Sixth Annual Race Director/Timer Symposium
Monday, July 15th - Wednesday, July 17th 2019

21 N Juniper St
Philadelphia, PA 19107

Website
runsignup.com/symposium
At RunSignup, software is a beautiful, unique piece of art. We take pride in crafting technology that is easy to use, open, and continually improving.

As a company, we believe in a collaborative approach, with company owners, employees, and customers all essential to the process of creating technology that is approachable, functional, and powerful.

The RunSignup Symposium is at the core of that philosophy. This is an opportunity for our customers to learn best practices for our technology, and our chance to hear what our customers need. We’re looking forward to hearing from each of you while you are here - please don’t be shy about sharing your thoughts!

- The RunSignup Team
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MONDAY, JULY 15

7:00pm-10:00pm: Opening Reception at Reading Terminal Market
51 N 12th St

Reading Terminal Market is just two blocks from the host hotel. Meet in the lobby at 6:50 to walk over together, or come at your leisure. Note: dinner food items will be available from 7:00pm-8:30pm, switching to dessert from 8:30pm-10:00pm. If you’re hungry, be prompt!

TUESDAY, JULY 16

6:15am: Rocky Steps Group Run
The Notary (Lobby)

8:00am-8:30am: Registration and Breakfast
The Notary - Mile 1 Room

ROOM: MILE 1

Opening:
8:30AM - 9:40AM

Welcome:
The Next 10 Years
Bob Bickel, RunSignup

Break: 9:40AM-9:50AM

Block 1:
9:50AM - 10:30AM

Quick Hits: Most Overlooked Features
Bryan Jenkins, RunSignup

Break: 10:30AM-10:40AM

Block 2:
10:40AM - 11:20AM

RunSignup For Nonprofits
Allison Bickel, RunSignup Bryan Jenkins, RunSignup

Navigating the Race CRM
Eric Cone, RunSignup Lewis Jones, RunSignup

User Experience Review
Jeff Kiesel, RunSignup Darren Wamboldt, RunSignup

Break: 11:20PM-11:30PM

ROOM: MILE 2

RunSignup 101: The Basics
Jeromie Houston, RunSignup Brian Flynn, RunSignup

Break: 10:30AM-10:40AM

ROOM: MILE 3
## Agenda

### Room: Mile 1

<table>
<thead>
<tr>
<th>Block 3:</th>
<th>11:30AM - 12:10AM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Viral Social Marketing</td>
<td>Natallie Young, RunSignup&lt;br&gt;Eric Cone, RunSignup</td>
</tr>
</tbody>
</table>

### Room: Mile 2

<table>
<thead>
<tr>
<th>Block 4A:</th>
<th>1:00PM - 1:30PM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Marketing for Races</td>
<td>Thomas Neuberger, Rachael Blanchard, Meaghan Murray - Big Run Media</td>
</tr>
</tbody>
</table>

### Room: Mile 3

<table>
<thead>
<tr>
<th>Block 4A:</th>
<th>1:00PM - 1:30PM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Going Green</td>
<td>Brandon Hough, Advanced Running Project</td>
</tr>
</tbody>
</table>

### Lunch: Alan Jones Timer Award Presentation 12:10PM-1:00PM

### Room: Mile 1

<table>
<thead>
<tr>
<th>Block 4B:</th>
<th>1:30PM - 2:10PM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Panel</td>
<td>Big Run Media&lt;br&gt;Courtney Young, Sour Fish Events&lt;br&gt;Robby McClung, Cranberry Joe</td>
</tr>
</tbody>
</table>

### Room: Mile 2

<table>
<thead>
<tr>
<th>Block 4B:</th>
<th>1:30PM - 2:10PM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bib Management</td>
<td>Matt Avery, RunSignup&lt;br&gt;Crisp McDonald, RunSignup</td>
</tr>
</tbody>
</table>

### Room: Mile 3

### Block 5: 2:20PM - 3:00PM

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<thead>
<tr>
<th>Block 5:</th>
<th>2:20PM - 3:00PM</th>
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</thead>
<tbody>
<tr>
<td>Timer Business Session</td>
<td>Scott Sutter, Racelnsure&lt;br&gt;Kevin Harris, RunSignup&lt;br&gt;Matt McMorris, Green Leaf Racing</td>
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</tbody>
</table>

