



# 2022

## Post-Show Report

**#TRE22**

**NOV 29 - DEC 1 / AUSTIN, TX**

From the exhibit hall and conference program to the Indie 5K and the Best Running Stores, re-live The Running Event 2022.

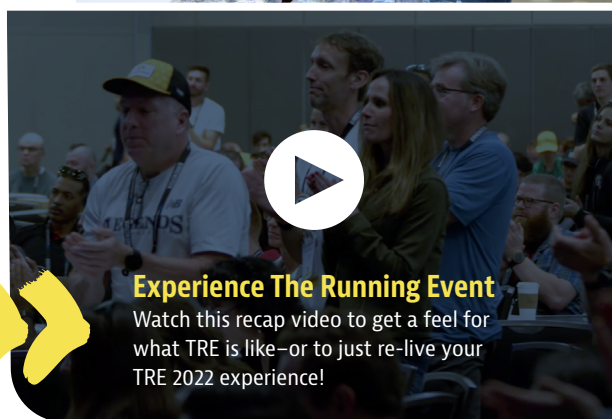
    @therunningevent

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COMMUNICATIONS



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## Experience The Running Event

Watch this recap video to get a feel for what TRE is like—or to just re-live your TRE 2022 experience!







## Overview of TRE 2022

Back for its 16th edition, The Running Event (TRE) 2022 took place in Austin, Texas from November 29 to December 1. As North America's premier event for run and outdoor specialty retail, TRE is a one-stop-shop for business, education, networking, and a little bit of fun, too. During the event, attendees representing specialty retail storefronts, events, and more accessed a dynamic exhibit hall featuring a diverse lineup of brands, actionable education, face-to-face connections, and industry celebration.

TRE 2022 welcomed more than 3,200 attendees and nearly 300 exhibitors, marking it as the largest in show history. A robust educational program, a full exhibit hall, new initiatives like Switchback at TRE, and crowd-favorite events such as the Indie 5K all contributed to three lively, impactful days of connection, education, inspiration, and celebration.

Day One was dedicated to the Conference Program, which featured 27 educational sessions, more than 60 speakers, and a standing-room-only keynote by Olympian and Saysh Founder Allyson Felix. The annual Opening Night Reception wrapped up Day One, welcoming attendees and exhibitors to kick off the start of TRE and reconnect after a year apart.

Attendees (literally) hit the ground running on Day Two, heading out to the Trail of Lights during the RIDC x Saucony CommUnity Run, then heading back to the Austin Convention Center for a special presentation by The Conservation Alliance. As opening day of the exhibit hall, it didn't take long for a line to start forming outside the doors of the trade show floor. At 9:00 AM sharp, the hall opened to thousands of attendees ready to do business and explore.

Day Three of TRE kicked off at the Indie 5K, which took place at Circuit of The Americas for a second year in a row. After braving a chilly morning out on the race track, attendees were back inside the exhibit hall for another full day of meetings and networking. Day Three wrapped up with the inaugural For Every Run Film Festival followed by the Best Running Stores of 2022 Reception, where Ridgefield Running Company was named Store of the Year.



## Highlights

- **Switchback at TRE:** Building upon a foundation of exhibiting outdoor brands, the 2022 show was home to the inaugural Switchback at TRE. The Switchback initiative invited outdoor brands and retailers into the TRE community to do business and connect with each other *and* their run specialty peers.
- **Strides for Progress at TRE:** 4,100 participants logged nearly 73,000 miles during this activity-based Strava challenge, resulting in \$30,000 of donations to five impactful Texas nonprofits.
- **Training Camp Theater:** Refreshed for 2022, this open area in the exhibit hall offered 11 educational panels and sessions from top brands and industry leaders.
- **Starting Line:** New for 2022, this dedicated area in the exhibit hall provided exposure to new and emerging companies within the run and outdoor specialty industry.
- **The Best Running Stores of 2022:** After an evening of honoring the 61 winning stores, Ridgefield Running Company of Ridgefield, CT, was named the 2022 Store of the Year.



# Quick Facts and Figures



**279**

Exhibiting Companies



**66,340**

sq. ft. of Exhibitors



**1,379**

Retailers and Race Directors



More than

**4 in 5**

attendees anticipate returning to TRE 2023



**3,221**

Total Attendees



**96%**

of exhibitors are projected to return to TRE 2023



**48**

Attending Media Organizations

“

“The Running Event is the most comprehensive gathering of industry professionals in the country.”

