

# 2021 Post-Show Report

NOV 30 - DEC 2, 2021 | Austin, TX

therunningevent.com





## A deep dive into #TRE21

Discover who attended, which brands filled the exhibit hall, and some of the top highlights from The Running Event 2021.

## **Table of Contents**

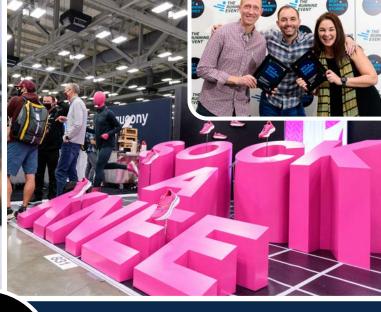
- A Look Back at #TRE21
- Quick Facts & Figures
- \_6\_ Attendee Information
- 9 Exhibitor Information
- 12 Education
- 18 Indie 5K
- #TRE21 Charity Challenge: Donate Your Hustle
- 24 The Extras
- 27 Partners
- 29 Social Media & Press Coverage
- 32 Save the Date











After almost two years apart, the run specialty community was eager to reconnect, and the energy at The Running Event 2021 was palpable. This was our 15<sup>th</sup> edition of The Running Event, and it was a special one. The industry left Austin with a renewed spirit, and we can't wait to come together again in 2022."

#### **Christina Henderson**

**Executive Director, The Running Event** 

The Running Event is run specialty's premier event, providing retailers, race directors, and other industry professionals the opportunity to explore new products and do business with leading brands. During the event, attendees have access to timely education, a trade show floor featuring a wide range of brands, meaningful networking opportunities, and of course—the chance to have some fun.

The Running Event 2021 was no different. From November 30 through December 2, run specialty professionals from across the US came together in Austin, TX to connect, learn, and celebrate what unites them all—the business and sport of running. After an especially challenging two years, the industry was more than ready to be back at TRE.

Workshops kicked off Day One, with deep-dive training sessions focused on recruitment, merchandising, and marketing. Keynotes and conference sessions followed in the afternoon, highlighting topics like diversity in running, the COVID-19 pandemic's impact on racing, and how the industry can be more sustainable.

Day Two marked the opening of the #TRE21 exhibit hall; the excitement was evident as attendees rushed the floor to meet with brands and check out the exhibits. Day Three opened with the crowd-favorite Indie 5K at Circuit of The Americas, followed by more time in the exhibit hall and capping off with the 2021 Best Running Stores celebration.

The success of #TRE21—from the insights learned to the connections made—make us even more excited for what's ahead at The Running Event 2022, taking place November 29 to December 1 in Austin, TX.

### Highlights

#### O Face-to-face connections:

Run specialty retailers, brands, and industry professionals were more than ready to come together in person.

Over three days, TRE attendees networked, did business, and celebrated the running community.

#### O Lively tradeshow floor:

Leading brands—like Brooks, Puma, Garmin, and On—filled the 2021 exhibit hall, showcasing their latest products and offerings. From coffee bars and gel tastings to photo ops and live podcast recordings, exhibitors brought #TRE21 to life.

#### O Meaningful education:

Tailored to both retailers and race directors, 2021 provided expanded education with a focus on diversity, sustainability, and industry growth. For the first time, pre-conference workshops were offered to attendees at no cost, adding another layer of inspiration and training to the event.

#### O Making an impact for good:

#TRE21 introduced a new philanthropic activity challenge: a multi-day wellness event that supported a host of impactful nonprofit organizations. In total, the effort raised more than \$20,000.

#### O The 2021 Best Running Stores:

All 60 of the 2021 Best Running Stores were celebrated at #TRE21 during a special reception on December 2, bringing the community together to honor retailers who go above and beyond.