### Room: Mile 2

<table>
<thead>
<tr>
<th>Block 5:</th>
<th>2:20PM - 3:00PM</th>
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</thead>
<tbody>
<tr>
<td>Designing a Professional Race Website</td>
<td>Matt Sinclair, RunSignup</td>
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</table>

### Room: Mile 3

<table>
<thead>
<tr>
<th>Block 5:</th>
<th>2:20PM - 3:00PM</th>
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</thead>
<tbody>
<tr>
<td>Email Marketing Best Practices</td>
<td>Melissa Mitchell, RunSignup&lt;br&gt;Jordan Desilets, RunSignup</td>
</tr>
</tbody>
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### Block 6: 3:10PM - 3:50PM

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<thead>
<tr>
<th>Block 6:</th>
<th>3:10PM - 3:50PM</th>
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</thead>
<tbody>
<tr>
<td>Fundraising Panel</td>
<td>Bryan Lively, ACL Squared&lt;br&gt;Mitch Stoller, AACR&lt;br&gt;Amanda Sweet, MDA&lt;br&gt;Courtney Slack, 9/11 Museum &amp; Memorial</td>
</tr>
</tbody>
</table>

### Room: Mile 2

<table>
<thead>
<tr>
<th>Block 6:</th>
<th>3:10PM - 3:50PM</th>
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</thead>
<tbody>
<tr>
<td>Creating a Community of Supporters</td>
<td>Nic DeCaire, Fusion Racing</td>
</tr>
</tbody>
</table>

### Room: Mile 3

<table>
<thead>
<tr>
<th>Block 6:</th>
<th>3:10PM - 3:50PM</th>
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<tbody>
<tr>
<td>Cross-Promotion with Multi-Race Bundles</td>
<td>Eric Cone, RunSignup</td>
</tr>
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</table>

### Block 7: 4:00PM - 4:40PM

<table>
<thead>
<tr>
<th>Block 7:</th>
<th>4:00PM - 4:40PM</th>
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</thead>
<tbody>
<tr>
<td>The RaceDay Experience</td>
<td>Matt Avery, Crisp McDonald, Shelly Harris, James Harris, RunSignup</td>
</tr>
</tbody>
</table>

### Room: Mile 2

<table>
<thead>
<tr>
<th>Block 7:</th>
<th>4:00PM - 4:40PM</th>
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</thead>
<tbody>
<tr>
<td>Race Director Business Session</td>
<td>Scott Sutter, Racelnsure&lt;br&gt;Kevin Harris, RunSignup&lt;br&gt;Michelle Bettis, 3W Races</td>
</tr>
</tbody>
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### Room: Mile 3

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<thead>
<tr>
<th>Block 7:</th>
<th>4:00PM - 4:40PM</th>
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<tbody>
<tr>
<td>Strategic Participant Management</td>
<td>Herman Kinard, RunSignup&lt;br&gt;Jeromie Houston, RunSignup</td>
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</table>

### Closing and Q&A 4:40PM-5:00PM

### 5:30PM-7:30PM: HAPPY HOUR
## Timer Day

**Wednesday, July 17**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00am-8:30am</td>
<td>Registration and Breakfast</td>
</tr>
<tr>
<td></td>
<td>The Notary - Mile 1 Room</td>
</tr>
<tr>
<td>8:30am-9:00am</td>
<td>Keynote Speaker - Alan Jones Timer of the Year Award Winner</td>
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<tr>
<td></td>
<td>The Notary - Mile 1 Room</td>
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</tbody>
</table>

### RaceDay Certification Track

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>9:15am-9:30am</td>
<td>RaceDay Scoring Overview</td>
</tr>
<tr>
<td>9:30am-10:15am</td>
<td>RaceDay Scoring Training 1</td>
</tr>
<tr>
<td>10:15am-10:45am</td>
<td>RaceDay Scoring Training 2</td>
</tr>
<tr>
<td>10:45am-11:00am</td>
<td>Break</td>
</tr>
<tr>
<td>11:00am-12:30pm</td>
<td>RaceDay Scoring Lab Certification</td>
</tr>
<tr>
<td>12:30pm-1:00pm</td>
<td>Lunch (Mile 1 Room)</td>
</tr>
<tr>
<td>1:00pm-1:30pm</td>
<td>Runner Tracking Options</td>
</tr>
<tr>
<td>1:30pm-1:45pm</td>
<td>How to Sell RaceJoy</td>
</tr>
<tr>
<td>1:45pm-2:30pm</td>
<td>RaceJoy Map Building Training</td>
</tr>
<tr>
<td>2:30pm-2:45pm</td>
<td>Break</td>
</tr>
<tr>
<td>2:45pm-4:15pm</td>
<td>RaceJoy Lab Certification</td>
</tr>
<tr>
<td>4:15pm-4:45pm</td>
<td>RaceJoy Advanced Training, FAQ</td>
</tr>
<tr>
<td>4:45pm-5:00pm</td>
<td>What's Next</td>
</tr>
</tbody>
</table>

