

# VENDOR INFORMATION



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**October 5-6-7**  
**2012**

**HUTCHINSON, KANSAS**



**It's FREE! It's FUN! EVERYONE IS WELCOME!**  
**Your guide to having a blast at RodRun!**

**ALL WEEKEND-DOWNTOWN:**

Come downtown and walk Main Street from Third to Avenue B and admire 400 absolutely beautiful CLASSIC AND ANTIQUE CARS & TRUCKS, CUSTOM RODS, STREET RODS, MUSCLE CARS, MOTORCYCLES, CUSTOM TRUCKS, RAT RODS, EXOTIC VEHICLES AND WRAPPED VEHICLES parked one after the other, just waiting for your ooh's and aah's

**FRIDAY: NOON-9PM      SATURDAY: 10AM-9PM      SUNDAY: 10AM-3PM**

Isn't it fun to see how something works? Check out our Vendor demonstrations in the Main Street event area all weekend. And forget the diet - enjoy Great BBQ, Funnel Cakes and lots of other treats.

**FRIDAY, OCTOBER 5**

**CITY CRUISE & PARADE: 6PM**

Stay and watch from downtown or drag your lawn chair out anywhere along the Cruise route (see map).

**FIRST TIME BURNOUT: 7PM**

After the City Cruise head to McVay's Garage at 16 E. Avenue A for the fun! Bleacher seating available.

**SATURDAY, OCTOBER 6**

**LIVE AUCTION: 1-5PM**

If you have a car or even parts you want to sell, bring it down Friday at noon and register at McVay's Garage, 16 E. Avenue A

**SUNDAY, OCTOBER 7**

**OPEN HEADER CRUISE: 1 PM**

Grab your ear plugs and come on down to Main Street. It'll be LOUD and exciting!

**AWARDS CEREMONY: 2-3PM**

Join us in Memorial Hall to see if your favorites won a trophy!

*\* Events and times are subject to change.*



**HUTCHRODRUN.COM**

# EVENT OVERVIEW

The 5th Annual Downtown Hutchinson Rod Run & Classic Car Show will be headquartered in the old McVay Yellow Cab Building also known as “The Garage” on Avenue A again this year.

“It just seems so natural that a building downtown with such prominent vehicle history is used for this event. It’s a great time for car enthusiasts, for the vehicle owners, for entire families, and for downtown businesses, too. And of course, we’re big time hot rodders and we have a blast!” add owners Stan and Ann Richardson, owners of the McVay building.

The show has become an entire weekend community event with special activities planned for everyone – men, ladies, locals and visitors alike! Activities will take place October 5-6-7, 2012 in the downtown area with its charming streetscape and collection of restaurants, shops, parks and historic buildings, all within walking distance of the car show.

An expected four to five hundred show cars will be on display on Main Street from 3rd Street to Avenue B.

The show is expanding its list of fun activities to include a Friday evening city-wide cruise and a parade of cars for residents to enjoy as they watch the hot rods, street rods, classic cars, rat rods and motorcycles cruise through the city. This year’s show will also include a “Burnout” which will be Friday after the cruise.

Other additions to the event are a live auction of cars and car-related items and a Poker Run and “Kat Walk” on Saturday. Sunday afternoon will feature the popular “Open Header Cruise” on Main Street. Of course Friday night, Saturday and Sunday will be a time for show and shine of the registered cars for everyone to enjoy. The event will conclude with a 2:00 pm awards program in Memorial Hall on Sunday. Everyone is welcome to attend these events and enjoy a beautiful fall day downtown.



# MARKET ANALYSIS OF THE DOWNTOWN HUTCHINSON ROD RUN & CLASSIC CAR SHOW

Attendance: .....25,000 (estimated over three (3) days)  
Registered Cars, Motorcycles, Trucks: .....500  
Vendors: .....25

## Area Demographics:

Population – Hutchinson .....42,080  
Reno County .....63,706  
Gender .....50.2% are male  
Median Age .....37.0  
Income .....40.5% earn between \$35,000 and \$74,999  
.....17% earn between \$75,000 and \$100,000

## Car Owner Demographics:

Median Age .....40 to 60 years  
Marital Status . . . .Most are married and often attend the show with spouse.  
Income .....30% have annual incomes over \$80,000  
.....18% of those have incomes over \$100,000 and  
.....52% make up to \$80,000



# JOIN US >

**Friday, Saturday & Sunday  
for a weekend filled with  
fun & lots of excitement !!!**



 **Event area**

- A** Amtrak Train Station
- P1** DCI Park
- D** DCI Building
- FX** FOX Theater
- Q** Quilt Festival
- F** First National Bank
- P2** Ave A Park
- MH** Memorial Hall
- RM** Reno County Museum



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[hutchrodrun.com](http://hutchrodrun.com)