

# asics Sport & Leisure Expo

Exhibition Booth Holder Information



goldcoastmarathon.com.au | #GCAM15

A unique opportunity to showcase and sell sport and leisure related products and services to a target market at the 2015 Gold Coast Airport Marathon

## Dates & Times

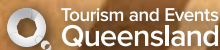
Thursday 2 July	3:45pm – 8pm
Friday 3 July	9:45am – 8pm
Saturday 4 July	8:45am – 5pm

## Why should you exhibit at this year's expo?

**1** Over 25,000 visitors

**2** 100% of exhibitors say the expo is a great PR exercise

**3** 96% of 2014 exhibitors told us they'll be back in 2015



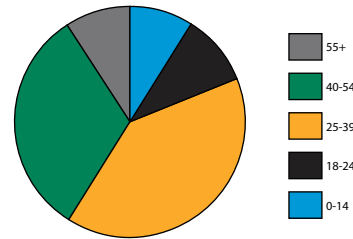


# Sell your brand, product or service

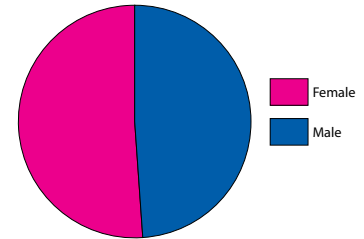
to a health & fitness audience of over 25,000 visitors!

## 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	9%
15-24	10%
25-39	40%
40-54	32%
55+	9%



Gender	%
Female	53%
Male	47%

### Top sports entrants participate in other than running:

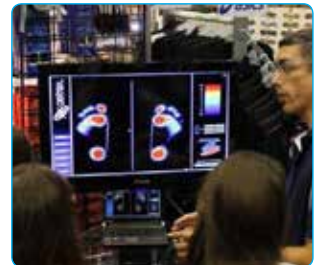
Cycling	25%
Swimming	23%
Triathlon	21%
Yoga	14%

### Locations where participants originate:

Gold Coast	25.5%
Brisbane	27%
Rest of Queensland	10%
Interstate	26%
International (67 countries)	11.5%

# 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 2015 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 2015 Gold Coast Airport Marathon entrants in the week leading up to the Expo directing participants and visitors to the Expo page on the official 2015 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 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

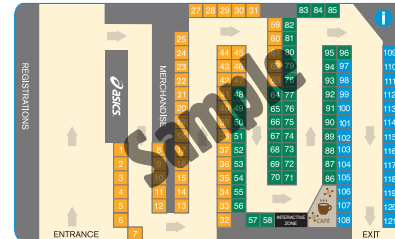
- Gold Coast Airport Marathon Check In Centre
- Undercover parking
- Walking distance from large shopping precinct, many restaurants, bars and cafes
- Adjacent to Jupiters Hotel & Casino and other quality accommodation houses
- 20 minutes' drive north of the Gold Coast Airport (Coolangatta)

# Layout

*"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"*

*- Endura Sports Nutrition, 2014 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 2014, 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 2015!

# Map



# Exhibitor booth options

## Zone A

3m x 3m

\$2,800 (incl. GST)

## Zone A

6m x 3m

\$4,950 (incl. GST)

## Zone A

9m x 3m

\$7,100 (incl. GST)

## Zone B

3m x 3m

\$2,425 (incl. GST)

## Zone B

6m x 3m

\$4,300 (incl. GST)

## Zone B

9m x 3m

\$6,150 (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.

# Sport & Leisure Expo

Book now!

[or click here to ask a question]

[View exhibitor terms & conditions]

