

**Scotiabank** TORONTO  
WATERFRONT MARATHON

# **RUNNING, HEALTH AND FITNESS EXPO**

**EXHIBITOR INFORMATION  
OCTOBER 18-19, 2019**



## EVENT OVERVIEW

The 2019 STWM Running, Health and Fitness Expo takes over Hall D of the Enercare Centre on Friday, October 18th and Saturday, October 19th. One of only 5 IAAF Gold Label marathons in all of The Americas, the Scotiabank Toronto Waterfront Marathon is Canada's premier, big-city running event, the Athletics Canada National Marathon Championships, and the Grand Finale of the 8-race Canada Running Series. In 2018, it attracted more than 25,000 participants from 74 countries and raised \$3.24 million for 182 charities through the Scotiabank Charity Challenge.

The STWM Running, Health & Fitness Expo is one of the best events in the running year and offers exhibitors the opportunity to engage and connect with a thriving running community of 42,000 visitors over the two days

## KEY FACTS



**42,000**

VISITORS TO THE  
EXPO IN 2018



**45,000**

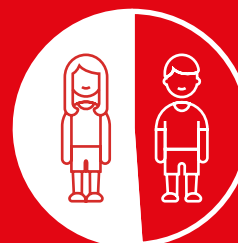
EXPECTED VISITORS  
IN 2019



**25,310**

REGISTERED RUNNERS IN 2018

**51%**  
WOMEN  
PARTICIPANTS



**49%**  
MEN  
PARTICIPANTS

# #STWM AUDIENCE

The Scotiabank Toronto Waterfront Marathon has a large audience across various media channels. Exhibitors will have an opportunity to connect with runners through the Virtual Race Bag and engage with runners throughout race weekend.



**\$126,292**

PARTICIPANT HOUSEHOLD INCOME



**\$56.44**

AVERAGE SPEND PER VISITOR AT EXPO  
(BASED ON 2018 SURVEY DATA)

OVER



**350,000**

WEBSITE VISITORS

OVER



**12,000**

APP DOWNLOADS

OVER



**60,000**

NEWSLETTER REACH



**13,500**

TWITTER FOLLOWERS



**27,052**

FACEBOOK FOLLOWERS



**9,982**

INSTAGRAM FOLLOWERS



OUR  
PLACE.  
YOUR  
MOMENT.

## THE 2019 STWM RUNNING, HEALTH AND FITNESS EXPO PROVIDES EXHIBITORS WITH AN OPPORTUNITY TO:

- Launch new products and market existing ones
- Raise brand and product awareness
- Product sampling and demonstrations
- Receive in-person customer feedback
- Conduct market research and data collection
- Promote your events to thousands of runners around the globe
- Exhibit alongside other brands in Canada's running industry

### BOOTH PRICING:

<b>Standard Mid 10x10 Booth</b>	\$1500 plus HST (\$15 sq.ft)
<b>Premium Corner 10x10 Booth</b>	\$1600 plus HST (\$16 sq.ft)
<b>Custom Booth Configuration</b>	\$16 sq. ft for a premium, custom space.

- Custom booth configurations are available!
- All bookings include 1 x 6ft table and 2 chairs.
- Exhibitors can participate in the Virtual Race Bag at reduced rates.

### TO RESERVE YOUR BOOTH, VISIT:

<http://www.torontowaterfrontmarathon.com/the-weekend/exhibitors/>

# CONTACT US

**Scotiabank Toronto Waterfront Marathon | Canada Running Series**

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# STAY CONNECTED

**FACEBOOK** | [facebook.com/TorontoWaterfront42k](https://facebook.com/TorontoWaterfront42k)

**TWITTER** | [twitter.com/runcrs](https://twitter.com/runcrs)

**INSTAGRAM** | [instagram.com/runcrs](https://instagram.com/runcrs)

**TOGETHER WE  
CAN CREATE AN  
INFLUENTIAL  
ACTIVATION!**

