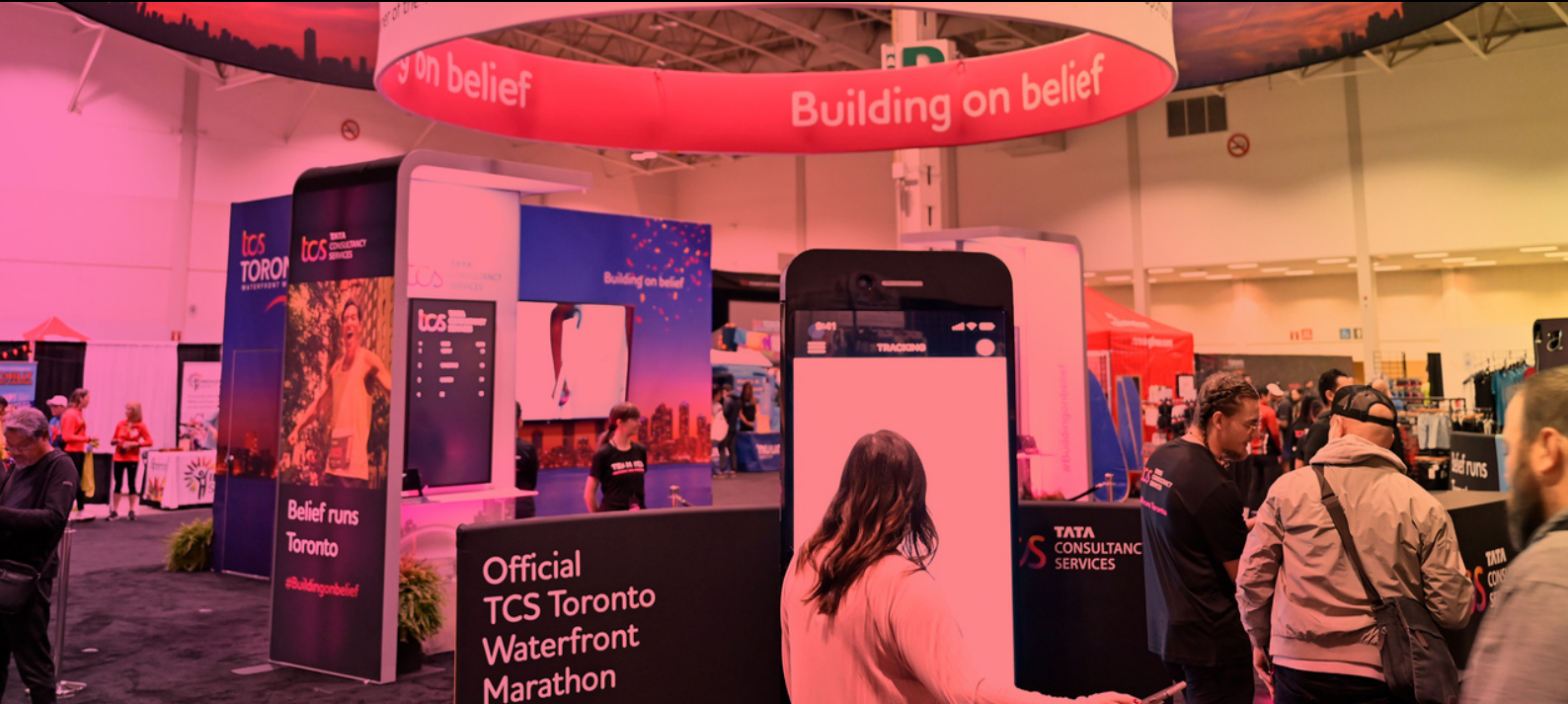


tcs TORONTO

WATERFRONT MARATHON



2024 EXHIBITOR PROSPECTUS

Friday, October 18 – Saturday, October 19, 2024
Energycare Centre, Toronto, Ontario



www.torontowaterfrontmarathon.com



EXHIBITOR OPPORTUNITIES

Scheduled for October 18 - 19, 2024 at the Enercare Centre in Hall D, the Expo is the perfect place to connect with an engaged audience of more than 50,000 active running, health and fitness enthusiasts during the lead-up to Canada's premier big-city running event.

It was an incredible sold-out TCS Toronto Waterfront Marathon last year. 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 2023 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!"

Join the energy of the TCS Toronto Waterfront Marathon Expo!



WHY EXHIBIT?

The 2024 TCS Toronto Waterfront Marathon Expo provides exhibitors with an opportunity to:

- Increase sales through targeted audience engagement
- One-on-one experiential interaction with thousands of runners
- Launch new products and market existing ones
- Sample products, perform demonstrations and receive in-person customer feedback
- Conduct market research and data collection
- Engage in networking opportunities: Exhibit alongside other brands in Canada's running industry
- Enhance brand exposure and visibility for purchase consideration
- Support brand alignment with healthy lifestyle

Booths are limited! By purchasing a booth at TCS TWM Marathon Expo offers a brand the opportunity to gain exposure, engage with a targeted audience, showcase products, network within the industry, and align itself with a healthy lifestyle – all of which can contribute to overall brand growth and success.



ABOUT THE EXPO

The Expo serves as the official Race Kit Pickup for the TCS Toronto Waterfront Marathon and attracts thousands of guests, including 25,000 participants!

Admission to the Expo is free and open to the public.

