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Running Expo!

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TORONTO EXPO
WATERFRONT MARATHON

THE ENERCARE CENTRE

October 13 - 14, 2023

torontowaterfrontmarathon.com

#TOWaterfront42k

Join the energy of the TCS Toronto Waterfront Marathon Expo!

Scheduled for October 13 - 14, 2023 at the Enercare Centre in Hall D, the Expo is the perfect place to connect with an engaged audience of more than 42,000 active running, health and fitness enthusiasts during the lead-up to Canada's premier big-city running event.

It was an incredible return of the in-person TCS Toronto Waterfront Marathon last year. The excitement and enthusiasm have continued to build in Toronto, and there's so much to look forward to. This year's show promises to be bigger and better than ever, jam-packed with exciting activations and an inspiring Speaker Series.

Don't just take our word for it - see what some exhibitors had to say in the 2022 Post Event Exhibitor Survey:

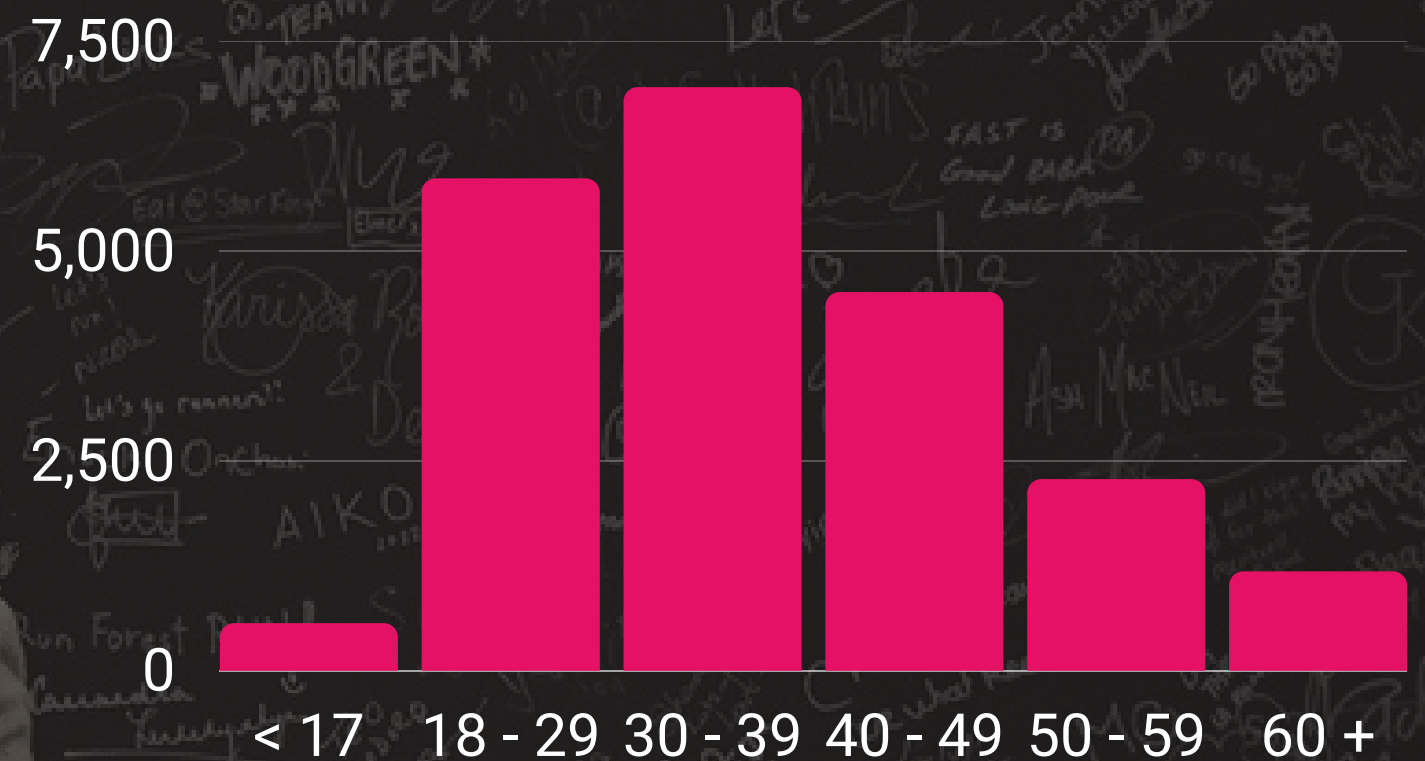
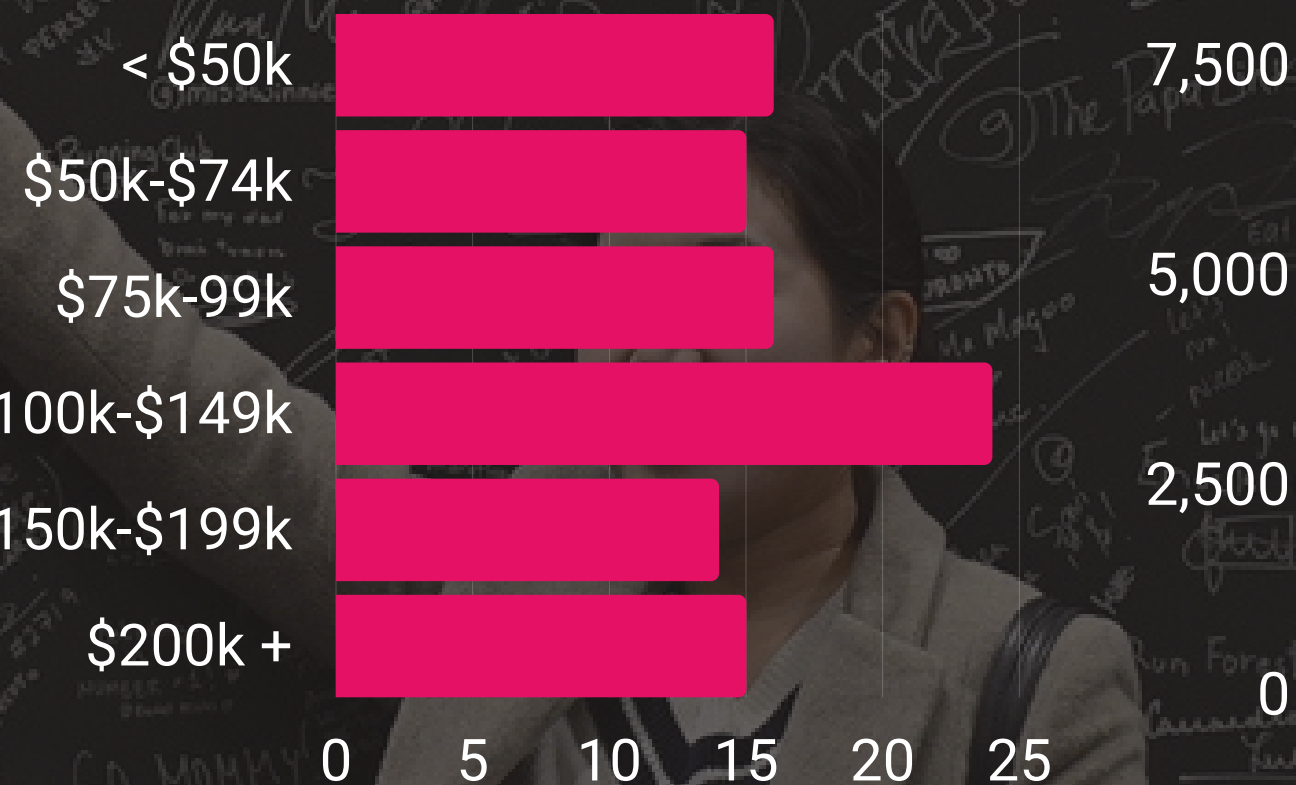
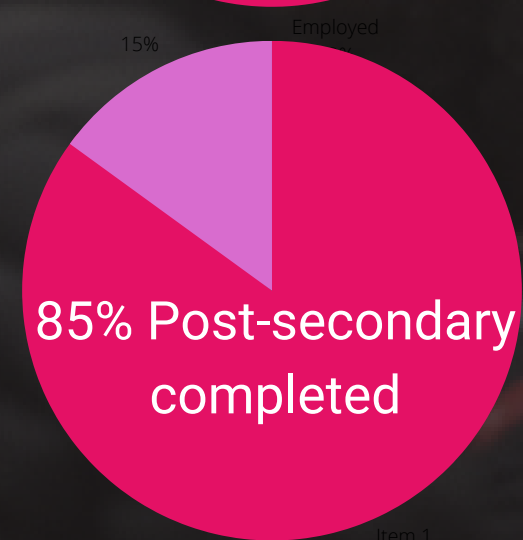
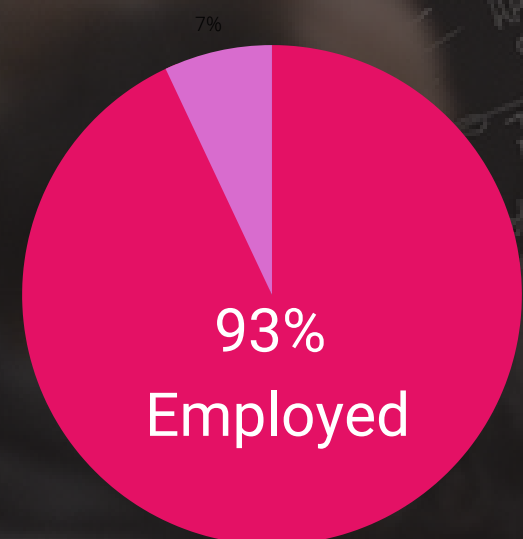
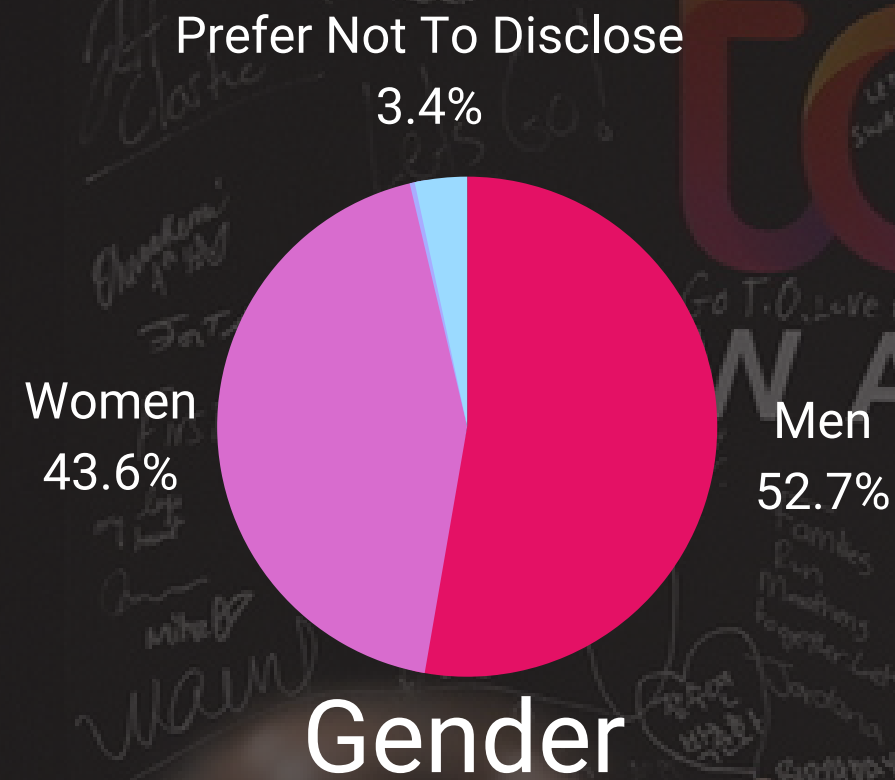
"It was our first time at this show and it did not disappoint. We surpassed our sales target and ran out of product on Saturday afternoon! We're looking forward to next year's show."

