

asics Sport & Leisure Expo

Exhibition Booth Holder Information

A unique opportunity to showcase and sell sport and leisure related products and services to a target market at the 2014 Gold Coast Airport Marathon

Dates & Times

| | |
|-----------------|--------------|
| Thursday 3 July | 3:45pm – 8pm |
| Friday 4 July | 9:45am – 8pm |
| Saturday 5 July | 8:45am – 5pm |



Why should you exhibit at this year's expo?

1 Over 25,000 visitors

2 100% of exhibitors say this expo is a great public relations exercise for their brand

3 95% of 2012 exhibitors told us they'd be back in 2013



AUSTRALIA'S
GOLDCOAST.



SUNCORP BANK

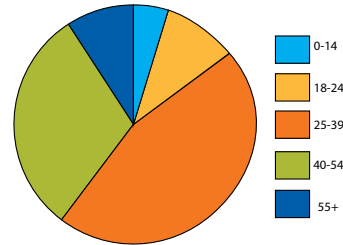


Sell your brand, product or service

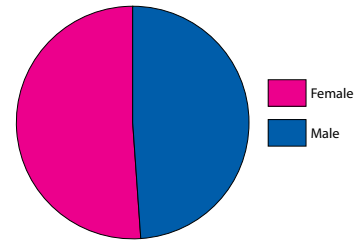
to a health & fitness audience of over 25,000 visitors!

Why exhibit?

- Expected visitor volume of over 25,000 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 | 5% |
| 15-24 | 10% |
| 25-39 | 43% |
| 40-54 | 31% |
| 55+ | 8% |



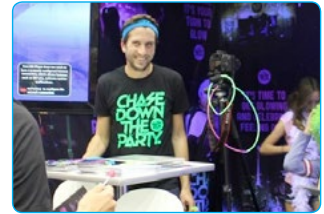
| Gender | % |
|--------|-----|
| Female | 53% |
| Male | 47% |

Top sports entrants participate in other than running:

| | |
|-----------|-----|
| Cycling | 26% |
| Swimming | 24% |
| Triathlon | 22% |
| Yoga | 16% |

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.
- Exhibitors have the opportunity to secure a ½ hour spot on the ASICS Sport & Leisure Expo Stage to further promote their product or service to a captive audience.
- An exclusive ASICS Sport & Leisure Expo email will be sent to 2014 Gold Coast Airport Marathon entrants in the week leading up to the Expo with an exhibitor listing, logo and description, as well as an expo map and stage schedule.
- The ASICS Sport & Leisure Expo is advertised via several market channels including the official radio partner 102.9FM Hot Tomato, local business and tourism bodies and networks, and via the event database of over 100,000 people.
- An Exhibitor Logo will be supplied to all exhibitors to post to their websites 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

- Official Gold Coast Airport Marathon Registration Centre
- Host of the Gold Coast Airport Marathon Legends Lunch and Elite Athlete Media Conference
- Undercover parking
- Walking distance from large shopping precinct, many restaurants, bars and cafes
- Adjacent to Jupiters Casino and other quality accommodation houses
- 20 minutes drive north of the Gold Coast Airport (Coolangatta)

Layout

"Gold Coast Airport Marathon Expo is the best sports expo in the country for endurance sports with the best venue, best lay out and the most professionally run"

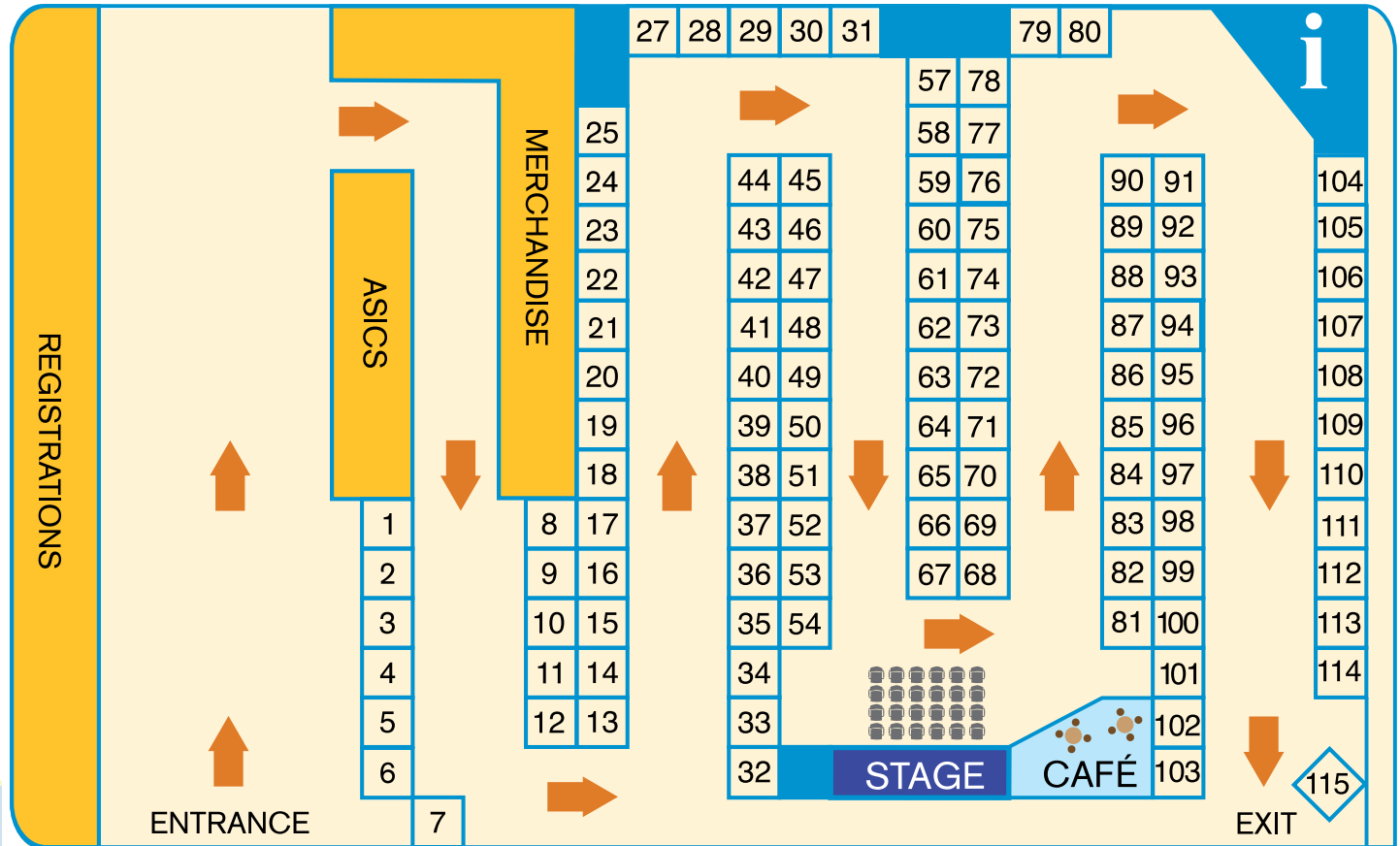
- 2012 Exhibitor

We know it's of upmost 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.

Click on image to view
expo layout map
(or see next page)

Booth space is allocated by a first in first served basis. In 2013, a third 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 2014.

Map



Exhibitor booth options

Single Booth

3m x 3m

\$2,375 (incl. GST)

Double Booth

6m x 3m

\$4,200 (incl. GST)

Triple Booth

9m x 3m

\$5,950 (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.

Sport & Leisure Expo

Bookings opening soon!

