



tcs TORONTO
WATERFRONT MARATHON

Be an Exhibitor

October 14 - 15, 2022

Join the energy of the TCS Toronto Waterfront Marathon Expo!

The Expo is scheduled for October 14 - 15, 2022 at the Enercare Centre in Hall D. This is an opportunity for brands to connect with thousands of participants during the lead-up to Canada's premier running event.

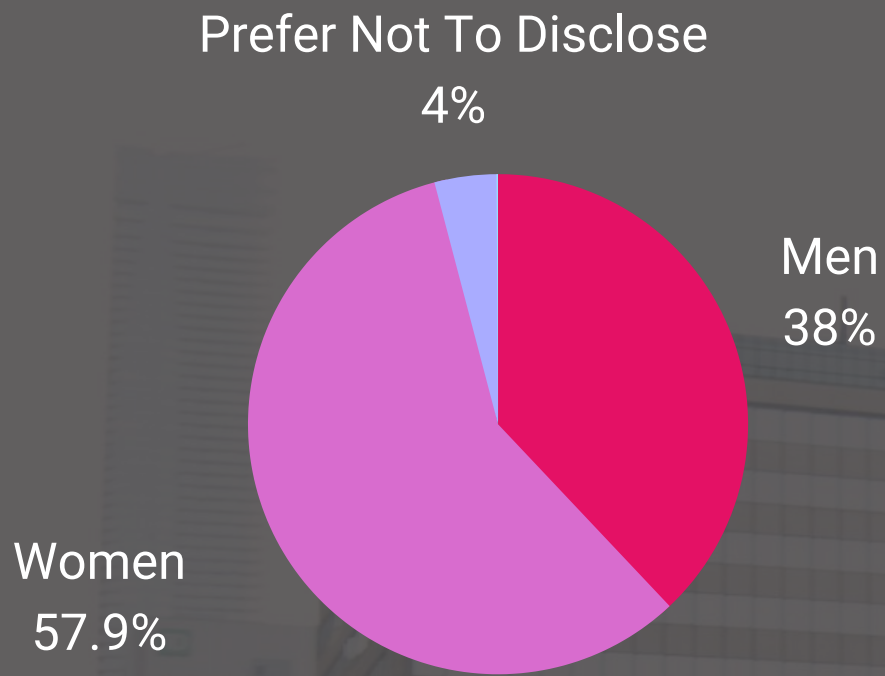
A sell-out event in 2019 saw 65 exhibitors, with a record number of participants picking up their race kits over 2 days. With a new title partner and the return of the Athletics Canada National Marathon Championships, the Expo will be jam-packed with exciting activations and an inspiring Speaker Series.

The newly rebranded Expo is a perfect place for you to launch, sample and sell your products to an engaged audience of more than 40,000 visitors.



The TCS Toronto Waterfront Marathon has a large audience across various media channels. Our social channels are designed to target key consumers and create impactful engagement opportunities for brands. Exhibitors have an opportunity to connect with runners in the promotion of the Expo.

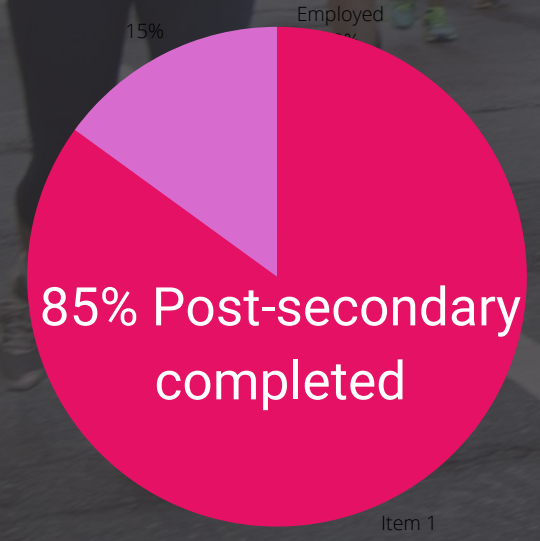
Statistics shown represent all Canada Running Series events combined.



