

**Gold Coast Airport  
MARATHON**  
1-2 July 2017



**GOOD  
TIMES**  
#GCAM17

**42**  
marathon

**21**  
half marathon

**10**  
10km run

**5.7**  
5.7km challenge

**Jnr**  
junior dash

**ENTER NOW** [goldcoastmarathon.com.au](http://goldcoastmarathon.com.au)



## ABOUT THE EXPO

A unique opportunity to showcase and sell sport and leisure related products and services to a target market at the 2017 Gold Coast Airport Marathon

- Thursday 29 June | 3:45pm – 8pm
- Friday 30 June | 9:45am – 8pm
- Saturday 1 July | 8:45am – 5pm

## WHY EXHIBIT AT THIS YEAR'S EXPO

1. Australia's biggest marathon expo
2. Over 27,000 visitors
3. Expo design ensures all visitors pass every booth

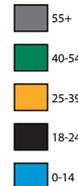
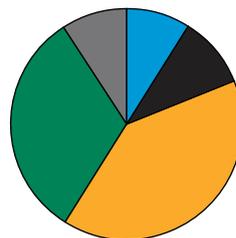
**ASICS SPORT & LEISURE EXPO VIDEO**

# SELL YOUR BRAND, PRODUCT OR SERVICE

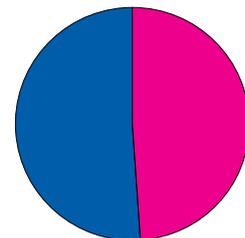
to a health & fitness audience of over 27,000 visitors!

## WHY EXHIBIT?

- Expected visitor volume of over 27,000 event participants, friends and family
- Sell and promote products and services directly to your targeted audience
- Discover new suppliers, make industry contacts and research ways to improve your own products and services
- Use the event to build your database or membership base, or even sell tickets to your own event!



Age group	%
0-14	9%
15-24	9%
25-39	39%
40-54	34%
55+	9%



Gender	%
Female	48%
Male	52%



Top sports entrants participate in other than running:		Participants' origins:	
Gym	35%	Gold Coast	23%
Cycling	27%	Brisbane	26%
Swimming	23%	Rest of Queensland	10%
Triathlon	17%	Interstate	28%
Yoga	17%	International (64 countries)	13%

## EXHIBITOR BENEFITS & INCLUSIONS

- Exhibitor name and website link will be posted to the Gold Coast Airport Marathon website from the time of booking and until the completion of the event.
- Participation in a virtual running bag, hosted on the official 2017 Gold Coast Airport Marathon website from 1 April through to 2 weeks after the event.
- An exclusive ASICS Sport & Leisure Expo email will be sent to 2017 Gold Coast Airport Marathon entrants in the week leading up to the Expo directing participants and visitors to the Expo page on the official 2017 Gold Coast Airport Marathon website. There they will find a full exhibitor listing and expo map, along with your special offers.
- The ASICS Sport & Leisure Expo is advertised via several market channels including the official radio partners Gold FM & Sea FM, local business and tourism bodies and networks, and via the event database of over 130,000 people.
- An Exhibitor Logo will be supplied to all exhibitors to post to their website and/or marketing collateral to let their customers know where to find them at the ASICS Sport & Leisure Expo.



## THE VENUE



### Gold Coast Convention & Exhibition Centre

- Gold Coast Airport Marathon Check In Centre
- Undercover parking
- Walking distance from large shopping precinct, many restaurants, bars and cafes
- Adjacent to Jupiters Hotel & Casino and other quality accommodation houses
- 20 minutes' drive north of the Gold Coast Airport (Coolangatta)

## LAYOUT

We know it's of utmost importance for exhibitors to have access to not only some event visitors, but ALL event visitors and that's why the ASICS Sport & Leisure Expo has been designed in this fashion. Visitors will enter through the registration centre and exit through the Expo, maximising the number of people who pass through the exhibition.

Booth space is allocated by a first in first served basis. In 2016, 76% of the venue filled within the first 12 hours of opening for bookings, so don't delay in securing your space at this, not to be missed, expo in 2017!



## EXHIBITOR BOOTH OPTIONS

Zone A

3m x 3m

**\$2,950** (incl. GST)

Zone A

6m x 3m

**\$5,200** (incl. GST)

Zone A

9m x 3m

**\$7,500** (incl. GST)

Zone B

3m x 3m

**\$2,550** (incl. GST)

Zone B

6m x 3m

**\$4,500** (incl. GST)

Zone B

9m x 3m

**\$6,350** (incl. GST)

Zone C

3m x 3m

**\$1,999** (incl. GST)

Zone C

6m x 3m

**\$3,550** (incl. GST)

Zone C

9m x 3m

**\$5,100** (incl. GST)



Each 3m x 3m space comes with one trestle table and tablecloth, two chairs, fascia sign and power point. White shell scheme walling plus spot lights to highlight your products and services are also included.

**WANT MORE EXPOSURE?  
EXHIBIT AT BRISBANE  
CHECK IN CENTRE  
FROM \$1,200.**

 **Sport & Leisure Expo**

