

# ALASKA AIRLINES BAY TO BREAKERS

# EXPO & FINISH LINE FESTIVAL MAY 19-21, 2017



[View 2016 Race Highlights \[HERE\]](#)



[Check out the Expo Crowd \[HERE\]](#)



[See the Finish Line Festival \[HERE\]](#)

## BENEFITS\*

- Backdrape (8' Height)
- Siderails (3' Height)
- Skirted Table (6' Height)
- Identification Sign
- Side Chairs
- Wastebasket
- Discounted race entries

\*Benefits for Expo exhibitors. Separate charge may apply for items at Finish Line Festival.

## RACE DAY

San Francisco's Bay to Breakers is one of the longest consecutively run annual footraces in the world. A staple to the City by the Bay since May 1912.

On the third Sunday in May, more than 50,000 participants transform the city into a beautiful array of color and energy, as they pass through this iconic 12K course with 200,000 spectators cheering for them.

**50,000+ RUNNERS**

## RUNNER DEMO

**56% Female / 44% Male**

**85% College Educated**  
(#2 Density of College Grads)

**41% Between 21-35**  
(Average Age: 35)

**44% HHI > \$100,000**  
(#1 DMA HHI)

## EXPO

The Expo is held the two days prior to Race Day.

Over 80 exhibitors showcase the latest in fitness technology, gear and nutrition to more than 70,000 Expo attendees.

The Expo is open to the public and is located in a high traffic area near Fisherman's Wharf and the Ferry Building in SF.

**70,000+ ATTENDEES**

## LOCATION

**Pier 35  
1454 The Embarcadero  
San Francisco, CA 94133**

## SCHEDULE

Set - Up	May 18	1PM-7PM
	May 19	8AM-11AM
Live	May 19	11AM-7PM
	May 20	9AM-5PM
Load Out	May 20	5PM-9PM

## FINISH LINE FESTIVAL

The Finish Line Festival (F.L.F.) comes to life as runners cross the finish line at Ocean Beach.

After crossing the finish line runners receive their finisher medal and are greeted with food, drink, live music and brand activations.

Exhibitors are positioned in the center of this iconic backdrop, forging strong connections with thousands of finishers as they celebrate with family & friends.

**50,000+ ATTENDEES**

## LOCATION

**Ocean Beach Parking Lot  
Great Highway  
[B/W JFK & Lincoln]  
San Francisco, CA 94122**

## SCHEDULE

Set - Up	May 20	5PM-10PM
	May 21	5AM-7AM
Live	May 21	8AM-1PM
Load Out	May 21	1PM-4PM

## PRICING

SIZE	EXPO	EXPO + F.L.F.*
10' x 10' Inline	\$2,500	\$4,350
10' x 10' Corner	\$3,000	n/a
10' x 20' Inline	\$4,300	\$7,500
10' x 20' Corner	\$4,800	n/a

\*In order to participate in the Finish Line Festival exhibitors must also purchase a booth of equal size for the Expo.

## RESERVE YOUR BOOTH NOW

Click on image below to view our interactive map and lock in your spot at the Expo and Finish Line Festival. Spots are available on a first come, first serve basis.



[CLICK HERE](#)