— TRE 2022 ATTENDEE

“This is where the influential run retailers, brands and executives are!”

— TRE 2022 EXHIBITOR

”





# Attendee Information

## A closer look at The Running Event 2022 attendees



**84%**

Run and Outdoor  
Specialty Retailers

**9%**

Event Management  
Professionals/Race Directors

**4%**

Non-Exhibiting Brands/  
Product Developers/  
Manufacturers

**4%**

Other

### TOP 5 ATTENDING US STATES:

Texas, New York, Florida,  
California, Illinois

### JOB FUNCTIONS INCLUDED:

Owner, Buyer, Manager,  
Marketing Manager/ Director,  
Sales Associate, President,  
Events Manager, Designer

### ATTENDEES' TOP 5 OBJECTIVES MET DURING #TRE22:

- To see new products and innovations
- To network amongst the industry
- To keep up-to-date with market trends
- To meet with a current supplier
- To source new suppliers





# Attendee Information

## A glimpse of attending retailers and brands:

- Fleet Feet  
(corporate-owned and franchise)
- REI
- Ridgfield Running Company
- Marathon Sports
- Pacers Running
- High Five Events
- Backcountry
- Ragnar
- Eastern Mountain Sports
- Granite Sports
- Public Lands
- Running Lab
- Naperville Running Company
- Manhattan Running Company
- Philadelphia Runner
- Slim Pickins Outfitters
- Mountain High Outfitters
- Pro Bike + Run
- Blistering Pace Race Management
- USA Triathlon
- Gear Coop

► [Click here](#) for the complete list of 2022 attending companies.



25% of attendees have been in the specialty retail industry for 16 years or longer

In terms of purchasing authority, 75% of attendees held either joint or sole responsibility

## ATTENDEE TESTIMONIALS:

“Networking is so important; being with everyone at the same place is essential for us.”

“TRE is the best event to see new vendors and products that can have a positive influence on continued store growth.”

“Great place to network with other folks in the industry, as well as get important facetime with your vendors to get a lot of business conducted in a short time frame.”

“I would always emphasize the importance of both continued education of our business and industry as well as the benefits of networking with our peers.”

“TRE is the greatest hub for the running industry in regards to networking, viewing products, and keeping up-to-date with the industry! There is something for everyone, no matter where you are in the running supply chain.”



# Exhibitor Information

## TRE 2022 exhibitors represented categories including:

- Footwear
- Apparel
- Recovery
- Outdoor Essentials
- Technology
- Nutrition
- Hosiery
- POS
- Timing
- Racing
- Fixtures
- Injury Prevention

## A quick look at TRE 2022 exhibitors:

- HOKA
- Vuori
- Brooks
- Wolverine Worldwide
- Merrell
- The North Face
- Asolo
- Brooks
- Garmin
- Keen Footwear
- Osprey
- Puma
- Scarpa
- Currex
- Dansko
- Nike
- Scott Sports
- Feetures
- Pressio
- Thule

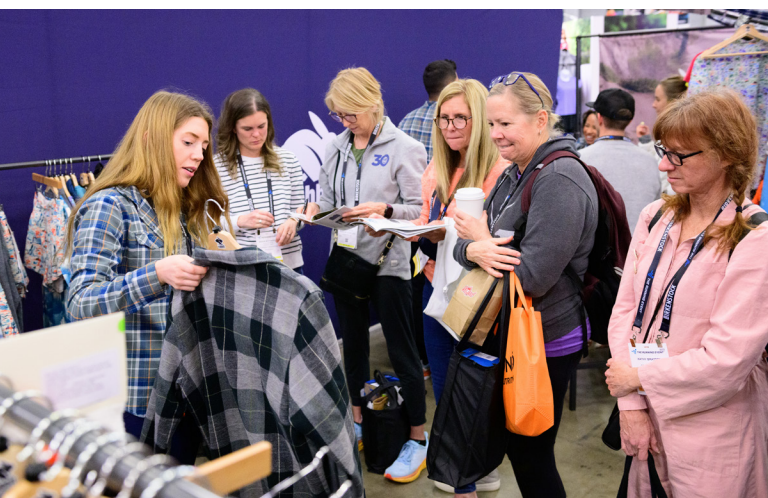
► [Click here](#) to see all 2022 exhibitors.

