



Stadium Vendor Village at the Loppet Cup Bringing the World To Wirth!

Experience a unique winter sports celebration in the heart of Minneapolis, and showcase your brand at the Stadium Vendor Village of the highly anticipated Loppet Cup, a COOP FIS Cross Country Ski World Cup in Minneapolis, February 17-19, 2024.

Event Overview:

The Loppet Cup will attract winter sports enthusiasts and spectators not only from around the region, but from across the globe. As part of the Cross Country World Cup Tour, this event promises intense competition, thrilling races, and a joyful atmosphere.

We are organizing the Loppet Cup around the theme of community and inclusivity. To align with our mission of connecting people to the outdoors, the weekend's events will be free and open to the public!

World Cup Races
February 17-18



Community Ski and Snow Celebration
Monday, February 19

Location: The Trailhead, Theodore Wirth Park, Minneapolis, Minnesota, USA

Vendor Village Highlights:

UNPARALLELED EXPOSURE: Activation and engagement opportunities with a passionate audience of cross-country skiing enthusiasts, athletes, and winter sports lovers.

PRIME LOCATION: The Stadium Vendor Village is strategically positioned near the entrance to the race course and the entrance to the Stadium Grandstand (ticketed seating), ensuring high foot traffic and maximum visibility for your brand.

ENGAGING ACTIVITIES: Enhance your brand experience with product demonstrations, giveaways, and more, to captivate visitors and leave a lasting impression.

NETWORKING OPPORTUNITIES: Connect with industry professionals, athletes, and potential customers to establish valuable connections and partnerships.

TARGETED MARKETING: Leverage the event's marketing efforts to reach a highly targeted audience interested in outdoor activities, winter sports, and fitness.

For questions or larger sponsorship opportunities, please contact: Abby Delaney, delaney@loppet.org



Secure Your Spot! Loppet Cup Vendor Registration Form

NOTE: Spaces are made available on a first-come, first-served basis and must be paid for in full to secure your spot.

Please complete the form below and return to sponsorship@loppet.org. Once we receive and confirm your registration, we will be in communication with more event details regarding setup, teardown, schedule, etc.

COMPLETE AND RETURN BOTH SIDES OF THIS FORM

Indicate quantity

Booth (per 10'x10' footprint) \$3,000 _____

Power/Electrical (120V/15 Amp) \$500 _____

Table \$120 _____

Chairs (2) \$75 _____

Tent \$585 _____

(Vendors are encouraged to bring branded tents, but white 10x10 tents with side flaps can be provided.)

TOTAL BOOTH FEE: _____

Name: _____

Company: _____

Title: _____

Mailing Address: _____

Phone: (_____) Cell: (_____)

Email: _____

Brand/Product to be Displayed and/or Sold: Please Note: There is a "One Brand Per Booth" Policy:

Make Checks Payable To: Loppet Foundation, 1301 Theodore Wirth Pkwy, Minneapolis, MN 55422

Authorized Signature: _____ Date: _____



____ Yes, I have read and agree to adhere to the terms and conditions below. Please sign and date where indicated.

Signature: _____ Date: _____

1. Exhibitor is prohibited from using Loppet, FIS or U.S. Ski & Snowboard names or logos on any items for sale, give away or promotional purposes without express written permission.

2. ALL BOOTHS MUST BE PRE-PAID PRIOR TO SET UP.

3. Exhibitor agrees to be open and staffed during all event hours unless prior arrangements have been made with the organizing committee.

4. It is the duty and responsibility of each Exhibitor to obtain any necessary government permits. Each Exhibitor is responsible for upholding all laws, ordinances, and regulations pertaining to health, fire prevention, and public safety while at the event. Exhibitors must inform the Loppet Cup if they plan to obtain any permits to serve food, beverage, etc.

5. All Exhibitors must dismantle booths immediately following the close of the event. A \$250 clean-up charge will be assessed by the Host facility if Sponsor fails to remove all materials from their booth at the conclusion of the Expo.

6. Space assignments will be made by the Loppet.

7. Displays may not visually or physically limit aisles or adjacent exhibitors. Exhibitor may not place any items outside of assigned booth space. Use of pop-up tents are limited to the booth space allotment.

8. NO REFUNDS WILL BE MADE TO ANY EXHIBITOR THAT FAILS TO OCCUPY THEIR SPACE.

9. Loppet reserves the right to refuse or restrict rental space or restrict any exhibit that in the opinion of the Loppet Foundation is not compatible, may be objectionable or is not in keeping with the general character and goals of the event.

10. Exhibitor will allow the Loppet to use photographs and videos of the exhibit for its own purposes.

11. Exhibitor may not sublet exhibit space contracted for and shall not promote any merchandise other than that distributed under the exhibitor's label, unless otherwise approved by the Loppet.

12. All Exhibitors also agree to abide by all Loppet sponsor agreements related to signage and product exclusives. Some categories are limited by existing Sponsor contracts. The Loppet reserves the right to limit Sponsors and Exhibitors in certain categories to preserve exclusivity and assure Sponsorship value.

13. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend, and hold harmless the Loppet and its affiliates; and its employees and agents harmless against all claims, losses, and damages to persons or property, governmental, charges or fines and attorney's fees arising or caused by Exhibitor's installation, removal, maintenance, occupancy, or use of the exhibition premises or part thereof. In addition, Exhibitor acknowledges that the Loppet does not maintain insurance covering Exhibitor's property and that it is the sole responsibility of the Exhibitor to obtain business interruption and damage insurance covering such losses by Exhibitor.

14. ONLY ONE (1) EXHIBITOR, COMPANY, BRAND MAY OCCUPY ASSIGNED BOOTH SPACE UNLESS PRIOR APPROVAL IS GIVEN BY THE Loppet. IN OTHER WORDS, "ONE BRAND PER BOOTH."

15. The Loppet will assign booths at its discretion and reserves the right to change any Exhibitor's assigned booth prior to set up. Nothing contained in this application, the Loppet's acceptance thereof, or in any act or communication prior to set-up shall be construed as a guarantee of assignment to any particular booth.