



A Cascade Bicycle Club Event

Finish Line Festival

Holladay Park, Portland - July 17 & 18, 2010

Produced by H4 Consulting and Fuse Consulting Group

Group Health Seattle To Portland Bicycle Classic

The Northwest's premier cycling event, the Group Health Seattle To Portland Bicycle Classic attracts 10,000 riders to complete the 200-mile challenge in one or two days. The 2010 event is the 31st anniversary of this classic cycling event. This annual ride is the marquee recreational ride in the Pacific Northwest. You don't want to miss out on the fun and excitement awaiting the participants at the finish line festival.

Attendees

The festive celebration with live entertainment attracts participants, their families, and the general public to the site where they hang out, eat and drink, and celebrate in the camaraderie of the event. Over 20,000 people will attend the festival during the weekend, all of them active people interested in cycling.

Reservations

Register as soon as possible for the best choice of booth location. To register, send a completed registration form, a deposit, and your choice of booth location. Specific booth availability changes from week to week. Please call to confirm your choice of space before registering.

The Festival

The STP Finish Line Festival includes 60 cycling and sports-related exhibitors, live music, hot and tasty food, and a beer garden. Acres of grass and shade welcome riders, family and friends to hang out and celebrate the 200 mile achievement. The Holladay Park site is located in the center of the city near Lloyd Center, with plenty of parking, and easy access for all from the route.

Exhibit Details

The standard single exhibit is 10x10, space only. Furnishings (canopy, 8 ft. table (no skirting) and two chairs) are available on request. Larger exhibits can be assembled from multiple spaces. Additional exhibitor services are available from our service contractors. A standard electrical service of 20 amps at 110v is available for \$150. Vehicles are permitted to enter the park for set-up, hours of operations or tear-down only by permit. Permits must be arranged in advance of the show. Load and unload from 11th Ave on the west or 13th Ave on the east.

Schedule

Move-in		
	Saturday, July 17	9:00 am - 3:00 pm
Show open		
	Saturday, July 17	3:00 pm - 9:00 pm
	Sunday, July 18	11:00 am - 7:00 pm
Move-out		
	Sunday, July 18	7:00pm - 10:00 pm