## EXHIBITORS' TOP OBJECTIVES MET DURING TRE 2022:

- Promote company/brand awareness
- Meet with existing customers
- Identify new customers
- Market new products or services
- Expand into run specialty

On average, exhibitors met with 27 new leads and 38 existing customers

4 in 5 exhibitors expressed that TRE 2022 was fairly/very important to their business—19 percentage points higher than the industry standard.





# Exhibitor Information

The word cloud below represents how exhibitors described #TRE 2022



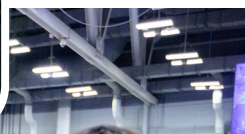
## EXHIBITOR TESTIMONIALS:

“Good show with just the right amount of attendees; very targeted and focused on who is there.”

“[TRE is] the #1 way for all running product vendors to launch new items and manage existing relationships!”

“The connections made and the retail store owners who attend the show are of high quality and bring so much value to our business.”

“Excellent B2B networking opportunity that we had not explored before.”





## Switchback at The Running Event

New for 2022, Switchback at The Running Event invited outdoor brands and retailers into the TRE community to do business, learn, network amongst each other, and connect with run specialty retailers and brands. With a mission to unite—and better-support—run and outdoor specialty, Switchback at TRE was bolstered by actionable education and lively networking opportunities.

With the exponential growth of trail running, hiking, fitness walking, and more, the gap between run and outdoor specialty is blurring. The inaugural Switchback at TRE showcased the limitless potential and business opportunities possible when bringing run and outdoor specialty under one roof. From targeted conference sessions and outdoor-focused events to welcoming advocacy groups like the American Trail Running Association and Camber Outdoors, The Running Event 2022 welcomed the outdoors *in*.

**Interested in attending or exhibiting at Switchback at TRE 2023?**

➤ [Click here](#) to learn more.

“

“We are an outdoor retailer looking to expand our trail running section and this was helpful to bridge the gap and find new brands for our store”

— TRE 2022 ATTENDEE

“The exhibitors of Switchback are such intimately close relatives of the running industry with so much overlapping technology, activity, and user-base. It was a great space.”

— TRE 2022 ATTENDEE

”





# Switchback at The Running Event

## Attending Outdoor Retailers Included:

- Slim Pickins Outfitters ● SOKO Outfitters ● Granite Sports ● Whole Earth Provision Co ● Gear Coop
- Outdoor Equipped ● REI ● Eastern Mountain Sports ● Academy Sports + Outdoors ● Public Lands
- Sierra ● Mountain High Outfitters ● *and many more!*

## Switchback at TRE Exhibitors Included:

- adidas Terrex ● Scott Sports ● Unifi ● Vapor Apparel ● Asolo ● Pivot Point ● Icebreaker ● Locally
- Malakye ● Fitterfirst ● Lowa Boots ● Farm to Feet ● Tanri ● Danner ● Trere Innovation ● Keen
- Sayso Shade ● Wolverine Worldwide ● Dansko ● Thule ● Oboz ● BioLite ● Scarpa ● Vionic





# Education

The Running Event 2022 educational program featured 27 sessions, 80+ speakers, and 11 Training Camp Theater presentations. The 2022 program offered timely, actionable education tailored to retailers and event management professionals across multiple experience levels and roles. Topics included from marketing, professional development, business best practices, Diversity, Equity, and Inclusion, sustainability, and more.

2022 education extended beyond the conference program via the Training Camp Theater: an open area in the exhibit hall that featured thoughtful presentations and panels led by industry experts, organizations, and influencers. Keep reading to learn more.

## New for 2022

### 90-Minutes Deep Dive Sessions

These extra-long, 90-minute sessions examined some of the biggest challenges facing specialty retail and event management professionals today.

### "How-To" Series for Owners, Managers, and Sales Associates

These tailored sessions delivered direct and applicable solutions and best practices for role-specific challenges and topics.

### Meet the Speakers

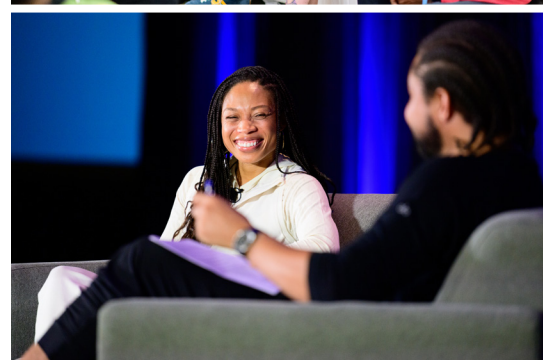
The "Meet the Speakers" networking session was attendees' opportunity to connect with industry experts and pioneers who were part of the 2022 conference program. Participants grabbed a glass of prosecco and asked the questions they didn't get to during sessions, shared contact information, and built meaningful industry relationships.