**5:00PM-7:00PM: Timer Happy Hour**

The Notary, Mezzanine
RACEDAY DEMO ROOM - OPEN 7:30AM - 5:00PM
Mile 4 Room

The RaceDay Demo room is open throughout the day for attendees of both tracks. Stop in during breaks, after you’ve completed a certification test, or during a session that’s not applicable to you for hands-on demonstrations of tools for timers.

The Demo Room will feature the RaceDay CheckIn App, RaceDay Scoring, RaceDay Results, RaceDay Photos, RaceJoy, IPICO, MYLAPS, and more!

ADVANCED TIMER TRACK

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>9:15am-10:00am</td>
<td>RaceDay Products: Thinking Strategically</td>
</tr>
<tr>
<td>10:00am-10:45am</td>
<td>Certified Timer Business Panel</td>
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<tr>
<td>10:45am - 11:00am</td>
<td>Break</td>
</tr>
<tr>
<td>11:00am-11:30am</td>
<td>RaceJoy: Refresher Map Building</td>
</tr>
<tr>
<td>11:30am-12:00pm</td>
<td>RaceDay Products for Relays &amp; Ultras</td>
</tr>
<tr>
<td>12:00pm-12:30pm</td>
<td>RaceDay Products for Triathlons</td>
</tr>
<tr>
<td>12:30pm - 1:00pm</td>
<td>Lunch (Mile 1 Room)</td>
</tr>
<tr>
<td>1:00pm-1:30pm</td>
<td>RaceDay CheckIn App</td>
</tr>
<tr>
<td>1:30pm-2:30pm</td>
<td>RaceDay Scoring Refresher &amp; Update</td>
</tr>
<tr>
<td>2:30pm-2:45pm</td>
<td></td>
</tr>
<tr>
<td>2:45pm-3:15pm</td>
<td>The Race Director: Update</td>
</tr>
<tr>
<td>3:15pm-3:45pm</td>
<td>RaceDay Photos</td>
</tr>
<tr>
<td>3:45pm-4:15pm</td>
<td>Wave Events: Mud Runs, etc.</td>
</tr>
<tr>
<td>4:15pm-4:45pm</td>
<td>Open Q&amp;A</td>
</tr>
<tr>
<td>4:45pm-5:00pm</td>
<td>Closing</td>
</tr>
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5:00PM-7:00PM: TIMER HAPPY HOUR
The Notary, Mezzanine
Education is the heart of the Symposium. You will find two main types of sessions:

- **Technology tutorials and best practices.** These sessions are run by RunSignup employees to help race directors, timers, and fundraising events get the most out of the available technology. Can’t keep up with the fast pace of feature releases? We’ll get you up to speed.
- **Peer education.** These sessions are led by fellow event professionals, either individually or in panels. Learn from each other - better endurance events drive a better endurance event market for everyone!
SESSION DESCRIPTIONS
Not sure which session to pick? We have descriptions of each presentation, and some icons to help you pick the ones that are most applicable to you.

Area of Interest

Marketing & Promotion
Registration & Participant Management
Fundraising
RaceDay
Business Management

OPENING:
THE NEXT 10 YEARS
8:30AM-9:40AM, MILE 1 ROOM
Bob Bickel, RunSignup

RunSignup is 10 years old! Bob Bickel, the Founder and CEO of RunSignup, kicks off the Symposium with a review of the can’t-miss technology that has been released since we gathered a year ago, and offers a sneak peak of what’s to come in the next year - and the next 10 years.

