



SLO ULTRA



Trail Running Conference

EXHIBITOR OPPORTUNITIES

AUGUST 29-SEPTEMBER 1, 2018



RACE ROSTER



RACE SLO PRODUCTION

RACESLO.COM

SLOULTRA.COM

USTRAILRUNNINGCONFERENCE.COM



The sixth annual US Trail Running Conference will be held in San Luis Obispo, California, August 29-31 in collaboration with Race SLO. Based in Colorado, over the last six years, our conference has become a professional industry leading event that showcases the rapidly growing sport of trail running. Thanks in part to the many sponsors, partners, volunteers, and staff, the US Trail Running Conference is making invaluable contributions to the long term health and growth of our beloved sport. The Conference is deeply grateful for the passionate support of the American Trail Running Association, and of Estes Park Medical Center, without whose initial support the first Conference would never have taken place.

"The mission of the US Trail Running Conference is to lead, educate, connect, and empower an inclusive tribe of trail runners, race directors, and industry leaders working to share best practices with the trail running community."

For more details about the conference and the trail running industry, please contact Event Director Terry Chiplin terry@ustrailrunningconference.com (303) 304-9159.



The third annual SLO Ultra trail race will be held on breathtaking private lands in San Luis Obispo, California. In partnership with our County Parks Department, Cal Poly University, the National Forest Service, and the Land Conservancy of San Luis Obispo our runners and hikers will have unprecedented access for this one day only. The 5 acres are varied in length and allow for all levels of fitness to participate. We sold out at 1,200 the first year and have raised our cap now to 1,500. Between the perfect weather, 360 degree views of our Seven Sisters range, to the natural resources of the central coast. Our festival is free to the public and hosts live music, food and beverages, and a sense of community like no other. Overnight camping is available as well. Professionally marketing and producing our events, Race SLO is 10 years in business and the largest endurance sporting event company in the California Central Valley and throughout the Central Coast. Race participation benefits both Team Red, White and Blue as well as The Land Conservancy of San Luis Obispo.

"Through human experiences we create social and economic impact to share our legacy."
- Race SLO Tribe Mission

For more details about the SLO Ultra Race and other Race SLO events, please contact Founder & CEO Samantha Pruitt samantha@raceslo.com (805) 458-0655.

TRAIL TARGET MARKET(S)

- Up to 125 Race Directors expected.
 - Representing over 100,000 trail runners.
 - Previous attendees from 20 states, Canada, Azores, Brazil and Iceland.
- Our professional Race Directors are actively seeking practices that will help them produce sustainable races.
- Race Directors attending manage both trail and road races in many cases.
- Up to 200 trail runners in our clinic.
- 18,000 page views on Conference website.
- Up to 1,500 race athletes plus fans (75% from California).
- 250 volunteers and 25 local staff.

www.sloultra.com

www.ustrailrunningconference.com

EXHIBITOR BENEFITS

- Activation options pre or post Conference, access to data on attendee list (USTRC).
- Direct contact with attendees in professional expo format as well as networking evenings.
- Logo and hyperlink on EXHIBITORS page of website (USTRC).
- Welcome post on social media (BOTH).
- Position your brand at the forefront of the fast growing trail running industry.
- Includes 10x10 booth spaces with table and 2 chairs.
- Includes 2 complimentary registrations to conference (USTRC).
- Includes lunch and evening networking session (USTRC).
- Listing as EXHIBITOR on Conference event app.
- Opportunity to increase exposure and benefits by becoming a SPONSOR.

RESERVATION FORM *All fields must be completed*

Company Name _____

Contact Name | | | | | | | | | | | | | | | | | | | | |

Day Phone () -

Cell Phone () -

Fax (| | |) | | | - | | | |

Email Address | | | | | | | | | | | | | | | | | | | | |

[illegible]

City _____ State _____ Zip Code _____

In detail, describe your planned activity for your booth and include any specific products to be displayed or sold.

Will your booth sell or sample food or beverages? ☐ YES ☐ NO

IF YES, PLEASE NOTE VENDORS HANDLING FOOD ARE REQUIRED TO HAVE A CITY OF SAN LUIS OBISPO HEALTH PERMIT OR APPLY FOR A ONE-TIME TEMPORARY FOOD FACILITY PERMIT. FOOD PRODUCTS CAN NOT CONFLICT WITH ANY OFFICIAL SPONSOR. PLEASE DETAIL FOOD THAT WILL BE SERVED.

COSTS Please check all that apply

Booths are reserved on a first-to-pay basis. Payment in full confirms booth.

☐ Trail Conference - Race Director Audience - **August 30 all day & August 31 morning only** \$700 ea = _____
Make checks payable to Terry Chiplin, noted US Trail Running Conference

☐ Trail Conference - Trail Runner Audience - **August 31, 1-6.00pm** \$175 ea = _____
 Make checks payable to *Terry Chiplin, noted US Trail Running Conference*

☐ Trail Conference - Combined Race Directors & Trail Runners - **August 30 & August 31** \$800 ea = _____
Make checks payable to Terry Chiplin, noted US Trail Running Conference

☐ SLO Ultra Packet Pick Up and Race Day - August 31 noon-all day September 1 \$199 ea = _____
Make checks payable to Race SLO

TOTAL DUE =

PAYMENT OPTIONS

Please mail checks made payable to Race SLO and Terry Chiplin where appropriate with this completed reservation form to:

Race SLO, PO Box 4510 San Luis Obispo, CA 93403

Complete below authorizing the "Total Due" to be charged to VISA, Mastercard or AMEX card and e-mail this complete reservation form and signed Terms and Conditions page to expo@raceslo.com

Card No. _____

LL / LL
Expiration MM/YY

CVV #

Billing Zip Code

Authorized cardholder's signature _____ Date _____