## **QUICK FACTS AND FIGURES**



**190** Exhibiting Companies



**44,250** sq. ft. of Exhibitors



**940**Retailers and Race Directors



85% of attendees stated they will return to #TRE22



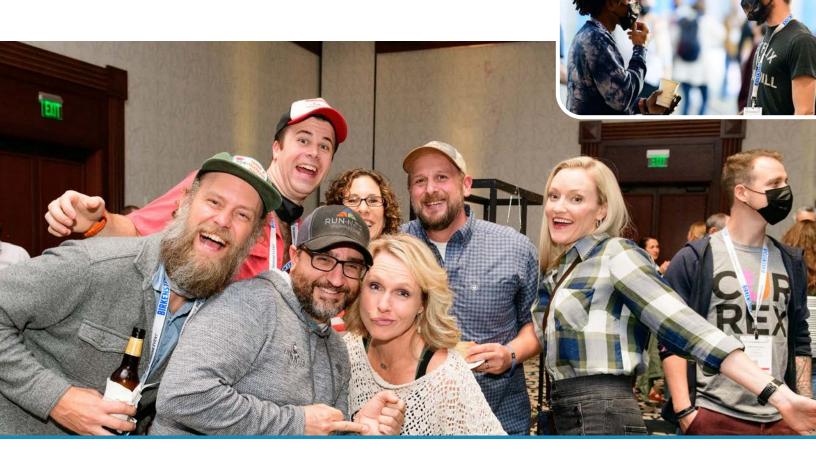
**2,651**Total Attendees



91% of exhibiting companies stated they will return to #TRE22



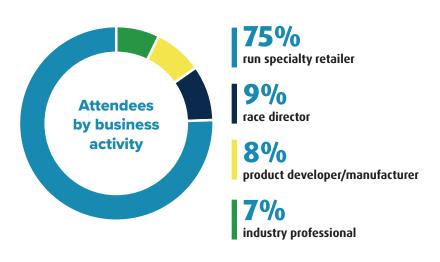
49
States + Washington DC & Puerto Rico Represented





## ATTENDEE INFORMATION

#### A DEEPER LOOK AT #TRE21 ATTENDEES



#### **TOP 5 ATTENDING US STATES:**

Texas, California, North Carolina, Colorado, Florida

#### **JOB FUNCTIONS INCLUDED:**

Owner, Buyer, Manager, Sales Associate, Marketing Manager, General Manager, Vice President, Events Manager

## ATTENDEES' TOP 3 OBJECTIVES MET DURING #TRE21:

1 Meeting current suppliers



## ATTENDEE INFORMATION

#### A QUICK LOOK AT ATTENDING RETAILERS AND BRANDS:

- Fleet Feet (Corporate-owned and Franchises)
- REI 0
- Marathon Sports
- Pacers Running
- A Runner's Mind
- Naperville Running Company
- Scheels
- Public Lands
- High Five Events
- Ridgefield Running Company
- Cowtown Marathon
- Road Runner Sports
- AB Training Group
- FootZone
- RUNdetroit 0
- Running Lab

- Backcountry
- Blistering Pace Race Management
- Running USA
- Manhattan Running Company
- Palmetto Running Company
- **USA** Triathlon
- 0 Ragnar
- Philadelphia Runner
- **Running Industry Diversity Coalition**
- **NYRR** 0
- 0 Charlotte Running Company
- Mill City and Saint City **Running Company**

Click here for the complete list of #TRE21 attending companies.



**ATTENDEE TESTIMONIALS:** 

important; being with

everyone at the same

place is essential for us."

"[TRE] is a one-stop-shop

for seeing current vendors

and sourcing new ones."

about the industry...then

you NEED to be at The

"[TRE] is the only event

meets together-small

and large retailers,

where the whole industry

vendors, athletes, ideas... there is no other time or

"If you're passionate

Running Event."

"Networking is so



## EXHIBITOR INFORMATION

#### **#TRE21 EXHIBITORS REPRESENTED CATEGORIES INCLUDING:**

- Footwear
- Technology
- Apparel
- Nutrition
- Recovery
- Fixtures

- Injury Prevention
- Timing
- Point-of-Sale
- Racing
- CBD

#### A QUICK LOOK AT #TRE21 EXHIBITORS:

- Brooks
- HOKA
- La Sportiva
- Allbirds
- Vuori
- Sezzle
- Birkenstock
- UCAN
- Puma
- Osprey
- Garmin
- MiiR
- Wahoo Fitness
- Heartland Payment Systems

- Altra
- Hyperice
- Athletic Brewing Company
- Smartwool
- O Clif Bar and Company
- Nuun Active Hydration
- ASICS
- KT Tape
- New Balance
- Gatorade Endurance
- O On
- SPIbelt
- Salomon

## **EXHIBITORS' TOP 2**OBJECTIVES MET DURING #TRE21:

- 1 Promote their company
- 2 Meet with existing customers

On average, each exhibitor met with 37 new contacts and 40 existing contacts

More than 70% of exhibitors rated their ROI for exhibiting as either "Good" or "Excellent"