QUICK HITS: MOST OVERLOOKED FEATURES
9:50AM-10:30AM, MILE 1 ROOM
Bryan Jenkins, RunSignup

RunSignup Sales Lead Bryan Jenkins returns with a perennial Symposium favorite: Quick Hits. Look forward to a fast-paced session chock full of actionable ideas as Bryan takes attendees through the most overlooked, under-utilized, and useful features on the RunSignup platform. Regardless of user-level, there’s something here for everyone!

RUNSIGNUP 101
9:50AM-10:30AM, MILE 3 ROOM
Jeromie Houston, RunSignup
Brian Flynn, RunSignup

The essential session for new users to RunSignup, or those who need a refresher on the basics. Sales Representatives Jeromie Houston and Brian Flynn will build confidence in the process of race creation with a deep-dive into the Race Wizard.

RUNSIGNUP FOR NONPROFITS
10:40AM-11:20AM, MILE 1 ROOM
Allison Bickel, RunSignup
Bryan Jenkins, RunSignup

RunSignup for Nonprofits is our new set of features to support our nonprofit customers year round. Nonprofit Lead Allison Bickel and Sales Lead Bryan Jenkins walk through the new features available, including ticket events, donation websites, and the nonprofit dashboard.

NAVIGATING THE RACE CRM
10:40AM-11:20AM, MILE 2 ROOM
Eric Cone, RunSignup
Lewis Jones, RunSignup

RunSignup’s integrated Race CRM is your hub for customer interaction. VP of Business Development Eric Cone and Customer Success Manager Lewis Jones break down the list building, communication tools, and best practices that you need to harness the power of an integrated CRM.

UX REVIEW
10:40AM-11:20AM, MILE 3 ROOM
Jeff Kiesel, RunSignup
Darren Wamboldt, RunSignup

User Experience Design impacts everything, from how easy (or hard) it is for you to find actions on your race dashboard to how seamless the registration process is for your participants. Join UX designers Jeff Kiesel and Darren Wamboldt for an interactive session on the changes to RunSignup’s user design and the pain points that will be updated in the future.
Would you be more likely to register for a race because you saw an ad for it, or because your friend asked you to join? Social connections are key to growing your race and creating an experience your participants want to repeat. RunSignup Technical Account Manager Natallie Young and VP of Business Development Eric Cone share tips & tricks to get participants sharing your event. Building a marketing plan, encouraging teams, implementing referral programs, setting up drip campaigns, and the benefits of swag will be covered!

Events around the world are starting to look at ways to make their events more green, but knowing where to start can be challenging. Learn more about some starter steps to greening your event, from on-site waste reduction to sourcing materials. Brandon Hough is the founder of Advanced Running Project, where he has led operations for more than 20 annual athletic events involving over 150,000 participants. Additionally, he serves as the Race Director for the Air Force Marathon, where he been working with the Council for Responsible Sport.

Digital marketing is essential for races in today’s market - but how do you know if it’s working? Big Run Media was founded by Thomas Neuberger and Meghan Murray to bring their experience with big brand campaigns like GORE-TEX, Sony Pictures, and New Balance to the endurance industry. Join them to learn how to understand your marketing data - and activate it to reach your audience.
LEARN!

RACE DAY REGISTRATION AND CHECKIN
1:00PM-1:30PM, MILE 2 ROOM

Matt Avery, RunSignup
Crisp McDonald, RunSignup

Streamline your Race Day with a clear plan for Race Day registration and an easy flow for check-in. Race Day Product Manager Matt Avery and Race Day Expert Crisp McDonald share best practices for handling Race Day registration, and review your options for Race Day Check In.

MARKETING PANEL
1:30PM-2:10PM, MILE 1 ROOM

Big Run Media Team
Courtney Young, Sour Fish Events
Robby McClung, Cranberry Joe

Marketing is a multi-faceted endeavor. We’ve gathered race directors and marketing experts with different approaches to promoting events. Our panel will kick off with some basic tenets to live by, before opening up for an interactive Q&A with the audience.

With a focus on the running industry, Big Run Media has built a roster of events that trust their expertise - among them, the Annapolis Running Classic, the Donna Marathon Weekend, Corrigan Sports Entertainment, and Under Armour Mountain Series.

Courtney Young is the co-founder of Sour Fish Events, which has grown from 124 participants and a single event to over 45,000 participants at 11 live events and one virtual run in 2018 - and is still growing. Courtney specializes in building a brand that creates loyal participants and growth via community.

