



— NEW BELGIUM —
ASHEVILLE
MARATHON & HALF

HEALTH AND FITNESS EXPO

FRIDAY, MARCH 19, 2027

Embassy Suites by Hilton Asheville Downtown

Make a positive and lasting impression by interacting face-to-face with thousands of well-educated, health-conscious, active adults at the New Belgium Asheville Marathon & Half Health and Fitness Expo at the Embassy Suites by Hilton Asheville Downtown, and develop brand recognition for your business. Great promotion for local businesses, national exhibitors, and organizations who feature innovative running gear and the latest developments in sports and sports nutrition.

EXPO HIGHLIGHTS

- Open to the public
- Official event headquarters and packet pickup location for all participants
- Ability to also distribute flyers or product in goody bags

EXPO BOOTH RENTALS

Prices include (per 10' x 10' space): 2 chairs, 1 table with tablecloth, wireless internet

10 x 10 inside booth space - \$500

Distribute an insert in goody bags - \$250

To reserve your space, a 50% deposit will be due upon submission of your application. You are expected to be present at your booth for full Expo hours. Goody bag inserts must be delivered by February 27, 2027 to be included in goody bags.

EXPO DEMOGRAPHICS

7,500 - 10,000 Expo visitors & event spectators

2,500 Marathon & Half participants

1,000+ supporters and volunteers

42 states represented

7 countries represented

68% increase in registrations year over year

EXPO REGISTRATION INFORMATION

Attached application must be completed and returned with a 50% non-refundable deposit. Completed applications may be emailed to: support@idaph.net. Remaining balance will be due no later than February 10, 2027. In case of cancellation, no refunds will be issued 14 days from Expo day, and deposits will be forfeited. No exceptions.

EXPO VENDOR APPLICATION

APPLICANT INFORMATION

Company/Organization Name: _____

Street Address: _____ Suite #: _____

City: _____ State: _____ Zip: _____

Website: _____ Email: _____

Event Day Contact Name: _____ Phone: _____

Company Name as it should appear on ID sign: _____

Do you plan to sell items? ☐ Yes ☐ No

Tell us about your company! What are you promoting or selling at the Expo? _____

EXHIBIT SPACE SELECTION:

☐ 10 x 10 inside booth space \$500

☐ Goody bag insert \$250

☐ Add on: RACE DAY Finish Line Vendor \$500

\$100 discount for presence at both the Expo & Finish Line

- Prices include (per 10' x 10' space): 2 chairs, 1 table with tablecloth and wireless internet
- Attached application must be completed and returned with a 50% non-refundable deposit
- **Expo requirement:** You must be present for the full Expo experience from 11am - 7 pm

TOTAL:

Remaining balance due no later than February 10, 2027. Flyers must be delivered by February 27, 2027 to be included in goody bags. In case of cancellation, no refunds will be issued 14 days from Expo day, and deposits will be forfeited. No exceptions.

Please email completed form to support@idaph.net.

To pay for deposit/balance: *(three options)*

Check: iDaph Events, PO Box 1466, Skyland, NC 28776

Credit Card: Email support@idaph.net to request invoice with credit card payment access

Phone: Contact us via phone (828) 684-0812 x 0 to pay over the phone