Expo Hours:

Friday, October 18, 2024 - 11:00 am - 8:00 pm

Saturday, October 19, 2024 - 10:00 am - 6:00 pm

Booth Prices:

BOOTH TYPE	EARLY BIRD PRICE DECEMBER 5, 2023 TO FEBRUARY 29, 2024	PRICE BREAK MARCH 1, 2024 TO MAY 31, 2024	FINAL PRICE BREAK JUNE 1, 2024 TO OCTOBER 4, 2024
10 x 10 Standard Booth	\$1,800	\$1,900	\$2,000
10 x 10 Premium Booth	\$1,900	\$2,000	\$2,100
10 x 20 Standard Booth	\$3,600	\$3,800	\$4,000
10 x 20 Premium Booth	\$3,800	\$4,000	\$4,200

Custom booth configurations are available! Contact Brenden Williams to discuss. All bookings include 1 x 6ft table and 2 chairs.

As an exhibitor, you will receive our official 2024 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.

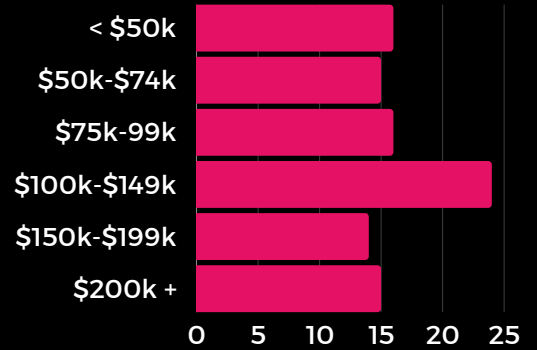


ABOUT THE RUNNERS

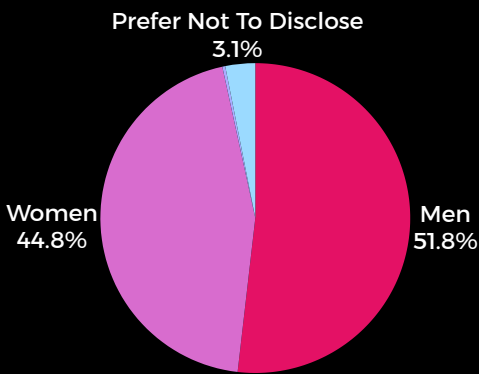
The Expo serves as the official Race Kit Pickup for the TCS Toronto Waterfront Marathon and attracts thousands of guests, including the 25,000 participants and their guest resulting in more than 50,000 people!



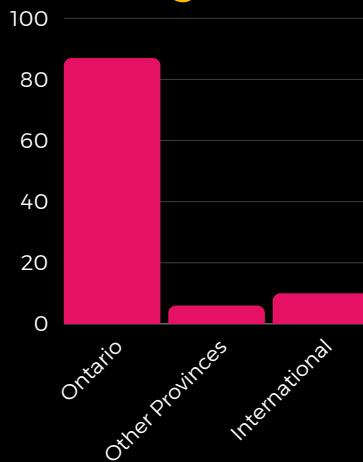
Household Income



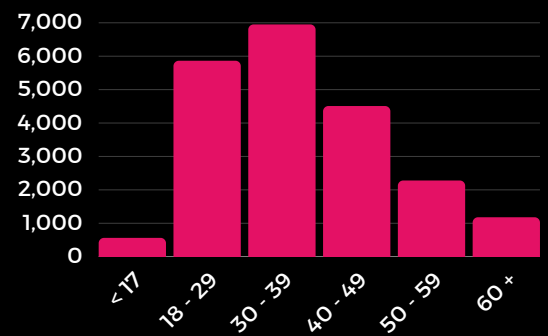
Gender



Region



Age



MARKETING REACH

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



Biweekly Newsletter
Over 88,000 Subscribers



torontowaterfrontmarathon.com
323,000 unique visitors
Over 1 million page views



@towaterfront42k/@runcrs
32,600 Followers



**@TOwaterfront42k/
@CanadaRunningSeries**
74,000 Likes

SOCIAL MEDIA REACH | 77.5 Million Impressions



2023 EXHIBITORS

- Adidas Brand Centre
- Along The Road
- Amino Snacks
- Around the Bay 30K Road Race
- ASICS Canada
- ASICS Customer Research
- Athletic Brewing Co.
- Athletics Ontario
- Backplus Massagers
- Biotrue
- Brooks Running
- Canada Running Series
- Canadian Armed Forces Recruiting
- Carbon Neutral Club
- CEP Sports Canada
- Defeat MSA Canada
- Dia de Muertos Race
- Electrolit
- Fast and Female Foundation
- Floky Canada
- For Health's Sake
- Giddy Yo
- GoodLife Fitness
- h2d Socks
- HeadSet Sports
- HelloFresh
- HydraLyte
- Inspired Wellness Clinic
- iRun
- Kintec Footwear & Orthotics
- Made with Local
- Maraton de la Ciudad de Mexico
- Marsquest Sunglasses
- Medal Hangers
- Medio Marathon Guadalajara
- Mississauga Half
- Mojawa
- Moong Pani Sipping Broths
- Nutraphase
- Nutrasource
- Odyssey Medical
- Organika Health
- Osteosound
- Planet Fitness
- PO Athletic
- PUMA Toronto Women's Run Series
- Running Free Canada
- Running Room
- Sarahband
- Stretch Health Canada
- Tamarack Ottawa Race Weekend
- Tata Consultancy Services
- The Centre for Recreation and Medicine
- The Running Physio
- VR PRO Inc
- Vyta
- Whole Body MRI



#CHOOSETORUN

CONTACT US

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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!

STAY CONNECTED

Facebook | www.facebook.com/TOWaterfront42K
Instagram | www.instagram.com/towaterfront42k