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Dick's Sporting Goods Pittsburgh Marathon
310 Grant Street, Suite 1123 Pittsburgh, PA 15219

Dear Exhibitor:

You are invited to participate in the 2011 GNC Live Well Pittsburgh Health and Fitness Expo, a supporting event of the Dick's Sporting Goods Pittsburgh Marathon. This nationally recognized event welcomed over 50,000 runners and spectators in 2010. Don't miss this opportunity to share your products and services with runners, fitness enthusiasts and the community as a whole.

The GNC Live Well Pittsburgh Health and Fitness Expo is one of the many exciting events that will be held on race weekend, May 13 and May 14, 2011. Registered runners, families running with children in the Kids Marathon, race fans and fitness enthusiasts from throughout the region will attend the Expo and it serves as the hub for racers and spectators with packet pick up and clinics on Friday and Saturday. Products, goods, services, entertainment and information will be featured during the two-day event.

The Expo will focus on all aspects of health and wellness for people of all ages.

GNC Live Well Health and Fitness Expo:

- Friday, May 13 11:00am-8:00pm
- Saturday, May 14 9:00am-8:00pm

Booths are available on a first come first serve basis. Please fill out the enclosed registration form and return it to our office as soon as possible. The booth fees are listed on the registration form. Each booth includes a 10 x 10 space with two chairs, skirted table and a trash can.

Retail running apparel stores are required to provide a plan for sales strategy when applying for booth space. Include the plan with the booth application. The plan needs to include the type and description of merchandise to be sold, a listing of any close-out/sales merchandise to be sold, a list of products with descriptions and brand names to be sold and a description of the booth layout.

Space is VERY limited! We look forward to working with you to make the GNC Live Well Health and Fitness Expo a success. We will have a new layout and many more vendors this year. If you have any questions, please feel free to contact me at 412.913.1494. Thank you.

Sincerely,

Adriane Deithorn, MS
Director of Development
Sponsorship/Expo/Charity Director
Dicks Sporting Goods Pittsburgh Marathon
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