### Special Breakfast Presentation by The Conservation Alliance



"Community Led Conservation in El Paso, Texas: A Conversation About the Proposed Castner Range National Monument with The Conservation Alliance and Monumental Shift" was an important discussion about local conservation efforts in Texas.

Executive Director of Monumental Shift Angel Peña, who is leading the effort to protect the Castner Range, explained how the campaign created a groundswell of support from a community that is working to protect public lands. Attendees learned how to get involved in business-led conservation and add their voice to the growing national chorus of business leaders and outdoor enthusiasts calling for the Castner Range National Monument.





# Education

## 2022 Conference Sessions

- Deep Dive: Get a Grip on Your Business
- Deep Dive: The Running Industry Diversity Coalition Trend Report! Products, Community Events, and All things Running
- Deep Dive: Race for the Top
- Deep Dive: The Product Assortment Playbook
- Deep Dive: Visual Merchandising in the New Run Retail World
- Deep Dive: How to Use Strategy, Simplicity, and Storytelling to Create an Engaging Brand and Marketing Plan
- How-To Series for Owners & Managers: Going Private (Label)
- How-To Series for Sales Associates: All I've Learned in 37 Years on the Sales Floor
- The Low Impact Alliance Presents: Building a Sustainability Strategy
- Creative Outreach Ideas to Find New Customers Without Spending a Lot of Money
- Using your Open to Buy to Budget Buys During Supply Chain Issues
- How-To Series for Owners & Managers: Succession Planning: What's Next For Your Store
- How-To Series for Sales Associates: How to Get to the Next Level in Your Store and Your Career
- Making Good Leaders Great: A Path To Success
- Running in the Outerverse
- Influencer Marketing and NIL Opportunities for Specialty Retail
- How-To Series for Owners & Managers: Maximizing the Value of your Enterprise
- How-To Series For Sales Associates: How To Be An Effective Retail Salesperson
- Crush Your Business Goals with Improved Operations
- How to Remove the Barrier of Entry and Build a Diverse Community
- The Art of Retailing Sports Bras: How to Tap Into a New Revenue Stream
- How-To Series for Owners & Managers: Compensation Planning for Specialty Retail
- The Art of the Intangibles
- Here's How Retailers Can Build A More Diverse Customer Base Through Authentic Community Partnerships



More than half of 2022 attendees stated that **attending the conference was a main reason for attending TRE.**





# Education

## Training Camp Theater Presentations

Located in the exhibit hall, the Training Camp Theater was an engaging and casual presentation space open to all. Attendees and brands accessed relevant and impactful education from a lineup of thoughtfully selected speakers. In total, 10 standing-room-only presentations took place in the theater, including:

- Building Creative Video Content with Isaac "Ike" Easley
- Running While Black: Alison Mariella Désir Book Reading and Q&A
- Breaking Down Barriers: DEI is the Race to Run!, *presented by Camber Outdoors*
- Breaking Records with Innovation, *presented by On*
- Pathways to More Sustainable Athletic Products, *presented by Pressio*
- Outrunning Childhood Obesity, *presented by Saucony*
- Leveraging Strava to Build Your Brand, *presented by Strava*
- Recommerce in 2023 and Beyond, *presented by Relay and Pacers Running*
- Creators in the Space, *presented by Isaac "Ike" Easley (Take it Easley Productions), Rick Saez (The Outdoor Biz Podcast), Jeffrey James Binney (Influencer), Verna Volker (Native Women Running), Tommie Runz (the RUN EAT SLEEP Show/ PR Project)*
- Connecting to The Trail Curious Community, *presented by the American Trail Running Association*

► [Click here](#) for details about each Training Camp Theater presentation.

“

“This is a great event to go learn from your peers and leaders inside and outside of the industry!”

— TRE 2022 ATTENDEE

”





# Education

## The Running Event 2022 Keynote Presentation

### Daring to Do Things Differently

Presented by Olympian and Saysh Founder Allyson Felix

Allyson Felix dared to do things differently and built a brand around her values. Together with her brother, Wes Felix, they challenged the status quo, learned that their voice has power, and realized community is the foundation of a great business.

