



# GOLD COAST MARATHON

6-7 JULY 2019



**GOOD  
TIMES**  
#GCM19

42

marathon

21

half marathon

10

10km run

5.7

fun run

Jnr

junior dash

**ASICS SPORTS & LEISURE EXPO KIT**



## ABOUT THE EXPO

A unique opportunity to showcase and sell sport and leisure related products and services to a target market at the 2019 Gold Coast Marathon

- Thursday 4 July | 3:45pm – 8pm
- Friday 5 July | 9:45am – 8pm
- Saturday 6 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

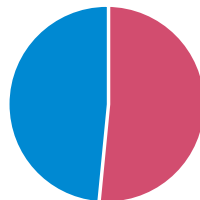
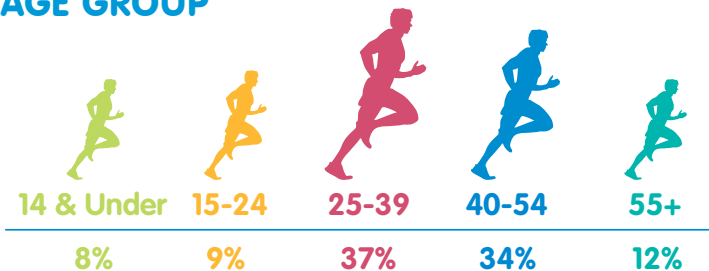
to a health & fitness audience of over 27,000 visitors!

## 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



**51% Female Entrants**  
**49% Male Entrants**

### Participants' origins: Top 5 international countries

|             |     |
|-------------|-----|
| Japan       | 712 |
| China       | 571 |
| New Zealand | 538 |
| Hong Kong   | 529 |
| Singapore   | 503 |

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

|           |     |
|-----------|-----|
| Gym       | 40% |
| Cycling   | 24% |
| Swimming  | 22% |
| Yoga      | 17% |
| Triathlon | 17% |

### Entries by tourist centre

|                              |     |
|------------------------------|-----|
| Gold Coast                   | 21% |
| Brisbane                     | 26% |
| Rest of Queensland           | 9%  |
| Interstate                   | 28% |
| International (50 countries) | 16% |



## 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 2019 event.
- An exclusive ASICS Sport & Leisure Expo email will be sent to 2019 Gold Coast Marathon entrants in the week leading up to the Expo directing participants and visitors to the Expo page on the official 2019 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 120,000 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 2018, 60% 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 2019!

# asics<sup>®</sup> Sport & Leisure Expo

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







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 \$250**

**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 \$250

### 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.**

 **asics**  
**Sport & Leisure Expo**



[goldcoastmarathon.com.au](http://goldcoastmarathon.com.au) | #GCM19