Robby McClung specializes in creating #FOMO. He learned to stretch small marketing budgets in the nonprofit world, and is the founder and/or owner of several events, including the Canaan Valley Half Marathon & 10K and the Islamorada Half Marathon & 10K.

BIB MANAGEMENT
1:30PM-2:10PM, MILE 2 ROOM

Matt Avery, RunSignup
Crisp McDonald, RunSignup

The real key to an easy Race Day? Proper bib management. Race Day Expert Crisp McDonald and Race Day Product Manager Matt Avery detail the options for bib management - from pre-event manual bib number imports to dynamic bib assignment at packet pick-up, and everything in between.

TIMER BUSINESS SESSION
2:20PM-3:00PM, MILE 1 ROOM

Scott Sutter, Racelnsure
Matt McMorris, Green Leaf Racing
Kevin Harris, RunSignup

Running a timing business is more than just producing results. Our interactive Timer Business Session will touch on the topics we all wish we could avoid, but can’t - insurance concerns, contracting, accounting decisions, and the sales tax issues that will be appearing in the near future.

DESIGNING A PROFESSIONAL RACE WEBSITE
2:20-3:10PM MILE 2 ROOM

Matt Sinclair, RunSignup

Your website is your online presence. It’s how athletes find your event, where they register, and how you promote your brand. A traditional website can be expensive, difficult to update, and lacking in mobile responsiveness or SEO. RunSignup’s free race websites are designed to solve website woes by creating easy-to-update sites without sacrificing a professional design.

Lead Account Manager Matt Sinclair will show you how to make the most of your website, including branded colors, custom content sections, a sleek cover page, and a dedicated domain.
Email is everywhere - it’s both a marketing tactic and a key communications tool. RunSignup Account Manager Melissa Mitchell and Sales Representative Jordan Desilets break down the logistics of list management, template creation, and email sending. To optimize your email marketing, learn about automated emails and deliverability best practices.

Amanda Sweet is the Executive Director of the Muscular Dystrophy Association of Greater Philadelphia and New Jersey, where she serves as the lead fundraiser and business development officer in the region.

The panel will be moderated by Bryan Lively, the Founder and CEO of ACL Squared Consulting, which provides business planning and fundraising coaching to help nonprofits grow and thrive. Bryan’s background spans across the fundraising sphere, including fundraising software, nonprofit management, and the endurance industry.

There is no better marketing than participants who are engaged year-round. To foster loyalty and community, Fusion Racing has built a running club of 300+ members who get race discounts, weekly runs, and access to a private Facebook page in exchange for an annual membership. Hear from Nic DeCaire and learn how to create and cultivate a group of raving race fans of your own!
CROSS-PROMOTION WITH MULTI-RACE BUNDLES
3:10PM-3:50PM, MILE 3 ROOM

Eric Cone, RunSignup

Athletes always look for new challenges. In 2018, only 18.4% of participants returned to run a race they had run the year before. Multi-race bundles allow races to combine supporter bases to encourage registration across events. Bundles can be made up of events owned by a single organization, or through cooperation with other events. RunSignup VP of Business Development Eric Cone delves into the logistics of multi-race bundles - and how they can benefit your race(s).

THE RACEDAY EXPERIENCE
4:00PM-4:40PM, MILE 1 ROOM

Matt Avery, RunSignup
Crisp McDonald, RunSignup
Shelly Harris, RunSignup
James Harris, RunSignup

Create a dynamic RaceDay experience with our advanced RaceDay technology. Our RunSignup RaceDay team will lead an interactive session to explore the runner tracking options, notifications, and media that create unforgettable memories for spectators and competitors alike.

RACE DIRECTOR BUSINESS SESSION
4:00PM-4:40PM, MILE 2 ROOM

Scott Sutter, RaceInsure
Michelle Bettis, 3W Races
Kevin Harris, RunSignup

Race Directors do more than set up a course. Our interactive Race Director Business Session will touch on the topics we all wish we could avoid, but can’t - insurance concerns, working with timers and other vendors, repeatability in events, and the crucial, complicated sales tax issues that are appearing in a variety of states.

