



**Scotiabank** TORONTO  
WATERFRONT MARATHON  
VIRTUAL RACE

## VIRTUAL EXPO 2020

EXHIBITOR INFORMATION  
OCTOBER 17-18, 2020



## EVENT OVERVIEW

As runners, we're constantly moving forward. Pushing through. Persevering. Setting our sights on the finish. And while this year's event will look different, that feeling of momentum and accomplishment lives on. #MoveForwardTO.

The Scotiabank Toronto Waterfront Marathon Virtual Expo offers exhibitors the opportunity to engage and connect with a thriving running community of over 65,000 visitors over the month of October.

## WHY BUY A VIRTUAL BOOTH?



REACH A  
BROADER  
AUDIENCE



COST-EFFECTIVE



EASY SETUP



LESS DISTRACTIONS  
FOR ATTENDEES



REDUCES COST  
PER LEAD AND  
MAXIMIZES  
YOUR ROI



COLLECT  
HELPFUL DATA  
INSIGHTS



EVENT IS  
GUARANTEED

The Scotiabank Toronto Waterfront Marathon Virtual Expo will also feature a Speaker Series with guest appearances from elite athletes and celebrities to informative sessions for runners of all abilities. The Virtual Expo will remain open until October 31 to continue to engage with guests.

Hope you will join us for one of the best events in the running year, live at home!



# STWM AUDIENCE

The Scotiabank Toronto Waterfront Marathon has a large audience across various media channels. The Virtual Expo is free and open to all.



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





## THE 2020 SCOTIABANK TORONTO WATERFRONT MARATHON VIRTUAL EXPO PROVIDES EXHIBITORS WITH AN OPPORTUNITY TO:

- Launch new products and market existing ones
- Share pre-recorded product demonstrations or interact with attendees in real-time via video chat room
- Raise brand and product awareness
- Receive customer feedback
- Conduct market research and collect data
- Promote your event(s) to thousands of runners

### BOOTH PRICING:

<b>Virtual Boothv</b>	\$500 plus HST
<b>Banner Advertisement on Landing Page</b> (During Peak Period - Two Days)	\$500 plus HST
<b>Banner Advertisement on Landing Page</b> (During Off-Peak Days - One Week)	\$400 plus HST

### TO RESERVE YOUR BOOTH, VISIT:

<http://www.torontowaterfrontmarathon.com/virtual-expo-exhibitors/>



# CONTACT US

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# STAY CONNECTED

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TOGETHER WE  
CAN CREATE AN  
INFLUENTIAL  
ACTIVATION!

