely free event. The Hy-Vee Triathlon Expo will also 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 in two different locations again this year, detailed below. You may exhibit at either location, depending upon your business or organization's focus.

Hy-Vee Triathlon Expo

**Valley Southwoods Freshman High School,
West Des Moines**

Friday, June 11, Noon to 7 p.m.

Saturday, June 12, 8 a.m. to 7 p.m.

- This location is ideal for vendors wishing to reach an audience of primarily amateur athletes. Expo times 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; \$50 for electricity.
- Please contact Ashley for pricing for an additional 10-foot by 10-foot booth.

Hy-Vee Triathlon Expo

Raccoon River Park, West Des Moines

Saturday, June 12, 8 a.m. to 7 p.m.

Sunday, June 13, 6 a.m. to 4 p.m.

- Because all races begin and end within this complex, this will be the hub of activity all weekend. This location is ideal for vendors wishing to reach both spectators and athletes.
- Cost: \$550 for a 10-foot by 10-foot booth; \$50 for electricity.
- Please contact Ashley for pricing for an additional 10-foot by 10-foot booth.

You may also purchase space at both locations for a discounted price, but all booths must be set up prior to the Expo's start on either Friday (at the school) or Saturday (at the park). If you are interested in this option, contact Ashley Noe at 515-559-5713 for details.

This 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 next June for the best weekend of action in Iowa.



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Booth Costs:

10 x 10 Vendor Space \$550

Packages Include:

- Hy-Vee Store Advertising including announcements, ceiling banners (dependant upon individual store regulations) & Posters
- Extensive advertisement of the Triathlon on radio and newspaper
- Listing on our website, including a link to vendors websites
- 1-2 chairs and trash can
- Electrical Power if needed
- **Booths and tents 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 or table space. Returned registration forms without payment will not confirm booth or table space. Space is rented on a first come basis with payment and registration form.

Name: _____

Business Name: _____

Business Description: _____

Address: _____

Address: _____

Phone: _____

E-mail: _____

Individual Booth

10 x 10 Booth at Valley Southwoods Freshman HS: \$550 = _____

10 x 10 Booth at Raccoon River Park: \$550 = _____

Booths in both locations: \$800 = _____

Additional 6' x 2' Table: \$20 = _____

Power for your booth: \$50 = _____

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 & table 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 Noe, anoe@hy-vee.com, Office: 515-559-5713, Fax: 515-559-2511

* Three digit number on the back of the card under the signature