



**Scotiabank** TORONTO  
WATERFRONT MARATHON

# **RUNNING, HEALTH AND FITNESS EXPO**

**EXHIBITOR INFORMATION  
OCTOBER 16-17, 2020**



## EVENT OVERVIEW

The 2020 STWM Running, Health and Fitness Expo takes over Hall D of the Enercare Centre on Friday, October 16th and Saturday, October 17th. 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 2019, it attracted more than 25,000 participants from 76 countries and raised \$3.69 million for 191 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 45,000 visitors over the two days.

## KEY FACTS



**42,000**

VISITORS TO THE  
EXPO IN 2019



**45,000**

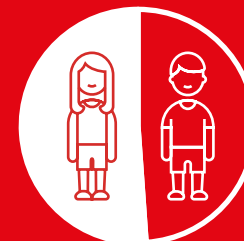
EXPECTED VISITORS  
IN 2020



**25,419**

REGISTERED RUNNERS IN 2019

**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



**364,000**

WEBSITE VISITORS

OVER



**18,000**

APP DOWNLOADS

OVER



**62,000**

NEWSLETTER REACH



**14,800**

TWITTER FOLLOWERS



**27,000**

FACEBOOK FOLLOWERS



**16,000**

INSTAGRAM FOLLOWERS



OUR  
PLACE.  
YOUR  
MOMENT.

## THE 2020 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>   | \$1600 plus HST (\$16 sq.ft)             |
| <b>Premium Corner 10x10 Booth</b> | \$1700 plus HST (\$17 sq.ft)             |
| <b>Custom Booth Configuration</b> | \$17 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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[www.torontowaterfrontmarathon.com](http://www.torontowaterfrontmarathon.com)

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# STAY CONNECTED

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TOGETHER WE  
CAN CREATE AN  
INFLUENTIAL  
ACTIVATION!

