



**IT'S LIVE!**  
in Queensland



**ASICS  
SPORT & LEISURE  
EXPO**

**#GCAM16  
GOOD  
TIMES**

**AUSTRALIA'S BIGGEST MARATHON EXPO**



AUSTRALIA'S  
**GOLD COAST.**





## ABOUT THE EXPO

A unique opportunity to showcase and sell sport and leisure related products and services to a target market at the 2016 Gold Coast Airport Marathon

- Thursday 30 June | 3:45pm – 8pm
- Friday 1 July | 9:45am – 8pm
- Saturday 2 July | 8:45am – 5pm

## WHY EXHIBIT AT THIS YEAR'S EXPO

1. 100% exhibitor satisfaction
2. Australia's biggest marathon expo
3. Over 25,000 visitors

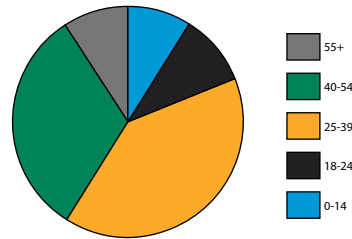
ASICS SPORT & LEISURE EXPO VIDEO

# SELL YOUR BRAND, PRODUCT OR SERVICE

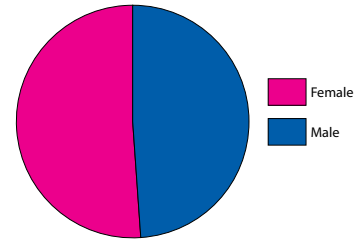
to a health & fitness audience of over 25,000 visitors!

## 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	8%
15-24	10%
25-39	39%
40-54	34%
55+	9%



Gender	%
Female	53%
Male	47%



Top sports entrants participate in other than running:		Participants' origins:	
Gym	35%	Gold Coast	24%
Cycling	26%	Brisbane	26%
Swimming	23%	Rest of Queensland	10%
Triathlon	20%	Interstate	29%
Yoga	18%	International (58 countries)	11%



## 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 2016 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 2016 Gold Coast Airport Marathon entrants in the week leading up to the Expo directing participants and visitors to the Expo page on the official 2016 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 partner 102.9FM Hot Tomato, 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)

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 2015, 68% 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 2016!

# ASICS SPORT & LEISURE EXPO MAP



## EXHIBITOR BOOTH OPTIONS

**Zone A**

**3m x 3m**

**\$2,900** (incl. GST)

**Zone A**

**6m x 3m**

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

**Zone A**

**9m x 3m**

**\$7,300** (incl. GST)

**Zone B**

**3m x 3m**

**\$2,500** (incl. GST)

**Zone B**

**6m x 3m**

**\$4,450** (incl. GST)

**Zone B**

**9m x 3m**

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

**Zone C**

**3m x 3m**

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

**Zone C**

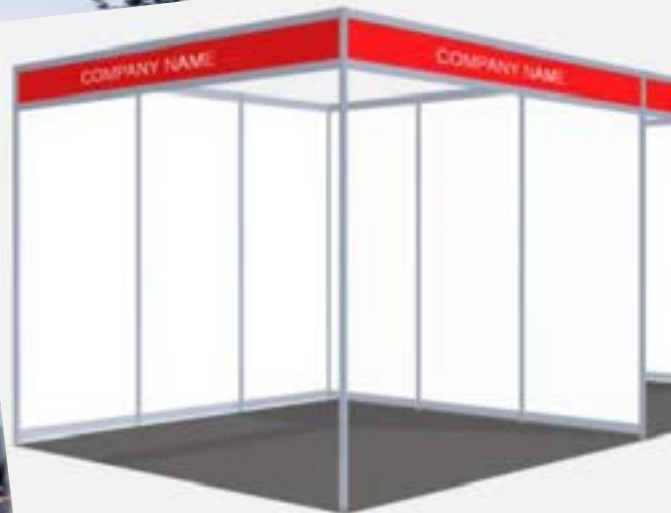
**6m x 3m**

**\$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.





**Bookings open  
10am  
Tuesday 16 February**

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