During the interview-style keynote address, Allyson, alongside her brother Wes, pulled a packed room of attendees behind the curtain of the last five years of her athletic career: another Olympic Gold medal, the birth of her daughter, the founding of her company, Saysh, and a false start on her retirement. This talk reminded listeners how important it is to dream big, build differently, and keep going—even when it feels like you're facing a giant.

► [Click here](#) to learn more about the 2022 keynote.

“

“I've been around the running community most of my life and my entire career. Having the opportunity to be the keynote speaker at The Running Event is a surreal feeling, and I'm excited to share my story on how I found my voice, am attempting to build a business in a different way, and why community is what it's all about.”

— ALLYSON FELIX ON SPEAKING AT TRE

”

“

“[TRE is an] indispensable resource for staying current with trends in run specialty!”

“The event is a great source of information. I learned a lot about what other retailers are doing and what is working on their spaces.”

”





# Speakers

The Running Event speakers provided a diverse range of knowledge and backgrounds, each contributing unique perspectives and tailored expertise to the 2022 educational program. Presenters represented every corner of the industry, from leading brands and top retailers to associations, race management organizations, and marketing agencies.

## More than 80 individuals contributed to the TRE 2022 education program:

- Christi Beth Adams
- Liza Amlani
- Melissa Andersen
- Fikayo Babatunde
- Sidney Baptista
- Sharon Barbano
- George Beamish
- Jeffrey Binney
- Christine Bowen
- Christine Burke
- Maggie Butterfield
- Anne Cavassa
- Adam Chase
- Ayleen Coronado
- Mark Denkler
- Alison Mariella Désir
- Raj Dhiman
- Nadia Durán
- Isaac "Ike" Easley
- Chris Farley
- Liam Fayle
- Erin Feeney
- Allyson Felix
- Jeremy Fermo
- William Fermo
- Dan Fitzgerald
- Erin Flynn
- Gregg Frederick
- Christian Fyfe
- Sarah Geren
- Patton Gleason
- Midge Good
- Oliver Hoare
- Jamie Hunt
- Sage Hurta
- Melanie Jarrett
- Mark Jimenez
- KJ Jimenez
- David M. Jones
- Jenna Klein Jonsson
- Glen Kamps
- Parker Karnan
- Joe Klecker
- Ken Larscheid
- Josh Levinson
- Frank Luyando
- Kevin Houda McDonald
- Morgan McDonald
- Conor McElyea
- Mikah Meyer
- Alan Miklofsky
- Alicia Monson
- Ellen Moss
- Tim Murphy
- Melissa Myers
- Yared Nuguse
- Amanda Parker
- Angel Pena
- Lizzy Peper
- Scott Rakestraw
- Rick Ravel
- Toni Reese
- Dathan Ritzenhein
- Michael Rivarde
- Liz Rock
- Mario Garcia Romo
- Tommie Runz
- Rick Saez
- Ritchie Sayner
- J.T. Service
- Alex Sessa
- Dan Sheridan
- Demetrius Short
- Kiera Smalls
- Daniel P. Smith
- Tiffany Smith
- Mike Sommers
- Joel Swanson
- Robin Thurston
- Tish Tily
- Heather Trainor
- Sintayehu Vissa
- Verna Volker
- Daniel J. Warmels
- Andrew Wheating
- Holly Wiese

► [Click here](#) to see each session speaker(s) as well as the session description.





# Indie 5K



The 2022 Indie 5k returned to the Circuit of The Americas—the same track that’s home to the only Formula 1 and MotoGP races in the country. Participants were greeted by a beautiful Austin morning and a lit-up, holiday-themed course.

Open to all event attendees, more than 400 runners, walkers, and even a few dogs toed the start line at TRE’s annual (and only) chip-timed race. After a moving Land Acknowledgement courtesy of grassroots organization Rising Hearts, the race got started. In just 14 minutes and 13 seconds, the first place finisher broke the tape.

“

“The shuttles, sponsors, and catering after were all great.”

— TRE 2022 ATTENDEE

“The Indie 5K is the best!”