## **EXHIBITOR INFORMATION**

THE WORD CLOUD BELOW REPRESENTS HOW EXHIBITORS DESCRIBED #TRE21





#### **EXHIBITOR TESTIMONIALS:**

- "It's a great few days to connect with people in the industry and build on key relationships."
- "[TRE] is a valuable tradeshow that brings together buyers and owners of specialty shops. It's a great opportunity to connect with brands for future collaborations."
- "The quality of conversations was fantastic!"
- "The sheer number of industry professionals and decision-makers in the room makes it not only a great business driver, but also a not-to-miss networking event."
- "I'd recommend
  [TRE] because it was
  incredibly organized
  yet welcoming to all
  aspects of the running
  community."



#TRE21 offered an expanded conference program, featuring three in-depth workshops, dynamic conference sessions, and inspiring keynotes. For the first time, event director education was produced in partnership with Running USA. Here's a closer looker at all the education #TRE21 offered:

#### **WORKSHOPS:**



PIPER ABODEELY

Reset, Reframe, and Refocus to Retain and Recruit a High Performing Team During this workshop, retailers learned innovative and competitive strategies to recruit and retain the best talent and team at their stores.

Led by Piper Abodeely, MA, PCC, Pivotal Transitions Coaching and Consulting



**HOLLY WIESE** 

## Put Your Best Retail Foot Forward in 2022: A Store Reset and New Merchandising Ideas

From basic merchandising best practices to new ideas, retailers left this workshop with specific ideas and tools to help refresh their space.

Led by Holly Wiese, 3 Dots Design



LAUREN EDMONDSON



CAMRYN CLAUD



LIZZY PEPER



MELISSA MEYERS

#### **Building Your Marketing Strategy for More Customers, More Often**

This session focused on digital marketing—like social media, influencers, and web experience—and how it can help retailers reach more customers.

Led by Lauren Edmondson, Camryn Claud, Lizzy Peper, and Melissa Meyers, Upper Quadrant



#### **CONFERENCE SESSIONS:**

An expanded conference program offered more education covering more topics.

- Sponsorship 2.0: Attracting Sponsors in a Post-Virtual Event World
- 2. How Retailers Can (and should!) Leverage Influencers
- 3. Enhance Team Effectiveness Through Strategic Communication
- Who Will Win the Race? The Running Market in a Post-Pandemic World
- 5. Content and Storytelling to Engage Participants
- 6. 101 Ideas to Spark Your Run Specialty Store
- 7. Hiring a Diverse Staff
- **8.** "How Am I Doing?" Using Industry Benchmarks and Peer-Sharing to Grow Your Business
- 9. Return to Racing
- 10. Compensation Strategies for Today's Market
- 11. It's Time to Update Your Shoe Wall, but Where Do You Start?
- 12. Are You a Store or a Brand?
- 13. Leveraging Your Technology Partners
- 14. How to Develop a Win/Win Relationship Between Events and Local Retailers
- 15. Benefits of Digital Marketing from a Brand Perspective
- **16.** Don't Believe Me, Just Watch: How Overlooking African American Consumers is Impacting Your Bottom Line
- 17. Professional Athlete Panel:A Discussion on the Future of Track and Field



NIKKI HILTZ PROFESSIONAL RUNNER



COLLEEN QUIGLEY
OLYMPIAN,
PROFESSIONAL RUNNER



KETURAH ORJI OLYMPIAN, PROFESSIONAL TRACK & FIELD ATHLETE





#### **KEYNOTES AND PANELS**



**FLEET FEET** 

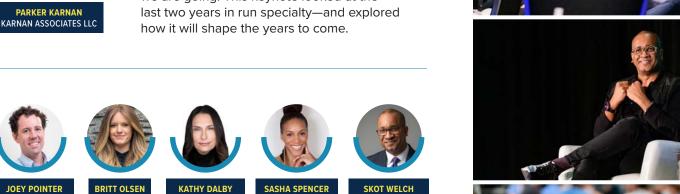
#### State of the Running Industry:

Where we are, how we got here, and where we are going. This keynote looked at the how it will shape the years to come.

