

SATURDAY SEPTEMBER 2001/ MILL ROAD CAR PARK, GATESHEAD QUAYSIDE

09:30 - 17:30

pasta party



GREATRUN.ORG/PASTAPARTY

PUT THE PARTY INTO PASTA!

We are delighted to invite you to participate in the Barilla Pasta Party 2017. Open to over 120,000 visitors and runners attracted to the region over the Simplyhealth Great North Run weekend. We're offering great food, sporting advice and entertainment, as well as front row seats to live street athletics at the Great North CityGames.

As we prepare to put the 'party' back into pasta for another year, we'll be celebrating all things Great Run with our commercial partners and charities. Providing visitors with the opportunity to get involved in sport and find out how to lead a healthier and fitter lifestyle. Of course, essential pasta fuel will be readily available in large helpings!

EVENT LOCATION:

Mill Road Car Park, Gateshead Quayside

EVENT DATE:

Saturday 9 September 2017

EVENT HIGHLIGHTS

We are the UK's biggest Pasta Party, with over 22,000 attendees every year! Everyone involved in the Simplyhealth Great North Run weekend is invited to claim their free bowl of pasta and enjoy the party atmosphere.

There are lots of fun things to do on the day including interactive activities for kids and adults, a festival-style food market, sports retailers and a huge stage for athlete interviews and performances.

The location also provides a spectacular view of worldclass track and field action! The Great North CityGames is free to spectate so you can get up close to some of the world's best sportsmen and women on our purpose-built athletics arena.

The weekend kicks off with the Simplyhealth Great North 5k on Saturday 9 September, followed by the Junior and Mini Great North Run and the Great North CityGames. The weekend is then topped off by the world's favourite half marathon, the Simplyhealth Great North Run, on Sunday 10 September. Make sure you are a part of one of the busiest sporting events in the North East of England.

VISITOR PROFILE

Based on our hugely successful experiences in the recent years, we expect to welcome a varied demographic with a keen interest in sport and healthy living. They specifically include:

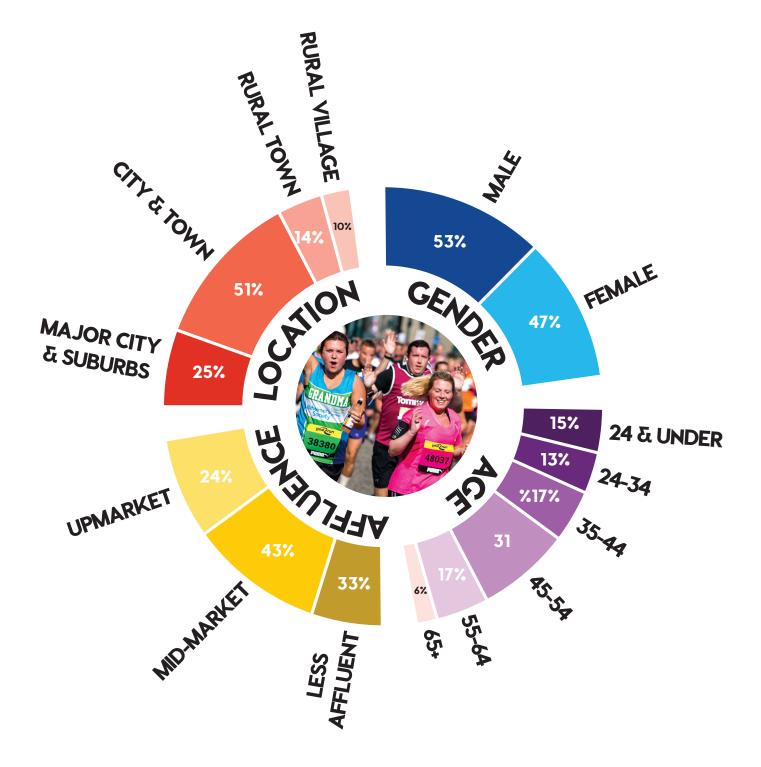
- Spectators and the general public
- Region-wide corporate companies
- Local community groups (Schools, youth and sporting groups)
- Amateur sports teams

Families (Parents and children alike can learn fun ways to improve their fitness and lead a healthy lifestyle)

Participants in any of the three running events over the weekend each get a free ticket to the Barilla Pasta Party using their run number.



