



## 2020 RunSedona Event

### Race Day Concourse Exhibitor Instructions

The RunSedona Event is almost here! On Saturday, February 1, 2020, nearly 3,000 runners and an equal number of spectators will run, walk, skip, cheer and support one another for the 14<sup>th</sup> Annual running of this exciting Sedona tradition. As an Exhibitor at the Concourse on Race Day, we are providing you with these final instructions to assist in making your setup and booth attendance a success. Please read these instructions carefully and be on time with your setup. Please refer to the attached *RunSedona Event Concourse Order of Tents* map for further information. Here are the details for your vendor spot at the Concourse.

There are four (4) types of exhibitors on the Concourse – vendors, sponsors, self-contained, and organizations. Each is shown in a different color in the table on the attached map.

- Vendors are required to use a tent of the same style as the Race Program tents - high peak tents. These can be rented from Verve Events & Tents in Cottonwood, AZ (928-649-9501). They will set up your tent on Friday, January 31. If you have not secured your tent from them yet, do so immediately!
- Sponsors provide their own branded tents as they have contributed money to the success of the Event.
- Self-contained exhibitors are food trucks, and the Rotary Beer Garden. They provide their own equipment.
- Organizations are local non-profit groups providing information only and they provide their own tents.

Vendors will rent their tents from Verve but must provide their own tables and chairs, as well as their own displays. Consider renting these from Verve, also. Sponsors and Organizations must provide their own tents, tables and chairs based on the size noted on the map. Consider having sidewalls in order to keep yourself warmer and less wind-blown. Your tent MUST have sufficient weights to hold it down in case of wind. As the tents are located on the pavement, you will NOT be able to stake your tent to the ground. If you need to rent equipment, it can be

obtained from Verve Events & Tents who are providing and delivering equipment to the Race Concourse on February 2<sup>nd</sup>, setup day. If you rent from Verve, ask them to deliver your equipment with the Marathon's shipment. Also, order it early to ensure availability. Refer to the attached maps of the location and proceed based on the following:

- The attached *2020 RunSedona Event Order of Tents* determines your location based on your *Space #*. The spaces are staked with numbers on the stakes to show each spot, and the street will also be marked to show your spot's location. The numbers on the Order of Tents runs from east to west (east end is the Start/Finish line side, and the west end is closest to Bristlecone Pines Road). Booths will be set up on the south side of the roadway.
- Set up your booth on Friday, January 31, 2019 between 12 pm and 6 pm. Your display will be safe overnight as the Arizona Rangers are providing overnight security on the site. Vehicle access is limited to set up day only; no vehicle access during Race Day. Parking is allowed at the Cultural Park Parking lot on Arts Village Drive, and possibly along Bristlecone Pines Road if you arrive early enough.
- **NO SETUP WILL BE PERMITTED ON SATURDAY, FEBRUARY 1, RACE DAY! NO EXCEPTIONS! IF YOU HAVE NOT SETUP ON FRIDAY AND ATTEMPT TO SETUP ON SATURDAY MORNING, YOU WILL BE TURNED AWAY.**
- Tear down is at 2 pm on Race Day, when the course closes. Vehicle access to your booth will be available at that time. We ask that your booth be open for viewing by 7:00 am on Race Day.
- There is no power on site. If you need power for your booth, please be sure to provide that yourself via generator. We recommend that you have a long extension cord that will permit you to locate your generator at a distance from your booth in order that noise is minimized.
- While there will be food and drinks available from food trucks on site, you may also wish to bring your own lunch, snacks, water, etc.
- There is no Internet connection. If you need that, be sure that your sales system functions using a cell phone connection.

- The morning will be chilly, so dress warmly.
- Contact person for the setup day and Race Day is David Keeber at 928-451-1250. He will be on site all day, both days. If you have questions BEFORE setup day or on Race Day, please contact Race Director, Jeff Frost 928-380-0633. Please do not contact David prior to setup day!

We are very excited to be able to provide so many exhibitor spaces on Race Day. Your participation will help make the 2019 RunSedona Event a fun and exciting day for the runners and spectators. With the numbers of runners and supporters anticipated, we expect your booth will get plenty of “eyes on” so be prepared and have a fun day!

Thank you for participating in the Sedona Marathon Event’s Race Day Concourse. You play an integral part in making the Event a success!

Jennifer Wesselhoff

President/CEO

Sedona Chamber of Commerce & Tourism Bureau

Jeffery Frost

Race Director

Blue Wolf Events, LLC

David Keeber

Concourse Mayor