WORLD ATHLETICS

CHAMPIONSHIPS

OREGON22

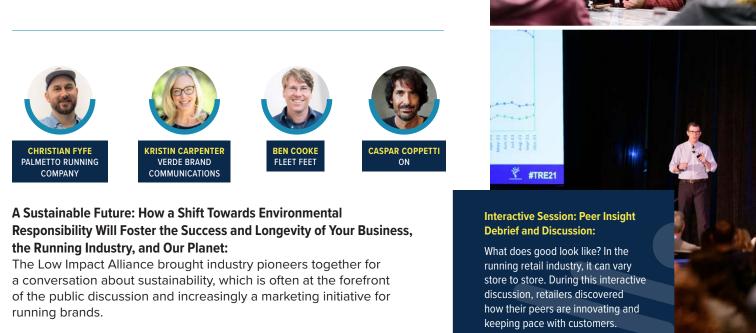


GLOBAL

**BRIDGEBUILDERS** 

The Future of Running is Diverse: Presented by The Running Industry Diversity Coalition (RIDC), this keynote brought together running brands, retailers, and runners representing Black, Indigenous and people of color (BIPOC) who are working together to increase diversity within the running industry.

PACERS RUNNING



#### **SPEAKERS:**

#TRE21 featured speakers from across the US representing the run specialty industry in a range of forms. From Olympians and coaches to race directors and marketing managers, speakers offered the education, insights, and perspectives so critical to moving the running industry forward. Here's a list of all #TRE21 speakers.

- O Parker Karnan, KARNAN ASSOCIATES LLC
- Skot Welch, GLOBAL BRIDGEBUILDERS
- O Britt Olsen, on
- Joey Pointer, FLEET FEET
- Kathy Dalby, PACERS RUNNING
- O Sasha Spencer, WORLD ATHLETICS CHAMPIONSHIPS OREGON22
- Christian Fyfe, PALMETTO RUNNING COMPANY
- Kristin Carpenter, VERDE BRAND COMMUNICATIONS
- O Ben Cooke, FLEET FEET
- Caspar Coppetti, on
- Jamil Coury, PROFESSIONAL TRAIL AND ULTRA RUNNER; ARAVAIPA RUNNING
- Piper Abodeely, MA, PCC, PIVOTAL TRANSITIONS COACHING AND CONSULTING
- O Holly Wiese, 3 DOTS DESIGN
- Melissa Meyers, UPPER QUADRANT
- John Benedict
- O Kris Hartner, NAPERVILLE RUNNING
- O Chris Hughes, TRACK SHACK
- Betsy Hughes, TRACK SHACK
- Bekah Metzdorf, MILL CITY RUNNING
- O Tim Murphy, BIBRAVE
- Jessica Murphy, BIBRAVE
- O Dave Zimmer, FLEET FEET CHICAGO
- O Stephanie Alston, BLACK GIRL GROUP
- O Daniel P. Smith, RUNNING INSIGHT
- O Lizzy Peper, PHILADELPHIA RUNNER
- Scott Rakestraw, UPPER QUADRANT
- Edward Riegert, BROOKS RUNNING
- Marcos Palacios, on
- Dawna Stone, RUNNING USA
- O Erin Flynn, BENTLEY UNIVERSITY
- Alex Vander Hoeven, RACE ROSTER
- O Jennifer Edwards, FALMOUTH ROAD RACE





#### **SPEAKERS (CONT):**

- O Taylor Host, MIRO AI
- O Mike Coleman, TIMING HQ
- O David Ameijeiras, MYLAPS SPORTS TIMING
- Mohammed Igbal, SWEATWORKS
- Jaclyn Levi, HAKU
- O Rich Kenah, ATLANTA TRACK CLUB
- Ashley Smith, NUUN HYDRATION
- Stevie Jones, BROOKS RUNNING
- O Dirk Sorenson, THE NPD GROUP
- O Chris Farley, PACERS RUNNING
- O Camryn Claud, UPPER QUADRANT
- O Lauren Edmondson, UPPER QUADRANT
- O Colleen Quigley, TEN13 INC
- O Keturah Orji, ATLANTA TRACK CLUB/ MIZUNO
- Mac Fleet, THE LAP COUNT
- O Rob Anderson, RUN FREE PROJECT
- O Gilbert Tuhabonye, THE GAZELLE FOUNDATION
- O Paul Carrozza, BORN TO RUN
- O Dr. Emily Splichal, NABOSO TECHNOLOGY
- O Stephanie Lee, 0S1ST
- O Nikki Hiltz, PROFESSIONAL RUNNER
- O Harry Chandler Jr., CHARLOTTE RUNNING COMPANY
- O Adam W. Chase, AMERICA TRAIL RUNNING ASSOCIATION
- O Doug Mayer, RUN THE ALPS
- Ken Goldman, STUNT PUPPY
- Rich Roll, SALOMON
- Jochen Seitz, CEP COMPRESSION
- O Daniel Eismann, CEP COMPRESSION
- Jared Finney, CEP COMPRESSION
- Junus Khan, CARBITEX
- O Sahra Kaboli-Nejad, on









