Goodie Bag INFORMATION

Carlsbad • April 10-11, 2010

The Events... The 25th annual Carlsbad 5000 presented by NuVasive will attract 9,000 runners to the Village of Carlsbad on Sunday, April 11th, 2010. Known as the World's Fastest 5K, the Carlsbad 5000 festivities feature a series of seven People's Races that lead up to an Elite Invitational where 16 world records have been set.

The 21st annual Junior Carlsbad will be held on Saturday, April 10th, with 4,000 kids ages 12 and under participating. The focus is making fitness fun! Every child will receive a medal, T-shirt, and goodie bag.

Carlsbad 5000 Demographics:

- Participants are affluent and concentrated between the ages of 18-49
- Gender
  - Male 48%
  - Female 52%

Inserts must be shipped to arrive between March 15 and March 25, 2010.

Goodie Bag Insertion Options:

A. 9,000 Carlsbad 5000 Bags
4,000 Jr. Carlsbad Bags
B. 9,000 Carlsbad 5000 Bags Only
C. 4,000 Jr. Carlsbad Bags Only

Reserve your space in the goodie bags by March 1. Call Matt Nolin at 336.688.3886 today!

STEPS FOR PARTICIPATION IN THE GOODIE BAG PROGRAM:

Please follow these simple steps to get your inserts into the goodie bags:

1. Contact Matt Nolin to sign-up for the goodie bag program:
   Call 336.688.3886 or email matt@sampleguy.com
   Please indicate goodie bag option A, B, or C above.
2. Note Event Code: A. CBJR10 B. CB10 C. JR10
3. Item Approval: All items must be approved by The Sample Guy.
4. Obtain Shipment Authorization Code: The Sample Guy will provide you with a shipment authorization code for each item you wish to insert into the goodie bags and the shipping address where your inserts need to land.
5. Payment: Arrange to make payment with The Sample Guy. Indicate goodie bag option A, B, or C above.

Goodie Bag Promotion:

All participants will receive a goodie bag as part of their race registration fee. Goodie bags are a great way to directly target an audience of sports enthusiasts and health-minded individuals. Promote your business with a personalized premium item, product sample, discount coupon or a piece of literature.

Shipping Requirements:

Boxes-Use Avery #5168 label template file

Please label all boxes as follows:
- Name of Event: Carlsbad 5000 and/or Junior Carlsbad "GOODIE BAGS"
- Event Code: Option A, Option B, or Option C
- Shipment Authorization Code: Must obtain from Matt Nolin prior to shipping
- Bag Option: (Carlsbad 5000 and Jr. Carlsbad, Carlsbad 5000 only, Jr. Carlsbad only
- Item Description: e.g. Sunscreen
- Quantity per Box: e.g. 500
- Box Number: e.g. 1 of 10, 2 of 10, etc. (All mixed boxes must have separators between items.)

Pallets

- All palletized material must be on 40" x 48" wood pallets.
- Stacked boxes of materials are not to extend beyond the front, back or sides of the pallet.
- Palletized materials must not exceed a height of 60 inches.
- Boxes must be shrink-wrapped onto pallets.

Receiving Dock Appointment

If your shipment is on a pallet, you will need to arrange for a receiving dock appointment. Call Marty Decker at 530.632.4592 to schedule your appointment.

Packing Slip

All packing slips must be addressed to "The Sample Guy" and include the following:

- Shipment Authorization Code (multiple codes if items for more than one event)
- Event name(s) and code(s), item description(s), and quantity of item(s)
- Vendor's name, address, phone number and contact person
- Number of pallets and boxes