

EXPO Partnership- An Evening With Chrissie Wellington

Chrissie Wellington Booth Sponsorship

St. Louis' Off The Front Racing Team is bringing **four-time Ironman World Champion Chrissie Wellington to St Louis on Wednesday May 23rd** to meet and speak to the endurance community, promote her sponsors, and talk about her new book: [A Life Without Limits](#). Chrissie's book is not being released until May 15th, and she is only visiting 10 US cities! This is a unique opportunity to directly target your customer base, who will be attending the event from the St Louis metropolitan area as well as from nearby cities such as Columbia, MO, Kansas City, MO, and Memphis, TN.



We are hosting the event at the **Skip Viragh Center for Performing Arts at Chaminade Preparatory School**. This brand new \$30 million theater seats 1,000 people.

We anticipate a sell-out crowd! To view the theater: We have assembled a contact database of over 20,000+ individuals and athletes from local and surrounding areas to invite to the event.

EXPO Participation is \$300 and includes the following benefits:

- Prominent booth display in the lobby before, during, and after the event which will last from 5:30 p.m. – 10:00 p.m. on Wednesday, May 23rd. The main event is scheduled from 7 – 8pm.
 - The lobby is over 30,000 square feet, and each booth will have ideal floor space, maximum visibility, and easy accessibility for customers to interact directly with your products and/or services.
- Prominent display of your company logo on all social media and marketing: flyers, invitations, and websites that will reach a target market of over 20,000+ dedicated athletes who are looking to learn the latest technology, nutrition, etc.

To participate in the event:

- Please contact Jennifer Cunnane at 314.750.1019 or jcunnane@swbell.net no later than Tuesday, May 1, 2012.
- We prefer to have you provide a local sales representative to help set up and manage your booth.
 - Load in for booth set up is at 4:00pm on May 23rd.
 - Load out will be between 9:30- 10:00pm on May 23rd.
- If you cannot provide a representative, we can provide assistance with finding a knowledgeable sales person to help set up and manage your company's booth.
 - We will need you to send your 10 x 10 tent canopy, products, and marketing material to:
 - **Big Shark Bicycle Company**
Attention: Mike Weiss
6133 Delmar Blvd
St. Louis, MO 63112
 - You can contact Mike with any questions or concerns at Mike@bigshark.com or 314.862.1188
- If you would like to conduct sales on site- we can handle transactions through local retailer Big Shark Bicycle Company. We can help provide inventory and execute sales transactions at the event.
- Please let us know if you have any special needs or circumstances, including but not limited to whether or not you need power, power cords, Wi-Fi, etc.

We look forward to hearing from you and discussing details further! Should you have any questions or concerns, please feel free to contact Jennifer Cunnane at 314.750.1019 or jcunnane@swbell.net.