



St. Petersburg Distance Classic

MARATHON, HALF MARATHON, 10K & 5K RUN/WALK • FEBRUARY 7-8, 2026

Booth Space Opportunities for Health, Wellness & Running Businesses

Promote Your Business To Runners & Walkers

Meet new customers, reach out to your existing clientele, and increase your brand recognition to more than 2,600 athletes, their families and friends, during the **St. Petersburg Distance Classic on Feb. 7-8, 2026**.

The event includes a Marathon (26.2 miles), Half Marathon (13.1 miles), 10K, and 5K run/walk, offering a distance for every runner and walker. Our Marathon, a Boston Qualifier, attracts many local and out-of-state runners looking for a warm winter race vacation.

Our 2-day outdoor event is located at beautiful North Shore Park in downtown St. Pete which coincides with registration and packet pickup on Sat., February 7th, from 12:00 p.m. - 5:00 p.m. Sunday's races start at the exact same location at 6:00 a.m., followed by a festive post-race party with ice-cold beer, hot pasta, tasty treats, live music, and awards ceremony that ends around noon.

Booth Space & Sampling Opportunities

• Build Brand Presence with Booth Space

Your 10' x 10' booth space will be located outdoors, amid packet pickup on Saturday, which becomes the post-race party and awards ceremony site on Sunday. You'll be able to promote and sell your product or service to a **health and wellness-targeted market** in an upbeat environment.

• Secure Your Spot Now: Limited Booth Space Available—Sign Up By December 8 For Discount

As we have limited booth space available, we strive to create a diverse marketplace by ensuring that we have a variety of vendors, but not multiple vendors from the same category. This approach benefits everyone involved by allowing each vendor to stand out.

• The Details

Setup begins on Saturday at 9:30 a.m., which allows you to be ready for the participants who start coming for packet pickup at 12:00 p.m. There is no setup on Sunday, as the race begins at 6:00 a.m.

We will supply a table and two chairs for you. Please bring your tent. You'll receive a parking pass and a site map showing your booth location a few weeks before the race. Lunch on Sunday is included.



Build Brand Presence with a Targeted Audience at the St. Pete Distance Classic:

Our Athletes' Profile:

Female	55%
Male	45%
College Diploma Earned	98%
HH Income > \$100,000	70%

Psychographics:

- Motivated personalities
- Deep commitment to excel
- High level of personal success
- Proactive approach to maintaining good health
- Affluent, active, achievers

St. Petersburg Distance Classic Booth Space

MARATHON, HALF MARATHON, 10K, 5K RUN/WALK

10'x 10' booth space is limited and available on a first-come, first-served basis, so please register early.

Please understand that applying does not guarantee a booth space at the event.

We carefully review each application to ensure that the products and services offered are suitable for our audience and that there is no duplication of vendors. This process helps us create a diverse and engaging experience for all attendees.

Thank you for your understanding.

DATE	LOCATION	PARTICIPATION	COST	APPLY BY :
Sat. Feb.7 - Sun. Feb. 8 2026	North Shore Park - Downtown St. Petersburg	More than 2,600 entrants + family & friends	\$275 - 10' x 10' space \$500 - 10' x 20' space 2-DAY EVENT	\$275 By Dec. 8 \$350 After Dec. 8

Company Name _____

Contact Person _____

Address _____

City _____ State/Province _____ Zip/Postal Code _____

Phone (_____) _____ E-Mail _____

Product(s) to be displayed or sold _____

Signature _____

Date _____



Please email your completed form to:

Rya@StPeteDistanceClassic.com and we will contact you within 2-3 days.

If approved, we will invoice you with a link for payment by credit card.

Payment can also be made by check or PayPal.

If you have any questions or need further assistance, please don't hesitate to get in touch with me. We're here to help you make the most of this opportunity!

Best regards,

Rya Lauber, Co-Race Director

Rya@StPeteDistanceClassic.com