### **INDIE 5K**

We shifted into overdrive at the 2021 Indie 5K! For the first time, this crowd-favorite event took place at Circuit of The Americas—the premier destination for world-class motorsports and entertainment in the US.

Open to all #TRE21 attendees, runners and walkers laced up their sneakers and took to the same track that's home to the only Formula 1 and MotoGP races in the country. A beautiful early morning ended with breakfast tacos, coffee, and checking out sponsoring brands' products at the post-race expo.

## TOP FIVE WOMEN:

- 1 Julie Wiemerslage
- 2 Macie Gale
- 3 Marisa Hird
- 4 Megan DiGregorio
- 5 Katie Lakin

## TOP FIVE MEN:

- 1 Dylan Marx
- 2 Gatien Airiau
- 3 Ben Anderson
- 4 Daniel Okeefe
- 5 Chandon Chhikara

#### FIRST PLACE MANUFACTURER:

Altra

#### **FIRST PLACE RETAILER:**

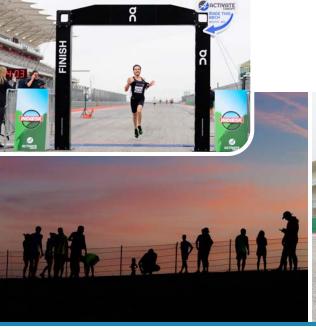
Dylan Marx, Milestone Running

## FIRST PLACE STORE OWNER (FEMALE):

Shelby Joslyn, Fleet Feet Mechanicsburg

## FIRST PLACE STORE OWNER (MALE):

Phil Young, Fleet Feet Davenport







## THANK YOU TO THE 2021 INDIE 5K SPONSORS:

## TITLE SPONSORS:







## **PRESENTING SPONSORS:**























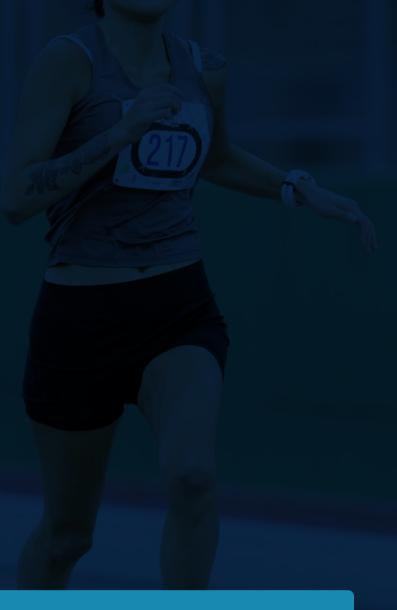








# #TRE21 CHARITY CHALLENGE: DONATE YOUR HUSTLE





## **#TRE21 CHARITY CHALLENGE: DONATE YOUR HUSTLE**

#### **NEW FOR 2021!**



In partnership with **Kilter**, the running industry was invited to take part in the #TRE21 Charity Challenge, a multi-day

wellness event that supported organizations working to solve some of the most pressing issues in the running industry and Texas communities.

#### **HOW IT WORKED:**

Over the course of #TRE21, participants worked together as the Running Industry Team to log wellness activities—steps, running, walking, yoga, walking the tradeshow floor, and more, in the Kilter app.

These activities generated points that counted toward individual prizes and giveaways—and unlocked donations for the four benefitting organizations.

## **100%** of all donations directly benefitted these impactful organizations:

**AUSTIN ANGELS:** Austin Angels' mission is to walk alongside children, youth, and families in the foster care community by offering consistent support through intentional giving, relationship building, and mentorship.

**BACK ON MY FEET AUSTIN:** Back On My Feet Austin combats homelessness through the power of running, community support, and essential employment and housing resources.

**RUNNING INDUSTRY DIVERSITY COALITION:** The RIDC unites the running industry to provide resources, measure progress, and hold the industry accountable to equitable employment, leadership, and ownership positions and improve inclusion, visibility, and access for Black, Indigenous, and people of color.

