

**SPECIAL
OFFER**

THE GILLETTE LONDON MARATHON 1981

Trade Exhibition
and
Programme Advertising
Opportunities



THE GILLETTE LONDON MARATHON

In Association with the G.L.C. and A.A.A.

TRADE EXHIBITION STANDS BOOKING FORM

Name of Company:.....

Address:.....
.....
.....

Telephone No:..... Contact:.....

Stand No. preferred (if available)..... 2nd Choice:.....

I enclose a cheque for full prepayment (Total) £.....
Cheques should be crossed "A/C Payee" and made payable to
West Nally Limited, London Marathon (Promotions) Ltd.

I confirm that I have read and accept the terms and conditions
under which I am hiring a trade exhibition stand at the Gillette
London Marathon Operations Centre, Strand Palace Hotel,
March 26th-28th, 1981.

Signed:.....

Position held in Company:.....

Registered Office. West Nally Limited, Berkeley Square House, Berkeley Square,
London W1. Registered in England No. 1024505.

PROGRAMME ADVERTISING BOOKING FORM

Name of Company :.....

Address :.....
.....
.....

Telephone No:..... Contact:.....

Advertisement Required

Size..... Mono..... Colour.....

Order No. Date.....

Cost.....

Artwork enclosed (tick)

Artwork being sent from..... Agency

Signed.....

Position held in Company.....

To **C. R. Shelbourne Running Magazine** 5/8 Lower John Street
London W1 01-439 9965.

TRADE EXHIBITION

Between Thursday March 26 and Saturday March 28, there will be a trade exhibition in the "Marathon Operations Centre" at the Strand Palace Hotel, The Strand, London WC1.

This will be the first exhibition of its kind to guarantee access to all Britain's top runners, as well as many international stars. Every competitor has to register in person at the Exhibition. Through the same room will come all the Marathon officials, the sports media and visitors, bringing the total to an estimated 12,000. It will be the heart and control centre of the London Marathon, in the luxurious carpeted surroundings of the Burleigh Suite. Supported by the facilities of the hotel, the exhibition also provides an ideal venue for entertaining.

A limited number of exhibition stands are available to sponsors and official suppliers of the Marathon and for companies making products related to sport and athletics. Taking a stand is thus an effective way of reaching and selling to this highly specialised audience.

In addition, every company taking a stand will enjoy:

- An acknowledgement in the official souvenir programme (75,000 copies are to be produced).
- Two complimentary tickets to the prize-giving ceremony at the Grosvenor House Hotel on Sunday, March 29.
- Special Gillette Marathon Hotel rates of £12 plus VAT per person per night at the Strand Palace Hotel.

COST

Cost of each exhibition stand is £295 plus VAT.

Each unit will be approximately 8' x 6'. Double units at 16' x 6' are also available at the specially reduced rate of £550 plus VAT.

This works out at a cost of less than 2½p per person reached.

Each stand will be carpeted and furnished. Display material may be attached to the partitions. Please indicate on your booking form whether you require access to an electrical power point.

More elaborate stand equipment must be organised by each company, in liaison with its own conference advisers.

HOW TO BOOK

● Complete the attached booking form, stating how many 8' units you require.

● Enclose a cheque for £295 plus £44.25 VAT in full payment (£550 plus £82.50 VAT for double unit) payable to: **West Nally Limited — London Marathon (Promotions) Ltd.**

Return to: **Michael Payne,**

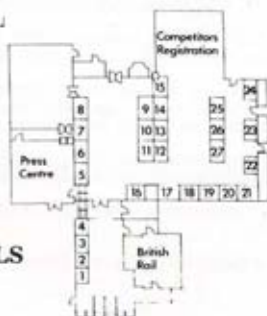
**Gillette London Marathon Trade Exhibition,
c/o West Nally Group, Berkeley Square House,
12 Berkeley Square, London W1X 6NQ.**

STRAND PALACE HOTEL

EXHIBITION FLOOR PLAN



TRUSTHOUSE FORTE HOTELS



PROGRAMME ADVERTISING

This is your unique opportunity to reach the largest single audience in athletics. The marathon is supported by massive media activity: the BBC, for example, are giving it "Royal" coverage. Make sure you give your product the same treatment. Book now! And don't miss out.

- * 68 pages A4 Glossy Magazine
- * 50% colour
- * Print order estimate 75,000
- * Cover price (to be determined) 50p-70p
- * Distribution

1. Nationwide via Comag to W. H. Smiths, John Menzies and other leading newsagents with special emphasis in London, including souvenir shops, hotels etc.
2. On sale at Exhibition to Runners and Officials, 12,000 visitors estimated.
3. To 100+ sportshops nationwide using Running Magazine distribution.
4. Huge direct selling operation to spectators on Marathon day. (Two million watched the New York Marathon live!)
5. Direct Mail sales via Running Magazine and through overseas magazines.