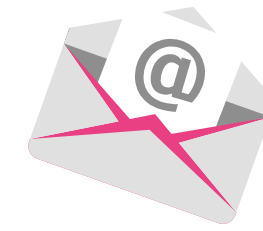
"We noticed a high conversion of over 75% for anyone that came to our booth. The quality of the traffic was great!"



Our Attendees

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.





Biweekly Newsletters

Over 85,000 Subscribers



torontowaterfrontmarathon.com

323,000 unique visitors | Over 1 million page views



@TOWaterfront42k/@runCRS

18,100 Followers



@towaterfront42k/@runcrs

25,800 Followers



@TOWaterfront42k/ @CanadaRunningSeries

70,000 Likes

SOCIAL MEDIA REACH | 77.5 Million Impressions

Exhibitor Opportunities

The 2023 TCS Toronto Waterfront Marathon Expo provides exhibitors with an opportunity to:

- ◆ Face-to-face interaction with thousands of runners from around the globe
- ◆ Increase sales
- ◆ Launch new products and market existing ones
- ◆ Raise brand and product awareness
- ◆ Sample products, perform demonstrations and receive in-person customer feedback
- ◆ Conduct market research and data collection
- ◆ Exhibit alongside other brands in Canada's running industry

Booths are limited so don't miss your chance to generate leads, drive sales and meet face-to-face with thousands of new and engaged customers!

Booth Pricing

\$17/sq.ft for standard and \$18/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 2023 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

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TCS Toronto Waterfront Marathon

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www.torontowaterfrontmarathon.com

If your target market includes running, health and fitness enthusiasts be sure to include the TCS Toronto Waterfront Marathon Expo in your calendar!

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