



GOLD COAST MARATHON

30 JUNE - 1 JULY 2018



IT'S LIVE!
in Queensland

GOOD
TIMES
#GCM18

42

marathon

21

half marathon

10

10km run

5.7

fun run

Jnr

junior dash

ASICS SPORTS & LEISURE EXPO KIT



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 2018 Gold Coast Marathon

- Thursday 28 June | 3:45pm – 8pm
- Friday 29 June | 9:45am – 8pm
- Saturday 30 June | 8:45am – 5pm

WHY EXHIBIT AT THIS YEAR'S EXPO

1. Australia's biggest marathon expo
2. Over 25,000 visitors
3. Expo design ensures all visitors pass every booth



ASICS SPORT & LEISURE EXPO VIDEO

SELL YOUR BRAND, PRODUCT OR SERVICE

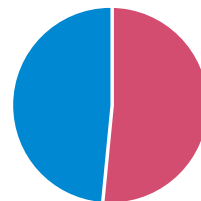
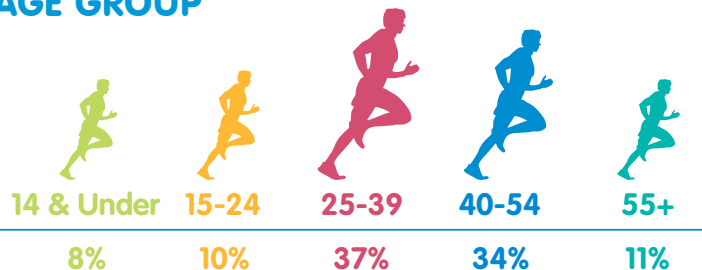
to a health & fitness audience of over 25,000 visitors!

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



51% Female Entrants
49% Male Entrants

Top sports entrants participate in other than running:

Gym	35%
Running Club	29%
Swimming	21%
Triathlon	17%
Yoga	15%

Participants' origins:

Top 5 international countries

Japan	611
New Zealand	452
Taiwan	372
Singapore	487
Hong Kong	315

Entries by tourist centre

Gold Coast	24%
Brisbane	25%
Rest of Queensland	10%
Interstate	28%
International (64 countries)	13%

EXHIBITOR BENEFITS & INCLUSIONS

- Exhibitor name and website link will be posted to the Gold Coast Marathon website from the time of booking and until the completion of the event.
- Participation in a virtual running bag linked from the Gold Coast Marathon website. Exhibitors will be provided with a link to submit their promotional offer once booking and payment has been received. The event will promote this virtual running bag to its participants in the lead up to the 2018 event.
- An exclusive ASICS Sport & Leisure Expo email will be sent to 2018 Gold Coast Marathon entrants in the week leading up to the Expo directing participants and visitors to the Expo page on the official 2018 Gold Coast 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, local business and tourism bodies social media networks, and via the event database of over 114,000 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 Marathon Check In Centre
- Undercover parking
- Walking distance from large shopping precinct, many restaurants, bars and cafes
- Adjacent to The Star Gold Coast Hotel & Casino and other quality accommodation houses
- 20 minutes' drive north of the Gold Coast Airport (Coolangatta)

LAYOUT

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.

Booth space is allocated by your zone preference. In 2017, 70% of the venue filled within the first day of opening, so don't delay in securing your space at this, not to be missed, expo in 2018!

asics® Sport & Leisure Expo

- Zone A
- Zone B
- Zone C
- Fixed Wall
- Corner Booth
- Sponsor/Partner





Booth number will be allocated by the organisers once they receive your zone request, and you will receive a confirmation email once this allocation has been completed.

Step 1: Choose your zone

Step 2: Choose booth quantity (1, 2 or 3)

Step 3: Optional upgrade of 1 booth to a corner location for an additional \$200

Step 4: Option to include the Brisbane Rego Centre expo booth to your booking for an additional \$1200/booth

Step 5: Provide your contact and final booth details

Step 6: Make your payment to secure your booking



EXHIBITOR BOOTH OPTIONS

Upgrade to
a corner booth
for \$200

Zone A

3m x 3m

\$3,000 (incl. GST)

Double

6m x 3m

\$5,350 (incl. GST)

Triple

9m x 3m

\$7,800 (incl. GST)

Zone B

3m x 3m

\$2,600 (incl. GST)

Double

6m x 3m

\$4,600 (incl. GST)

Triple

9m x 3m

\$6,600 (incl. GST)

Zone C

3m x 3m

\$1,999 (incl. GST)

Double

6m x 3m

\$3,600 (incl. GST)

Triple

9m x 3m

\$5,250 (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.**



**Bookings
Opening Soon**

**GOOD
TIMES**
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