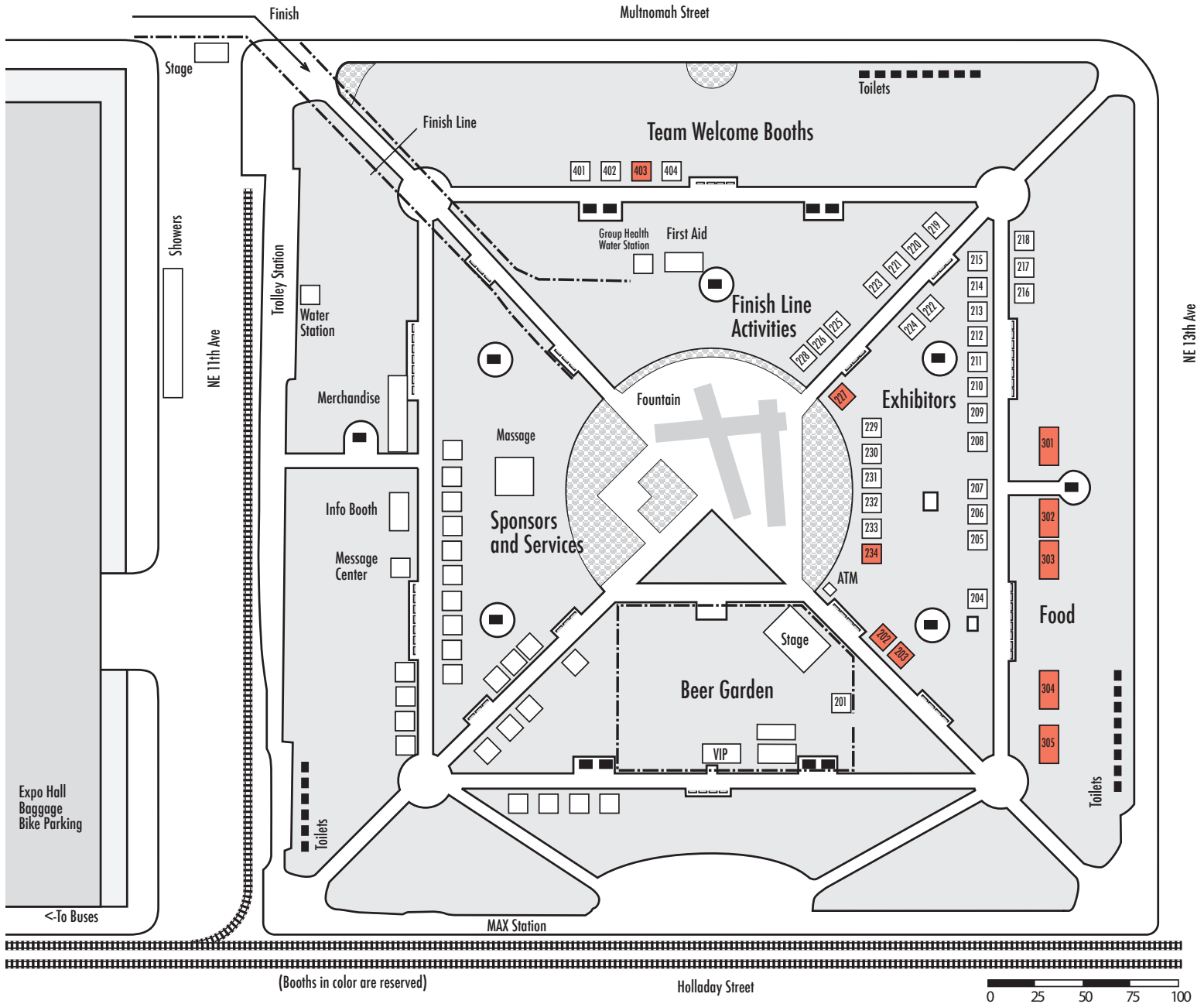
Promotion

The STP Finish Line Festival is one of the largest cycling festivals in the Northwest. Promotion and viral marketing outreach to area cycling organizations and mainstream media will draw people from the throughout the Portland Metro area.

How to reach us:

Group Health STP Finish Line Festival
Attn: Dave Shaw, H4 Consulting
85 South Washington St, #304
Seattle, WA 98104
Tel: 206-954-7526 Fax: 815-301-2768
Net: dshaw@h4consulting.com
or:
Mark Grantor, Fuse Consulting Group
4742 42nd Ave SW #513
Seattle, WA 98116-4553
Tel: 206-448-5868
Net: markg@fusecg.com

www.stpfestival.com



Reservation Form

www.stpfestival.com

We request exhibit space in the 2010 Group Health STP Finish Line Festival. We agree to abide by show rules and regulations, as detailed in the Exhibitor Terms and Conditions enclosed with our confirmation.

CONTACT NAME _____

NAME OF FIRM _____

STREET ADDRESS _____

CITY _____ STATE _____ ZIP _____

AREA CODE & TELEPHONE _____ FAX _____

E-MAIL _____

Space Requested

	Comm'l	Non-Profit
Exhibits		
Single (10x10) <input type="checkbox"/>	\$500	\$400
Double (10x20) <input type="checkbox"/>	\$700	\$600
Vendors		
10x10 Canopy <input type="checkbox"/>	\$125	\$125
10x20 Canopy <input type="checkbox"/>	\$175	\$175
Electrical Svc <input type="checkbox"/>	\$150	\$150
Table & Chairs <input type="checkbox"/>	No Chg	No Chg

Retail sales subject to additional fee of 15% of gross.

Send to:

H4 Consulting
85 South Washington St. #304
Seattle WA 98104

Please make payable to: H4 Consulting

Deposit due with reservation

is 50% of total fees.
Balance due on invoice June 18, 2010 and
payable before moving in on July 17.

_____ Booth number

Total Fees _____

Deposit Due (50%) _____