



IT'S LIVE!
in Queensland



VILLAGE ROADSHOW
THEME PARKS



PARADISE
COUNTRY

GOLD COAST MARATHON

QUEENSLAND - AUSTRALIA

4-5 JULY 2020

GOOD
TIMES
#GCM20

42

marathon

21

half marathon

10

10km run

5.7

fun run

JD

junior dash

ASICS SPORT & LEISURE EXPO KIT

TOURISM
& EVENTS
Queensland

AUSTRALIA'S
GOLDCOAST.



Southern Cross
University

GARMIN.





ABOUT THE EXPO

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

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

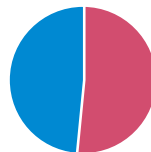
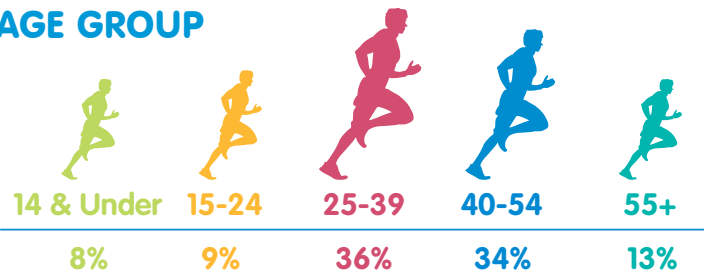
to a health & fitness audience of over 27,000 visitors!

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

Top sports & hobbies entrants participate in other than running:

Travel	64%
Gym	42%
Cooking	39%
Camping	32%
Cycling	23%
Swimming	22%
Yoga	16%
Triathlon	16%

Participants' origins: Top 5 international countries

Japan	700
Singapore	525
Hong Kong	498
New Zealand	450
China	301

Entries by tourist centre

Gold Coast	22%
Brisbane	25%
Rest of Queensland	10%
Interstate	29%
International (50 countries)	14%

EXHIBITOR BENEFITS & INCLUSIONS

- Participation in a virtual running bag (VRB) linked from the Village Roadshow Theme Parks 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 2020 event.
- An exclusive ASICS Sport & Leisure Expo email will be sent to entrants in the week leading up to the Expo directing participants and visitors to the VRB page on the official Village Roadshow Theme Parks Gold Coast Marathon website.
- 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 2019, 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 2020!

asics® 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 \$1100/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 \$1,100.**

Sport & Leisure Expo

**Bookings
Opening Soon**



goldcoastmarathon.com.au | #GCM20