— TRE 2022 ATTENDEE

”

## TOP FIVE WOMEN:

- 1 Cat Granskog
- 2 Megan DiGregorio
- 3 Christin Woodard
- 4 Josie Blackwell
- 5 Sarah Geren

## TOP FIVE MEN:

- 1 Gatien Airiau
- 2 Liam Walsch
- 3 Will Henry
- 4 Zack Munger
- 5 Ben Anderson

Check out all 2022 Indie 5K results [here](#) ➔



Of all onsite events and activities, the Indie 5K received the highest attendee rating of all.





# Indie 5K



After finishing, participants headed to the post-race expo to check out brands' products and re-fuel with breakfast tacos and coffee before heading back to the Austin Convention Center.



## Thank you to the 2022 Indie 5K Sponsors:

### Title Sponsors:



Thorlos®

### Presenting Sponsors:



Out&Back





# The Best Running Stores of 2022

BEST  
RUNNING  
STORES

Best Running Stores celebrates the stores and employees leading by example in the run specialty industry—the retailers who continually show their commitment to customers, community, and building a stronger industry. Each year, The Running Event closes with a special reception dedicated to honoring these incredible stores.

The Best Running Stores of 2022 awards program garnered more than 15,000 nominations from stores, customers, communities, and employees, with 225 unique storefronts nominated in total. After a months-long evaluation and secret shop process, 61 stores from across the US were selected as a 2022 Best Running Store. During the reception, the Top Four stores were announced: Fleet Feet Louisville, Ridgefield Running Company, Palmetto Running Company, and Shu's Idaho Running Company.



The night ended with **Ridgefield Running Company** of Ridgefield, CT being named 2022 Store of the Year. Cat Granskog (Accessories Buyer), Casey Muminović (Marketing Manager), and Megan Searfoss (Owner and Founder) of Ridgefield Running Company came to the stage to accept the Store of the Year award.

► [Click here](#) to see the full list of 2022 Best Running Stores.

*Thank you to the 2022 Best Running Stores Sponsors:*

boco  
GEAR

JUNK

klean  
kanteen

recover  
sustainable apparel co.

skraitch  
LABS

“

“Being recognized as Store of the Year is amazing. My team keeps pushing the envelope on what run specialty means—they deliver exceptional experience, and that motivates me every day!”

— MEGAN SEARFOSS,  
OWNER AND FOUNDER,  
RIDGEFIELD RUNNING COMPANY

”





# Industry Awards

Presented by leading run specialty brands, Industry Awards are a special honor that celebrate leaders in specialty retail. Learn more about the 2022 awards—and see all the winners—below:



## BALEGA UBUNTU AWARD

Awarded to those who make a tremendous difference in their community. The culture of Balega draws its inspiration from the humanistic philosophy focusing on people's allegiance and relationship to one another. It is the relationship to our communities that resonates with store owners every day in their home towns—changing lives and helping to improve the lives of those living in our communities.

**WINNER: CHARM CITY RUN**



## BROOKS RUN HAPPY RISING STAR AWARD

Brooks is recognizing individuals who are shaping the future of run specialty. This award celebrates those within the specialty retail channel who are moving the industry forward. They are disrupting how we have always done things and are daring to say, 'How can we be better?'

**WINNER: TOM MANSFIELD, CHARM CITY RUN**

**WINNER: LANCE MUZSLAY, SOLE SPORTS**

**WINNER: JOSH LACAN, RED COYOTE RUNNING AND FITNESS**

**WINNER: ANDREA LEHMKUHLER, POINT 2 RUNNING COMPANY**

**WINNER: KELLY LANZAFAME, FLEET FEET ROCHESTER/BUFFALO**



**ON IMPACT AWARD:** Working to make a positive impact is not a one-and-done thing. It's a journey. One that requires teamwork, commitment and accountability. It demands traveling unexplored paths and blazing new trails and thinking outside the box. And most importantly, it will require a brilliant spirit of collaboration.

The On Impact Award will be given to the retail partner making significant strides towards transforming run into a more sustainable, diverse, equitable and inclusive community.

**WINNER: NICK KOVALESKI, A RUNNER'S MIND**



**SAUCONY: RUN FOR GOOD AWARD:** Recognizing a retailer who gives kids a running start towards a lifetime of good health through community-based youth running programs.

At Saucony, we exist to inspire and enable people to live a better life through running culture, self-expression and their impact on the world. And now, more than ever, that must include our kids. The winner will receive a donation to help introduce even more children to the power of running, creating a happier, healthier future for the local community.