STRATEGIC PARTICIPANT MANAGEMENT
4:00PM-4:40PM MILE 3 ROOM

Herman Kinard, RunSignup
Jeromie Houston, RunSignup

Races often debate the merits of various participant management options - I.E., refund or deferral policies - in terms of how much commitment they can get from their participants. RunSignup Account Manager Herman Kinard and Sales Representative Jeromie Houston look at participant management from a different perspective: how flexible participant management can drive runner loyalty and revenue.

CLOSING AND Q&A
4:40PM-5:00PM, MILE 1 ROOM

Bob Bickel, RunSignup

Wrap up the day with a few final questions for RunSignup Founder and CEO, Bob Bickel. Afterwards, we’ll adjourn to happy hour at a local brewery.

SIGNUP FOR A SMALL GROUP WORKSHOP?

Check your email for room location, or stop at the Small Group Workshop desk on the Mezzanine.
Making the right connections can make all the difference - this industry is small, and there are a limited number of people who understand the challenges you face. We place a high priority on networking opportunities at the Symposium - introduce yourself to someone new, share your experiences, and get contact information to stay in touch!

OPENING RECEPTION
Monday, July 15th
7:00pm-10:00pm

Reading Terminal Market

THE MARKET

Reading Terminal Market opened in 1893 as a hub of merchant activity supported by a vibrant railroad station. Although business has fluctuated throughout the years, today more than 75 independent small businesses are in operation. The market serves as the city’s best lunch counter and a grocery stop for staples, and is packed seven days a week.

In 2019, the Online Farmers Market named it the best Farmers Market in the US.

HOW IT WORKS

After hours, the market will clear out and remain open exclusively for RunSignup Symposium guests. Meet in the lobby of the host hotel at 6:50pm, or walk the two blocks yourself - but arrive on time to take full advantage of food choices!

Grazing Dinner, 7:00pm-8:30pm: Mini-versions of classic savory dishes

Grazing Dessert, 8:30pm-10:00pm: Mini-versions of the sweetest desserts.

Grab your snacks and join us at center court to mingle over beverages.
GRAZING DINNER AT READING TERMINAL MARKET

Dinner Selections
Served 7:00pm-8:30pm

1. Dinics: Mini Roast Pork Sandwiches
2. Kevin Parker’s Soul Food: Mini Chicken & Waffles
3. Loco Lucho: Marinera Paella
4. Olympia Gyro: Mini Edamame Fritter Gyro (V)
5. Molly Malloy’s: Steak Satay (GF)

Dessert Selections
Served 8:30pm-10:00pm

6. Old City Coffee: Coffee & Tea Service
7. Flying Monkey: Flourless Lemon Coconut Pie (GF)
8. Bassetts Ice Cream: Small Ice Cream Cones
9. Profis Creperie: Mini Berries Cheesecake Crepe Bites
We’ll close out the Symposium on Wednesday with a Timers-Only Happy Hour! Stick around after your sessions end for a happy hour on the mezzanine and de-brief with your fellow timers. Beverages and light snacks will be provided, and we’ll be happy to continue conversations about your race day technology - or just relax and enjoy the break from learning!

It’s not a running industry conference if there isn’t any running! This year, we’ll take a trip down the flag-lined Benjamin Franklin Parkway, and bound up the famous “Rocky Steps” at the Philadelphia Art Museum for one of the best views of the city.

The run will be approximately 3 miles round trip; to join, meet in the lobby of the Host Hotel at 6:15am.

MORNING GROUP RUN TO THE ROCKY STEPS
TUESDAY, JULY 16TH, 6:15AM

We’ll close out the Symposium on Wednesday with a Timers-Only Happy Hour! Stick around after your sessions end for a happy hour on the mezzanine and de-brief with your fellow timers.

Beverages and light snacks will be provided, and we’ll be happy to continue conversations about your race day technology - or just relax and enjoy the break from learning!

TIMER HAPPY HOUR
WEDNESDAY, JULY 17TH, 5:00PM-7:00PM

NETWORKING HAPPY HOUR
TUESDAY, JULY 16TH, 5:30PM-7:30PM
FOLLOWING SYMPOSIUM SESSIONS.
To see along the way...

