



BETTER LIVING CENTRE

October 16 - 17, 2026

torontowaterfrontmarathon.com

#TOwaterfront42k

Be seen. Be noticed. Be part of Canada's Biggest Marathon Expo!

Happening October 16–17, 2026 at the Better Living Centre, the Expo brings together 70,000+ runners, fitness enthusiasts, and health-conscious attendees. The perfect audience to showcase your brand and connect with an engaged community.

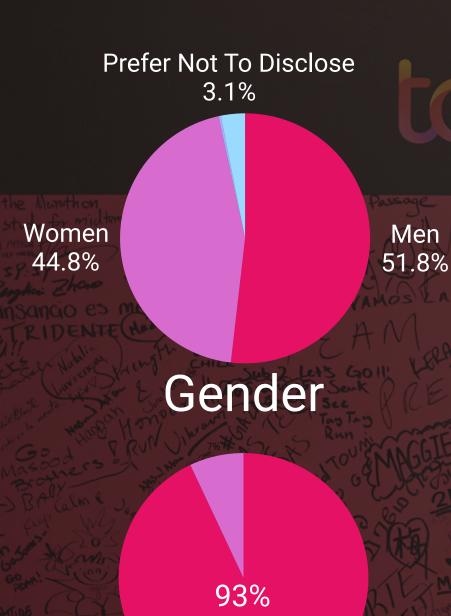
Following a sold-out TCS Toronto Waterfront Marathon last year, the excitement is only growing! This year's Expo promises bigger activations, inspiring talks, and endless energy throughout both days.

Don't just take our word for it - see what some exhibitors had to say in the 2025 Post Event Exhibitor Survey:

"First time at this show and it blew us away! Sales hit target by end of day on Friday. Amazing foot traffic, well organized and the perfect way to showcase our products."

"Amazing first Expo experience! Sales, networking, and engagement were all great, and the bingo contest really helped bring people to our booth. See you next year!"

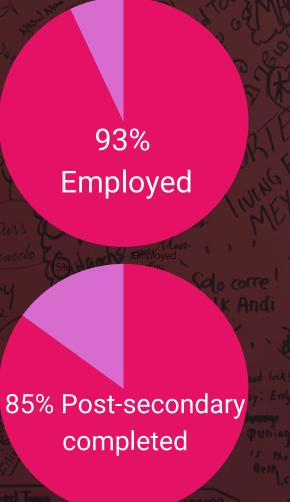
"Incredible atmosphere! Seamless event, happy attendees, and fantastic exposure. We'll be back for sure!"

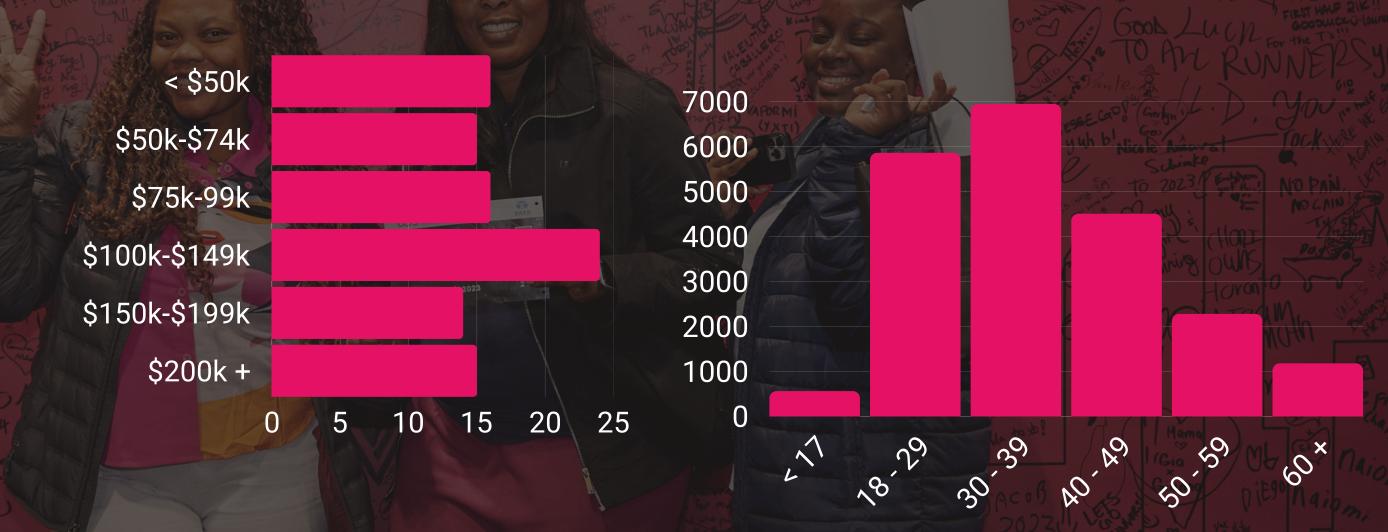


Our Attendees

#CHOOSETOCELEBRATE

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.





Employment & Education

Household Income





Biweekly Newsletters

Over 91,800 Subscribers



torontowaterfrontmarathon.com

538,819 unique visitors | 1,615,620 page views



@TOwaterfront42k/@runCRS

18,100 followers



@towaterfront42k/@runcrs

31,300 followers | Reach: 2,425,540



@TOwaterfront42k/

@CanadaRunningSeries

34,300 followers | Reach: 3,527,016

SOCIAL MEDIA REACH | 87.5 Million Impressions

Exhibitor Opportunities

The 2026 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 faceto-face with thousands of new and engaged customers!

BOOTH	EARLY BIRD PRICE DECEMBER 8, 2025 TO FEBRUARY 28, 2026	PRICE BREAK MARCH 1, 2026 TO JUNE 30, 2026	FINAL PRICE BREAK JULY 1, 2026 TO OCTOBER 9, 2026
10 x 10 Standard Booth	\$2,100	\$2,300	\$2,500
10 x 10 Premium Booth	\$2,200	\$2,400	\$2,600
10 x 20 Standard Booth	\$4,200	\$4,600	\$5,000
10 x 20 Premium Booth	\$4,400	\$4,800	\$5,200

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

As an exhibitor, you will receive our official 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, <u>Click Here!</u>

Contact Us

Brenden Williams | Expo Director

TCS Toronto Waterfront Marathon

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

www.torontowaterfrontmarathon.com

If your target market consists of running, health, and fitness enthusiasts, make sure the TCS Toronto Waterfront Marathon Expo is on your calendar!

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