**WINNER: 1ST PLACE SPORTS**





# Strides for Progress at The Running Event 2022

## STRAVA

In partnership with Strava, The Running Event created **Strides for Progress: A Strava challenge** that took place during the event.

TRE 2022 challenged the running industry to run, walk, or complete other activities to reach a collective distance goal of 35,000 miles. The Strava challenge was open to event attendees, exhibitors, and anyone else—no matter location—who wanted to participate.

With more than 4,100 total challenge participants, the original mileage goal was quickly surpassed *before TRE even began*. Together, participants logged nearly 73,000 miles and unlocked \$30,000 of donations for critical Texas nonprofits.



In collaboration with the **Running Industry Diversity Coalition**, TRE selected the following organizations to support through Strides for Progress:



**Austin Angels:** To walk alongside children, youth, and families in the foster care community by offering consistent support through intentional giving, relationship building, and mentorship.



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. Through organizing and movement building, we foster a positive culture around abortion, strengthen people power, and fight for reproductive justice in and with our communities.



**Texas Campaign for the Environment Fund** engages people and communities through face-to-face public education, grassroots organizing and, action-oriented research for a cleaner and healthier Texas.

“

“This year, we wanted to give The Running Event community the opportunity to make a real, tangible impact beyond the walls of the Austin Convention Center. The Strides for Progress initiative not only donated money to five incredible nonprofits, but it shone a light on what these organizations are doing to address some of the most important issues facing Texas communities.”

— CHRISTINA HENDERSON,  
EVENT DIRECTOR

”



## AUSTIN JUSTICE COALITION

**Austin Justice Coalition (AJC)** is a community organization that focuses on improving the quality of life for people who are Black, Brown, and poor. Since 2015, AJC has served as a catalyst for positive change towards economic and racial equity for Austin's people of color by developing, organizing, and providing robust programs and events



**The Texas Civil Rights Project:** We are lawyers and advocates for Texas communities, boldly serving the movement for equality and justice in and out of the courts. We envision a Texas where all communities thrive with dignity and justice, and without fear.

Donations were made possible with the support of Strides for Progress brand partners:

**body glide**



**BROOKS**



**OS1<sup>st</sup>**





# The Extras

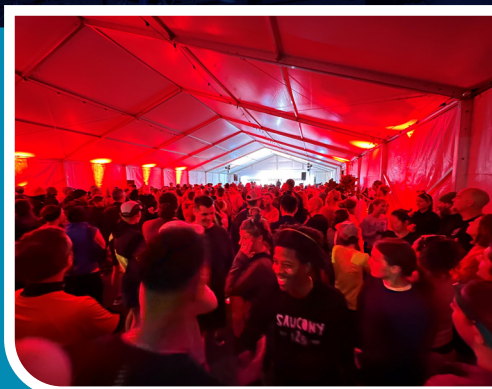
## Opening Night Reception

The Running Event's annual kick-off party welcomed attendees and exhibitors back to Austin with food, drinks, and entertainment. Taking place at the Hilton Austin, this crowd-favorite party is a laid-back, fun opportunity for the specialty retail community to reconnect after a year apart.



## Running Industry Diversity Coalition (RIDC) CommUnity Run, Powered by Saucony

Saucony and the RIDC invited TRE attendees, exhibitors, and the local Austin community to a special run that took another step toward a more equitable and inclusive running industry. During the still-dark, early morning run and walk, participants experienced one of the city's most beloved traditions: the Austin Trail of Lights.



## New Product Showcase and Sock Bar

Every year, the TRE exhibit hall features the New Product Showcase and Sock Bar.

The annual New Product Showcase features the latest products and innovations from leading industry brands. Attendees have the opportunity to explore each new product and vote for their favorite. The winning brand receives \$1,000 to be donated to a nonprofit organization of their choice.

The 2022 New Product Showcase winner was Nix Biosensors for its Hydration Biosensor: the first biosensor to analyze sweat and provide personal hydration data to athletes.

At the Sock Bar, attendees filled out a brief survey and in return received a pair of socks from one of the participating brands.





# The Extras



## For Every Run Film Festival

TRE partnered with Washington, DC-based retailer Pacers Running to present the inaugural For Every Run Film Festival.

The film festival recognized the best stories from the world of running, showcasing multiple categories for films as well as best brand campaign, photo, podcast, and written work. Category winners—vetted by a committee of industry leaders and creatives—were honored during the film festival, which was emceed by CITIUS MAG's Chris Chavez and Kyle Merber.