- Love Park (.2 miles)
- Cathedral Basilica of Saints Peter and Paul (.5 miles)
- Free Library of Philadelphia (.7 miles)
- Rodin Museum (.9 miles)
- Philadelphia Art Museum and Rocky Steps (1.5 miles)
- Franklin Institute (2.3 miles)
- Academy of Natural Sciences (2.5 miles)
We take education seriously, but there’s always time for a little exploration. Our venue is in the heart of Philadelphia, just a short walk or a ride share away from natural parks, world class museums, and highly acclaimed dining.

YOU MIGHT AS WELL HAVE SOME FUN.
Getting around Philadelphia is easy! Take a train, jump on a trolley, rent a bike, or walk.

**PUBLIC TRANSPORTATION**
SEPTA provides multiple transportation options. Subways, trolleys and buses each cost $2.50 (exact change) per trip, or load a SEPTA Key card with at least $5 and use it for rates of $2/trip. Hop on the Market-Frankford line from the City Hall stop to get to Old City, home of many of the nation’s most significant historic landmarks. Going a little further? Regional Rail is a little pricier, but can take you to the airport and the suburbs.

**PERSONAL & RENTAL CARS**
If you’re bringing your own car, or thinking about renting one, be prepared for traffic and high parking costs. Parking in a center city garage will be $20+ per day, and it can be difficult to find street parking. If you do park on the street, make sure you check all signs carefully. Rental cars are available at the Philadelphia airport and around the city.

**TAXIS AND RIDESHARE**
Legal Philadelphia taxis are visibly marked and easy to hail anywhere around center city. Taxi cost is a combination of the distance travelled and the time in the car, and they accept both cash and credit for payment (tipping is customary). Prefer to get your rides from an app? Both Uber and Lyft operate throughout the city and can be called within a few minutes.

**INDEGO: BIKE SHARE**
Indego is Philadelphia’s bike-share program. You can rent a bike 24/7 at one of the many docking stations around the city, and kiosks accept credit and debit cards. You can pay $10 per day for unlimited trips, $4 for a single trip. Once you reach your location, lock your bike back into a docking station. Riding on the sidewalks is not allowed.
The Symposium is in the heart of Philadelphia, right across from City Hall. There’s plenty to check out within a mile(ish) of the hotel!

**FREE LIBRARY**
The heart of the Philadelphia Library System, the center of the Free Library System has more than just books. Check it out for spectacular architecture, a vast map collection, rare books, sheet music collections, and events.

**MUTTER MUSEUM**
A truly unique institution, the Mutter Museum houses some of the world’s strangest medical oddities. From drawers of swallowed objects to pieces of Einstein’s brain, this one is not for the faint of heart - but is fascinating!

**MASONIC TEMPLE**
Just around the corner from the host hotel, the Masonic Temple was constructed in 1873 and has been called one of the great “wonders” of the masonic world. Tours are available Tuesday through Saturday.

**ART MUSEUM**
More than just the Rocky Steps, the Philadelphia Art Museum is the cultural heart of the city, housing over 227,000 objects including major holdings of European, American, and Asian origin. Bonus: the view!

**FRANKLIN INSTITUTE**
One of the oldest institutes of science education, the Franklin Institute delights and dazzles. Highlights include an interactive Brain Exhibition, a walk-in heart, a train factory, a planetarium, an exhibit on the science of sports, and more!

**BARNES FOUNDATION**
Established by Albert C Barnes, The Barnes holds one of the finest collections of post-impressionist and early modern paintings. For background on its location, check out the documentary “The Art of the Steal”.

Want to see a lot of the city in just a few minutes? Liberty One Observation Deck will take you 57 stories above the city for a 360 degree view!
ACTIVE EXPLORATION
Get outside!

WEST FAIRMOUNT PARK
The 1,400 acres of West Fairmount Park is home to the Philadelphia Zoo, the Mann Center for Performing Arts, the Horticultural Center, Shofuso Japanese House and Garden, Concourse Lake, and more. Belmont Plateau also offers a historic cross country course (where Bob Bickel ran in college!), as well as single-track trail.

SCHUYLKILL RIVER TRAIL
A 26.5 mile trail that runs along the Schuylkill River from Center City Philadelphia through the Valley Forge National Historical Park, and out to Phoenixville. On the Philadelphia end, it offers a beautiful path for running, walking, and biking by the Philadelphia Art Museum & along historic Boathouse Row.

