



## ASICS SPORT & LEISURE EXPO KIT



**42** MARATHON

**21** HALF MARATHON

**10** 10KM RUN

**5** FUN RUN

**JD** JUNIOR DASH





## ***ABOUT THE EXPO***

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

- Thursday 29 June | 2:45pm – 8pm
- Friday 30 June | 9:45am – 8pm
- Saturday 1 July | 9:45am – 4pm

## ***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

# SELL YOUR BRAND, PRODUCT OR SERVICE

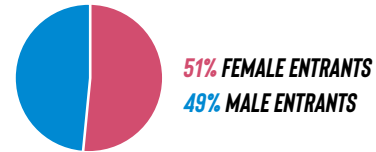
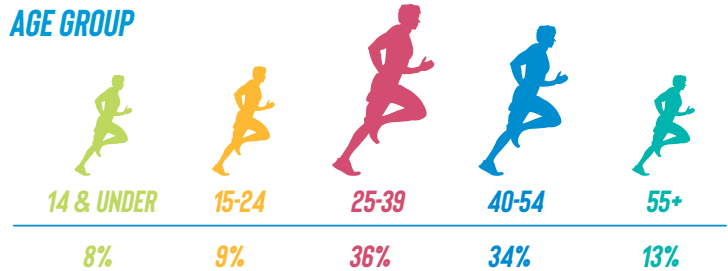
## TO A HEALTH & FITNESS AUDIENCE OF OVER 25,000 VISITORS!

### 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!
- Launch new products or conduct market research



### AGE GROUP



### 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% |



## EXHIBITOR BENEFITS & INCLUSIONS

- Participation in a virtual running bag (VRB) 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 2023 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 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.
- All event participants are required to collect their race number from the ASICS Sport and Leisure Expo.





## 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



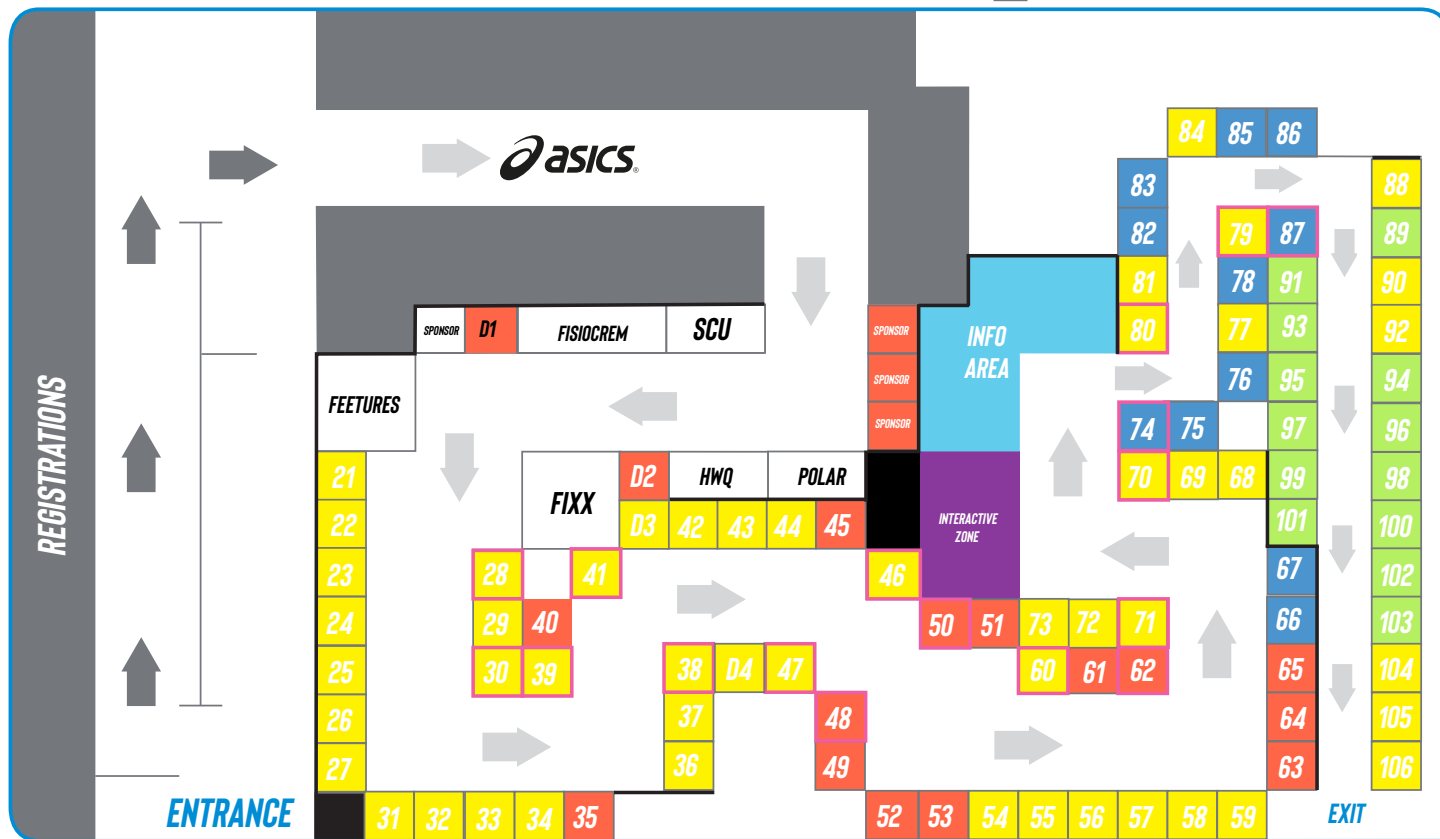
## LAYOUT



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 with a chance to upgrade to a corner booth.

# asics SPORT & LEISURE EXPO

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





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: Provide your contact and final booth details

Step 5: Make your payment to secure your booking



## EXHIBITOR BOOTH OPTIONS

*UPGRADE TO  
A CORNER BOOTH  
FOR \$250*

**Zone A**  
**3m x 3m**

**\$3,200** (incl. GST)

**Double**  
**6m x 3m**

**\$5,700** (incl. GST)

**Triple**  
**9m x 3m**

**\$8,100** (incl. GST)

**Zone B**  
**3m x 3m**

**\$2,750** (incl. GST)

**Double**  
**6m x 3m**

**\$4,750** (incl. GST)

**Triple**  
**9m x 3m**

**\$6,750** (incl. GST)

**Zone C**  
**3m x 3m**

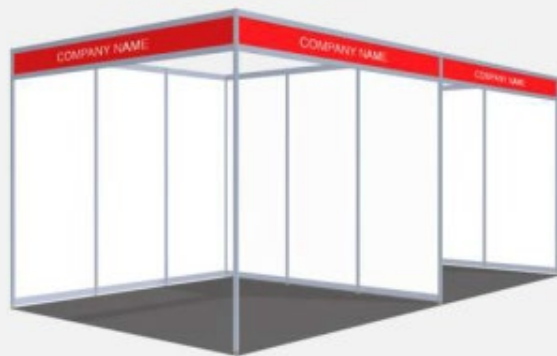
**\$1,999** (incl. GST)

**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.

For larger booth options please email  
[expo@goldcoastevents.com.au](mailto:expo@goldcoastevents.com.au)







# ***ASICS SPORT & LEISURE EXPO***



[GOLDCOASTMARATHON.COM.AU](https://goldcoastmarathon.com.au) | #GCM23