Gender

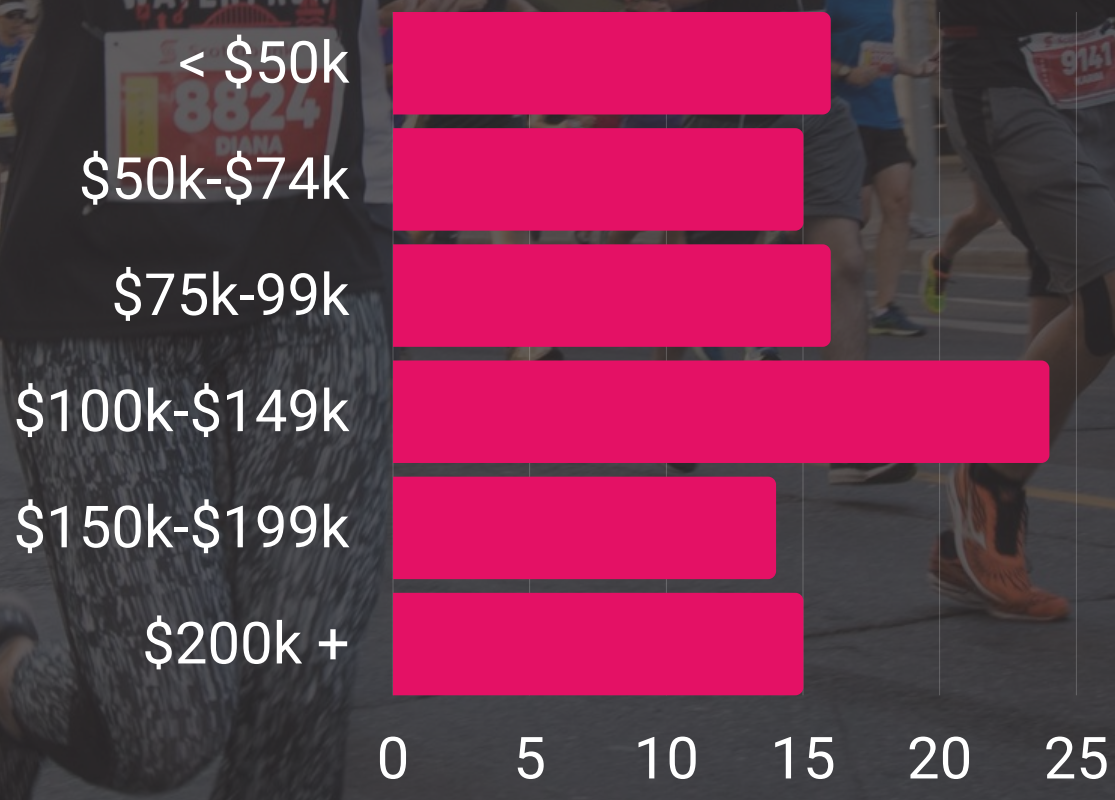


93% Employed

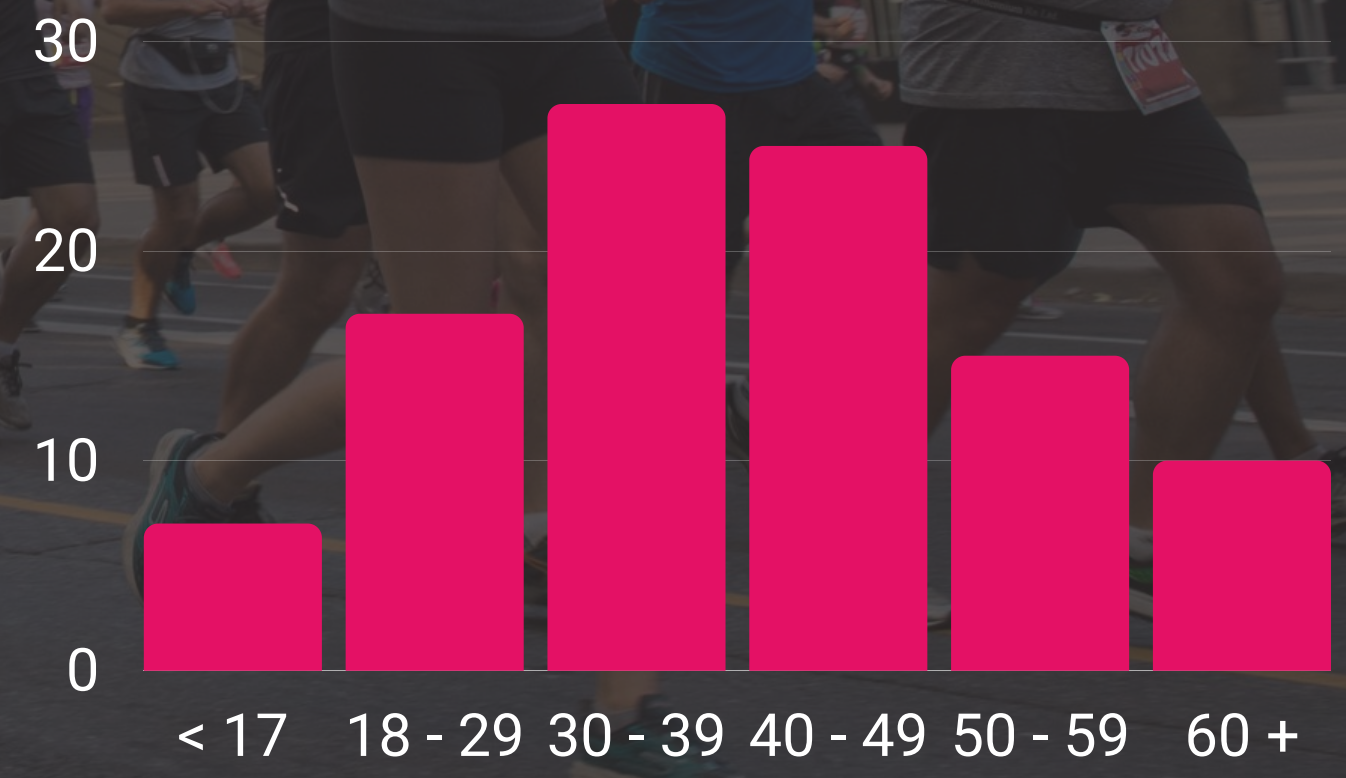


85% Post-secondary completed

Employment & Education



Household Income



Age



Biweekly Newsletters

Over 80,000 Subscribers



torontowaterfrontmarathon.com

1.6 million visits | 900,000 unique visitors | 3.4 million page views



@TOWaterfront42k/@runCRS

17,200 Followers



@towaterfront42k/@runcrs

21,500 Followers



@TOWaterfront42k/ @CanadaRunningSeries

67,300 Likes

SOCIAL MEDIA REACH | 77.5 Million Impressions

Exhibitor Opportunities

The 2022 TCS Toronto Waterfront Marathon Expo provides exhibitors with an opportunity to:

- Launch new products and market existing ones
- Raise brand and product awareness
- Sample products and perform 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