OUR CUSTOMER PROFILE



BUSINESS OPPORTUNITIES

Exhibitors at the Barilla Pasta Party range from sportswear manufacturers and retailers; healthcare and fitness companies; training centres and gyms; nutrition and hydration companies and charities, through to sporting associations and outdoor activity centres.

WHY EXHIBIT?

The Barilla Pasta Party is a unique marketing opportunity for businesses to be associated with an event of the calibre and international recognition of the Simplyhealth Great North Run – the world's biggest half marathon. The show encompasses all aspects of the sport and fitness industry and gives opportunities to:

- Meet a captive audience
- Deliver information to all age groups on the benefits of an active lifestyle and participation in sport
- Reach a mass audience of 22,000+ visitors
- Gather data from an active and lifestyle conscious audience
- · Increase brand awareness to a huge audience
- · Gain exposure to your product

WHERE WE ARE

Located in close proximity to the Sage Gateshead, Mill Road Car Park is an excellent location.

Overlooking the beautiful NewcastleGateshead Quayside and all of the great events throughout the weekend. Mill Road Car Park is very accessible from both sides of the river and is within walking distance of Newcastle City Centre. All this and it's the perfect viewing platform for the Great North CityGames.





EXHIBITION **DETAILS** AND COSTS

OVERVIEW

The floorplan has been designed to make the event an interactive experience for its visitors.

Exhibition space is available in a range of sizes both inside and outside the purpose built marquee.

When completing the booking form you will be asked to select your first, second and third choice of stand number. Please note that exhibition areas will be allocated on a first-come-first-served basis.

INSIDE MARQUEE

Rate includes, carpeted area, back and sidewalls (where appropriate), fascia board, name plate, and stand cleaning. Any electrics, power or additional walls required must be purchased separately, costs are available on request. **Cost:** From £115 +VAT per m2

OUTSIDE MARQUEE

Rate includes space within a dedicated area. Please note that any electrics, power, shell scheme walls, dividing walls, ballast weights or crowd control barriers required must be provided by the exhibitor or purchased separately, costs are available on request. **Cost:** From £65 + VAT per m2

Space for activities will be allocated according to the space required against crowd flow and the accordance of health and safety standards (please note, activities are mostly placed outdoors and not within the marquee).

CHARITY STANDS

Reduced rates are available for charities, an allocated area of $2m \times 2m$ stands are available on request for the reduced rate of £325 +VAT (for 4m2).

FOOD & DRINK

Any exhibitor selling food or drink will be entitled to a free space, up to 16m2. Any space required over this allocation will be charged at a 'outside marquee' rate and will pay 20% commission on all products sold throughout the event day.

In the trading exhibitors section can you add in All applications must be submitted by Monday 14 August 2017.' after the 6th paragraph (ending not legally be allowed to trade at the event)

TRADING EXHIBITORS

Any exhibitor at the Barilla Pasta Party selling any article requires a Street Trading Consent from Gateshead Council. The application costs £25.00.

NB. Exhibitors selling tickets for visitors to use an activity and charities are exempt.

Applications MUST be submitted at least 20 working days ahead of the event. Please note that applications will not be deemed to have been accepted until they are complete and all relevant information, documentation and payment has been received by the Council. The event you are trading at is the 'Barilla Pasta Party', the Council have been provided with a floorplan so you do not need to be more specific than the event name when detailing your location.

Information, updates to policy and the application form can be found on the Councils website at the following link:

http://www.gateshead.gov.uk/Business/licenses/BusinessLicenses/StreetTradingConsents.aspx

It is the responsibility of each trading exhibitor to apply for this street trading consent. If the application is not accepted in the specified time prior to the event you will not legally be allowed to trade at the event.

Any questions regarding acquiring a Street Trading Consent should be directed as follows:

Licensing Section Civic Centre Regent Street Gateshead Tyne and Wear NE8 1HH Tel: 0191 433 4741 Email: licensing@gateshead.gov.uk

EXHIBITION BOOKING INFORMATION

To confirm your exhibition space please complete the online booking form:



For general information or enquiries about exhibiting please contact Catherine Coulter:

Email:	catherine@beaconhouse-events.co.uk
Mobile:	+44 (0)7736 274 451
Phone:	+44 (0)191 269 6974





