**THE LILITH FUND:** The Lilith Fund provides financial assistance and emotional support while building community spaces for people who need abortions in Texas—unapologetically, with compassion and conviction.





#### THE RESULTS:

- 126 participants
- o 454 total activities (averaging four per person!)
- 86% engagement (109 out of 126 participants logged an activity!)
- o \$20,000 unlocked from TRE, Brooks, Hoka, and On
- \$800 unlocked at Kilter Kan Jam booth
- \$2,105 raised by individuals!

## THANK YOU TO THE **#TRE21 CHARITY CHALLENGE SPONSORS**











#### THE RUNNING EVENT

## THE EXTRAS

#### **#TRE21 THEATER**

Theater presentations took place on the tradeshow floor and featured a variety of brands and influencers. With casual seating and an open theater space, the presentations were conversational, educational, and focused on an array of topics.

#### **PRESENTATION HIGHLIGHTS**

## THE RUNNING COMMUNITY AND A BUSINESS CASE FOR BELONGING, PRESENTED BY SAUCONY

Skot Welch of Global Bridgebuilders discussed innovation through inclusion during this session. The successful brands of tomorrow will be those that create authentic connection, giving customers a sense of real belonging and unlocking unprecedented scale as a result.

## THOUGHTS FROM THE TRAILS, PRESENTED BY SALOMON

Attendees heard from podcaster and endurance athlete Rich Roll as he chatted with Mike Ambrose, Salomon Trail Product Line Manager, about all things trail running—from shoes and culture to the future of the sport.

## RIGHT TO RUN PANEL, PRESENTED BY ON

Swiss sportswear brand On spent 2021 developing their first-ever Social Impact Partnerships program titled Right to Run. The Right to Run panel featured On's current Right to Run partners who are aligned with their mission of protecting and preserving runners' fundamental right to run. The conversation included leaders from Ainsley's Angels, Equity Design, 48 for Change, Achilles Canada, Colour the Trails, and Back on my Feet to learn how the running industry can better support its communities.



## THE EXTRAS

#### **NETWORKING PODS NEW FOR 2021!**

There were two networking pods featured on the tradeshow floor. These spaces were thoughtfully designed to be a place attendees could recharge, connect with others, and take a break from the bustle of the exhibit hall. With one pod Boston-themed and the other New York-themed, #TRE21 attendees and exhibitors alike took advantage of the spaces and snuck in some photo shoots, too.

#### **NEW PRODUCT SHOWCASE AND SOCK BAR**

Back and better than ever, the New Product Showcase and Sock Bar were once again a hit at #TRE21! Attendees stopped by to check out brands' latest products and vote on which they thought was the best.

The New Product Showcase featured brands including:

Ashworth Awards

- Currex
- Greneker
- KlickSpeed
- KT Tape
- Nix Biosensors
- Orange Mud 0
- Power Plate

Pro-Tec **Athletics** 

- Salomon
- Saucony
- Scott Sports
- Stunt Puppy
- VJ Shoes
- Xele

#### **Congratulations** to Saucony

for winning the most votes and receiving \$1,000 to donate to a charity of their choice!









## SPONSORS OF THE SOCK BAR



The sock bar was stocked at #TRE21! Attendees filled out a brief survey before walking away with a new pair of socks—something guaranteed to make a runner's day. Sponsoring brands included:

- Balega 0
- Injinji Smartwool
- Darn Tough Vermont
  - Swiftwick
- Falke Feetures
- Wrightsock

#### **OPENING NIGHT RECEPTION**

As always, the Opening Night Reception was a blast! Taking place November 30, the party welcomed #TRE21 attendees and exhibitors to kick off Day One of the event. Live music, a photo booth, and tasty food provided a fun atmosphere as the industry connected in person for the first time in almost two years.



## **PARTNERS**



Founded in 1999, **Running USA** is committed to educating those within the sport of running and the endurance business. The not-for-profit organization specializes in creating actionable and impactful content that provides event directors and organizers the resources they need to grow and excel.