TRE attendees were also able to preview and explore festival content at the Pacers Running booth in the exhibit hall.

Category winners included:

### Best Film / Documentary

BEKOJI 100

Alistair Wilson, Filmmaker

Tim Kemple, Director

Presented by Girls Gotta Run Foundation

### Best Film / Human Interest

BORN TO ADAPT

Evan Staley, Filmmaker

### 'Honorable Mention'

TAKE THE BRIDGE: ON THE ROAD

Nick Castle, Director

Presented by ciele

» [Click here](#) to learn more.

## Trail Cleanup

TRE's first-ever trail cleanup took place on Friday, December 2. Volunteers ventured out to the Ann and Roy Butler Hike and Bike Trail—a treasured Austin trail spanning 10 miles that takes visitors from the water's edge to nearby neighborhoods and cultural attractions. The trail cleanup was an opportunity to leave Austin "better than we found it" while connecting with like-minded industry peers.

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## Thank you to Our Partners:

*The Running Event is supported by these experienced, devoted, and innovative associations and organizations. We'd like to thank each one for everything they do for the run and outdoor specialty industry.*

### OFFICIAL MEDIA

## ***RUNNING INSIGHT***



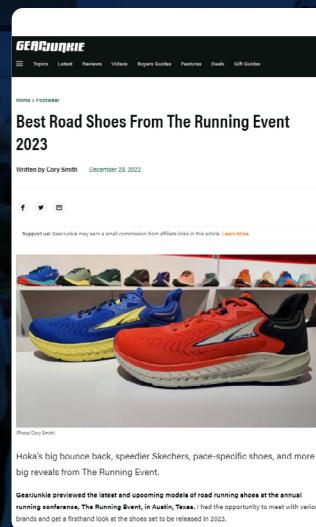
American  
Trail  
Running  
Association



The Conservation  
Alliance



# Social Media and Press Coverage



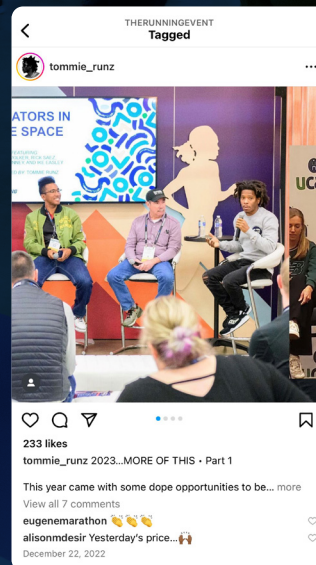
**The Running Event 2022 was covered by major industry publications like Runner's World, Outside, Inc., and Footwear News, featuring stories about new products displayed at TRE, the 2022 Best Running Stores, and more.**

**Attending TRE 2022 media organizations included:**

- A Triathlete's Diary
- Adventure World Magazine
- American Trail Running Association (ATRA)
- Another Mother Runner
- Ashley Mateo
- Austin Fit Magazine
- Believe in the Run
- Canadian Running Magazine
- dvgregori.com\*
- Endurance Sportswire\*
- Feisty Media, Triathlete, "I Could Never Do That"
- Fortius Media Group LLC\*
- FloSports
- Footwear Insight / F4 Media
- Footwear News
- GearJunkie.com
- GearMashers\*
- Gripped Publishing Inc
- Hellahgood Group
- iRunFar
- Kofuzi
- Koop Endurance Services, LLC/ KoopCast Podcast
- LetsRun.com



► **Click here** to read the 2022 post-show press release.



- Meta Endurance
- Obstacle Racing Media
- Outside, Inc.
- Programa Folego
- Relay
- ROADRUNNINGReview
- RoadTrailRun
- Run Out of the Box
- RunnerSpace
- Runner's World
- Running Insight
- Running Northwest\*
- SGB Media
- Self
- Slowtwitch LLC
- Tennessee Valley Outsider
- TF XC Shoes
- The Fit Fork
- Tony With a Sony
- Trail Runner Magazine
- Trail Running Review
- TruBros
- UltraRunning Magazine
- Wearthesters
- Women's Running



## Partners

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## Interested in exhibiting?

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



**Daemon Filson**  
dfilson@divcom.com  
541-292-1450



**Glenn Dulberg**  
gdulberg@divcom.com  
207-842-5694



**Beth Gordon**  
bgordon@divcom.com  
949-293-1378