DISPLAY ADVERTISING RATES

Colour		Mono	
Full page	£1,250	Full page	£750
DPS	£2,375	DPS	£1,425
OBC	£1,560	½ page	£385
IFC	£1,500	¼ page	£195
IBC	£1,450	Semi Display Boxes	
½ page	£650	1/10 page 90 x 45mm	£75
		1/20 page 40 x 45mm	£39
		Index of shops, mail order co's etc £10 per entry	

SPECIFICATIONS

Type Page size	264 x 190mm
Bleed Page size	303 x 216mm
Trim size	297 x 210mm
Double Page bleed size	303 x 426mm
Half Page upright	264 x 93mm
Half Page across	129 x 190mm
Quarter Page	129 x 93mm

Printing web-offset
Screen mono 133 colour 150
Publication March 13th
Copy date February 23rd
Bleed pages 10% extra
Agency commission 15%

HOW TO BOOK

* Complete the attached booking form stating your requirements and send to:

Charles Shelbourne
Running Magazine
5/8 Lower John Street
London W1

* Or telephone your booking in:
01-439 9965

NB Artwork must be sent in by February 23rd very latest.

10% REDUCTION
There is a special 10% reduction on the Programme advertising rates for all companies taking an exhibition stand as well

THE GILLETTE LONDON MARATHON

On 29 March, 1981, London is to have its own Marathon, a massive race through the streets of the city involving 7,500 competitors and hundreds of thousands of spectators.

This new event will rank with the New York and Boston marathons. Much of London will stop for a day, to create a 26 mile, 385 yard route through some of the most scenic and historic parts of the city.

The field will include international marathon stars, with runners flying into London from all over the world. There is every chance that the world record will be broken, thanks to a fast, flat route with only one hill — Tower Hill — and good running surfaces.

The first Gillette London Marathon will be a highly visible event. Already, it is receiving exceptionally heavy publicity. Many Fleet Street newspapers have entered runners or teams. On the big day, the race will be televised in full by the BBC, with three Outside Broadcast Units and additional cameras. ITN will use five cameras for its news access alone. Overseas, many countries have expressed their intention of taking coverage. BBC Radio 2, Capital and LBC will all be presenting programmes live from the course.

The London Marathon is also a "folk" marathon. Alongside the top runners will be thousands of ordinary people who just want the chance to take part in the most testing and satisfying athletic challenge of all. As such, it has captured the imagination of people throughout Britain and of many major companies, supporting the event as providers of goods and services.

For companies, there are two excellent opportunities to reach the specialised audience of athletes, clubs and sports fans — a trade exhibition just prior to the Marathon and the Marathon Programme, which will have a print run of 75,000 copies.

These opportunities are described in full in this brochure.

MARATHON OPPORTUNITIES:

Additional advertising and promotional opportunities linked to the Marathon are available — including banner identification, official supplier status, use of the mascot and symbol and involvement with the prizegiving. For further information, please contact Michael Payne of the West Nally Group on 01-491 3070.

ARE YOU IN THE SPORTS GOODS BUSINESS?

Sports shops and sports departments in stores will probably be interested in the special range of merchandise being prepared for the London Marathon. The items include running shorts and sweatshirts carrying the mascot and symbol of the event. To find out more, write to: The Gillette London Marathon, Licensing Department, West Nally Group, Berkeley Square House, Berkeley Square, London W1X 6NQ

GENERAL POINTS

1. Subject to availability, your booking will be confirmed as soon as it is received. The relevant passes and finalised plan of the layout will be forwarded to you as soon as they are available.
2. All applications must be received at the offices of West Nally by Friday, February 27, 1981.
3. The West Nally Group and Organisers of the Gillette London Marathon reserve the right to alter the exhibition layout of trade stands without notice.
4. The exhibition trade stands will be ready and available for exhibitors to dress by 6.30pm on Wednesday, 25th March.
5. All exhibitors will be required to have their stands open during exhibition hours.
6. Please note that neither the Organisers of the Gillette London Marathon, West Nally, or the Strand Palace Hotel can be responsible for exhibited merchandise or for any loss, injury or damage to persons or property howsoever arising during the use of the exhibition stands. Such loss, injury or damage as aforesaid shall be the entire responsibility of an exhibitor who shall indemnify the Organisers, West Nally and the Strand Palace Hotel in that respect. Exhibitors are therefore recommended to make suitable insurance arrangements. Further, exhibitors shall be required to make good any damage that they cause to the Strand Palace Hotel prior to their departure.
7. Dismantling of the exhibition trade stands may commence on Sunday 29th March and must be completed by 11.30pm on Sunday 29th March.
8. The Organisers of the Gillette London Marathon reserve the right to decline applications for exhibition trade stands.
9. Trade exhibitors may book rooms at the Strand Palace Hotel at the special "marathon rate". A special hotel booking form is available on request from Trust House Forte, London Marathon Accommodation, 14 Beauchamp Place, London SW3 1NQ (01-581 4433). Please mark your form "Trade Exhibitor".
10. Exhibitors who wish to use their own shellstands should first contact Michael Payne, West Nally Group, Tel: 01-491 3070, to gain prior approval.
11. A plan of the layout of the exhibition trade stands area is enclosed and West Nally will endeavour to allocate the spaces applied for. However, the stand spaces will be allocated as and when applications are received.
12. Please include with your application form the wording required for programme acknowledgement. Maximum 30 words.
13. In the event of cancellation of hire of stand by exhibitor, no refund shall be made.
14. A tax invoice will be returned with confirmation of booking.