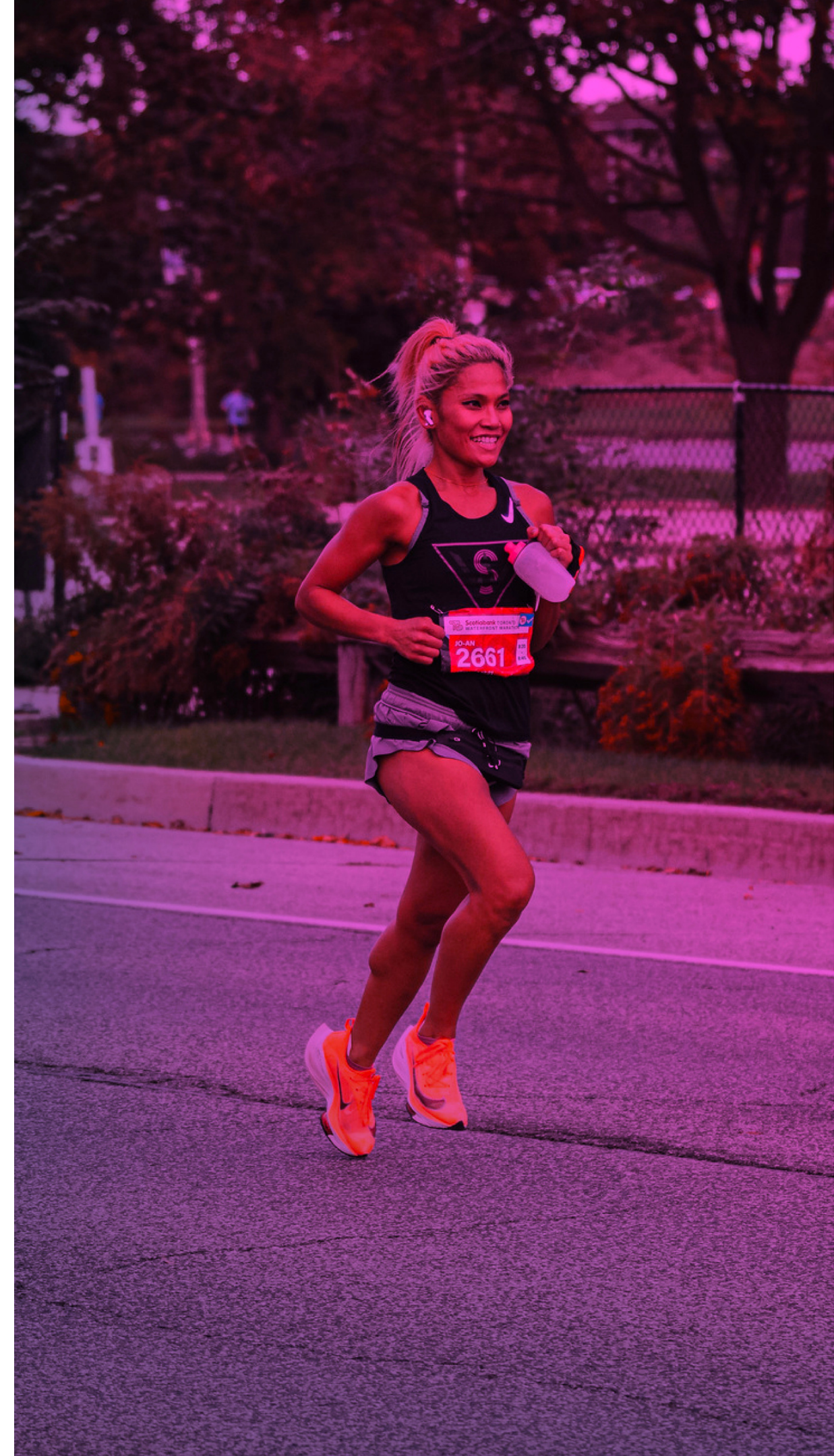
Booth Pricing

\$16/sq.ft for standard and \$17/sq.ft for premium. The booth sizes are as follows:

- Standard - only one entrance point: 10'x10', 10'x20' or 20'x20' Booth
- Premium - two entrance points or more: 10'x10', 10'x20' or 20'x20' Booth
- Custom booth configurations are available!
- All bookings include 1 x 6ft table and 2 chairs

As an exhibitor, you will receive our official 2022 TCS Toronto Waterfront Marathon Expo digital graphics. The images can be used to promote your participation at the expo across your social channels. Exhibitors can participate in the Virtual Event Bag at reduced rates.

To reserve your booth, [Click Here!](#)



Contact Us

Brenden Williams | Expo Manager

TCS Toronto Waterfront Marathon

C: 416-873-9395 | E: brenden@canadarunningseries.com

www.torontowaterfrontmarathon.com

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