



**asics** | **GOLD COAST GCM**  
**MARATHON**  
4-5 JULY 2026



# ASICS SPORT & LEISURE EXPO

2 - 4 JULY 2026

AUSTRALIA'S FAVOURITE  
RUNNING & LIFESTYLE EXPO

2026 EXHIBITOR GUIDE

**42** MARATHON

**21** HALF MARATHON

**10** 10KM RUN

**5** 5KM RUN

**JD** JUNIOR DASH



EXPERIENCE  
**GOLD COAST.**



AUSTRALIA  
FAIR



# OPENING TIMES

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

- Thursday 2 July 12pm – 7pm
- Friday 3 July 9am – 8pm
- Saturday 4 July 9am – 4pm



# EXPO LOCATION

Gold Coast Convention & Exhibition Centre  
2684-2690 Gold Coast Hwy, Broadbeach QLD 4218



# EXHIBITOR BENEFITS & INCLUSIONS

- 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 official ASICS Gold Coast Marathon webpage where the exhibitor listing will be promoted.
- 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 171,000 people.
- An official 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 and will walk past your booth before exiting.

See what current exhibitors say about exhibiting at one of Australia's largest running and lifestyle expo.

# SELL YOUR BRAND, PRODUCT OR SERVICE TO A HEALTH & FITNESS AUDIENCE OF OVER 40,000+ VISITORS.

## WHY EXHIBIT?

- Expected visitor volume of over 40,000+ 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



14 & UNDER	15-24	25-39	40-54	55+
7%	10%	46%	27%	10%



45% FEMALE ENTRANTS  
55% MALE ENTRANTS

## ORIGIN

LOCATION	2025
GOLD COAST	21%
BRISBANE	22%
REST OF QUEENSLAND	8%
INTERSTATE	41%
INTERNATIONAL	8%

Australia's favourite running, health and lifestyle expo.

# EXHIBITOR BOOTH OPTIONS



## New look and feel for the 2026 ASICS Sport & Leisure Expo!

This year standard booths will be upgraded to a modern design with a black frame and higher fascia signage. The walling will also be flush making signage seamless or can be upgraded to fabric if exhibitors choose to do so.



## INVESTMENT OPTIONS

<b>Zone A</b> 3m x 3m \$3,300+ GST	<b>Double</b> 6m x 3m \$5,900 + GST	<b>Triple</b> 9m x 3m \$8,300 + GST
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<b>Zone B</b> 3m x 3m \$2,900+ GST	<b>Double</b> 6m x 3m \$4,950 + GST	<b>Triple</b> 9m x 3m \$6,950 + GST
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<b>Zone C</b> 3m x 3m \$2,100 + GST	<b>Double</b> 6m x 3m \$3,650 + GST	<b>Triple</b> 9m x 3m \$5,300 + GST
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Limited Corner Booth opportunities available for an additional investment of **\$350.00+ GST**

### Standard booth inclusions (per 3x3m package):

- 1 x table
- 1 x table cloth
- 2 x chairs
- 1 x 4amp power point
- Carpet
- Booth lighting
- Fascia signage

For custom or larger booth enquiries please email: [expo@goldcoastmarathon.com.au](mailto:expo@goldcoastmarathon.com.au)



Queensland

**BOOKINGS  
OPEN SOON**

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& LEISURE  
EXPO** 2 - 4 JULY 2026

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[GOLDCOASTMARATHON.COM.AU](http://GOLDCOASTMARATHON.COM.AU) | #GCM26