FREE YOGA ON THE PIER
Free Yoga classes (BYO mat) on the waterfront, in the shadow of the Benjamin Franklin Bridge. Classes are offered Monday through Thursday at 7:00am and 6:00pm, on Fridays at 7:00am, and on Saturdays and Sundays at 9:30am. Functionally Fit is the back-up location in the event of rain.

MORE FUN IN THE SUN

FRANKLIN SQUARE
A playground, carousel, miniature golf, and burgers in a park!

SEGWAY TOURS
Tour the fun way with Philadelphia Segway Tours in Old City.

HEINZ WILDLIFE REFUGE
10 miles of trail through marshland and animal habitat.

PHILADELPHIA BY THE NUMBERS

60% OF US POPULATION LIVES WITHIN A 2 HOUR FLIGHT
3,600 MURALS THROUGHOUT THE CITY
10,000 ACRES OF PARKS WITHIN CITY LIMITS
16,000+ HOTEL ROOMS WITHIN THE CITY BOUNDARIES
HUNGRY?
WE CAN HELP.
Jewish soul food that highlights the cultural exchanges that have impacted the cuisine over time. Abe Fisher straddles the line between tradition and innovation.

ABE FISHER
Charming coffee shop upstairs, secret izakaya downstairs. A broad menu offers sushi & robatayaki meats.

DOUBLE KNOT
For something casual, check out the upscale food court in a newly renovated historic building. From Mexican to cheesesteaks to bars, there's something for everyone.

THE BOURSE
Your one-stop shop for vegan lunch options, fast-food style. Burgers, steaks, salads, frozen drinks and more!

HIPCITY VEG
Drop in for Korean-style fried chicken and a variety of traditional Korean and Asian-fusion dishes. Bonus: It's open late!

BONCHON

LOCAL CASUAL EATS

MAC MART
Take mac & cheese to a whole new level. From BBQ chicken mac & cheese to mac & cheese stuffed grilled cheese, this place has cheese covered.

DESTINATION DOGS
A casual hot dog and sausage restaurant with city & country inspired dishes on a house-made bun. This is home to some truly unique sausages!

DIM SUM GARDEN
The premier destination for casual dim sum in Philadelphia's Chinatown. Don't miss their famous steamed soup dumplings!

RANGOON
Open since 1993, Rangoon is a city staple serving unexpected dishes in the traditional Burmese Style. Order the Thousand Layer Bread!

FANCY-PANTS

PARC
Located right on Rittenhouse Square, Parc mimics a classical French Bistro. Beat the heat inside, or sit out on the sidewalk for first-class people-watching.

ABE FISHER

FAR-FLUNG

THE BOURSE
Wm. Mulherin's Sons is a rustic Italian-influenced neighborhood joint, with a focus on pizza and other wood-fired fare.

WM MULHERINS

NOORD EETCAFE

A classic bistro with a Dutch and Northern European focus and locally farmed meats and produce. BYOB, so grab your wine in advance!

RunSignup Symposium 2019
HANG OUT.
GRAB A DRINK.

CASUAL, COOL: BEERS

**MCGILLIN’S**
McGillin’s is the oldest continually operating tavern in Philadelphia, opening its doors the year Lincoln was elected president. Today, it’s a raucous favorite for happy hour, karaoke, and conversation.

**MONKS**
Nationally known Monks has been on the forefront of the craft beer movement for more than 20 years. Grab a rare beer, and pair it with the award-winning, house-made Belgian snacks.

**GOOD DOG BAR**
Well known for dog-themed decor and an acclaimed Roquefort-stuffed burger, Good Dog Bar has a little bit of everything. You’ll find a classic bar, a mouth-watering menu, and pool tables upstairs.

EXTRA CLASSY: WINE & COCKTAILS

**TRIA CAFE**
The original wine, cheese, and beer bar. You won’t find TVs, Quizzo or other distractions here - just light snacks, a well-curated beverage program, and a well-designed space that’s perfect for catching up with friends.

**1 TIPPLING PLACE**
Want a quiet drink in an upscale environment? 1 Tippling Place specializes in pre-Prohibition cocktails and hard-to-find single-malt scotches. The chairs are comfy, and the service slow but friendly.

**RANSTEAD ROOM**
Tucked away in a dark, moody alley behind an unmarked bar, the Ranstead Room is one of the city’s best-kept secrets for a late-night cocktail. Just check the address before you head out!
SEE YOU IN 2020!