## **#TRE21 EXCLUSIVE MEDIA PARTNER**

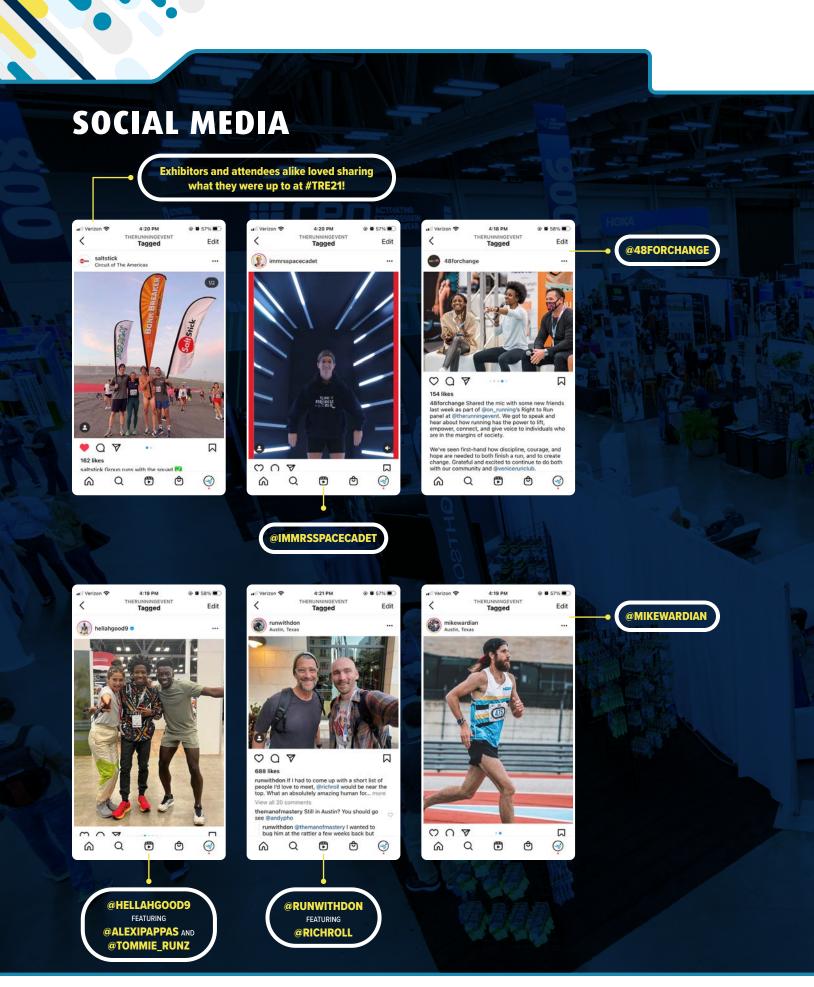
## **RUNNING INSIGHT**

Running Insight is the leading news source focused on the business and sport of running. Delivered throughout the year via RunningInsight.com and monthly through a high-impact digital magazine, Running Insight provides retail profiles, business analysis, new products, trend reports, and more. Produced by Diversified Communications, it is the official media partner to The Running Event and Best Running Stores.

# SOCIAL MEDIA & PRESS COVERAGE







## **SOCIAL MEDIA (CONT.)**













## **PRESS**

#TRE21 coverage was picked up by major industry publications and resources including *Running Insight*, Endurance Sportswire, SBRnet, Outside Business Journal, American Trail Running Association, Footwear News, and more.

Read the full The Running Event 2021 close-of-show press release **here**.

## THE #TRE21 MEDIA LIST INCLUDED:

- Another Mother Runner
- Believe in the Run
- Daily Camera
- Eat Clean, Run Dirty
  Magazine
- ESPNSA
- Footwear Insight/F4Media
- Footwear News
- HellahGood
- iRunFar.com
- Jami's Reviews
- Kofuzi
- Lacerations
- Meta Endurance
- MSC Media
- Ouest France
- Outside
- PodiumRunnerROADRUNNINGReview
- Runner's World
- Running Insight
- Running Northwest
- Running Product Reviews
- Road Trail Run
- Slowtwitch.com
- SPORTBR
- The Fit Fork
- The Run Journal
- Trail and Ultra Running
- TRAILRUNNINGReview
- Triathlete.com
- UltraRunning Magazine
- Wanderlust and Lipstick
- What Runs You
- WearTesters

# SAVE THE DATE FOR #TRE22

**NOV 29 - DEC 1, 2022 | Austin, TX** 

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## Stay in the know

**Click here** to sign up for email updates and stay in the know about #TRE22.



## Interested in exhibiting?

Contact our dedicated sales team.



Christina Henderson chenderson@divcom.com 214-263-4706



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