



November 28 - 30, 2023
Austin, Texas

THE RUNNING EVENT 2023 ACTIVATION OPPORTUNITIES

► FOR EXHIBITING BRANDS ONLY ◀

therunningevent.com



Brand Exposure at #TRE23

Attendee Bag Insert **\$1,200**

Get your product or promotional flyer in the hands of all attendees onsite. You provide the product for 1,200 bags, and we'll take care of the rest.

Sponsorship includes:

- Placement of one sample/ promotional piece in 1,200 bags

Lanyards **\$6,000** **EXCLUSIVE**

One of the most visible marketing opportunities at The Running Event! In this shared branding opportunity with your company logo will be worn by every participant in the event—attendees, speakers, exhibitors, and staff.

Sponsorship includes:

- Up to 3,000 co-branded lanyards

Staff Footwear* **\$3,000** **EXCLUSIVE**

Make a bold statement by showcasing your latest model on all onsite TRE staff!

The Running Event staff will wear the provided footwear on both trade show and race days.

**Excludes Sales Staff*

SOLD OUT

SOLD OUT





Be a Trade Show Floor Destination

Happy Hour on the Trade Show Floor **\$3,000***

Host a Happy Hour at your booth on the opening day of the trade show floor! From local beer to creative cocktails, you choose your favorite beverage, and we will provide the setup and bartender.

Sponsorship details:

- Happy Hours take place on Wednesday, November 29 from 5:00PM - 6:30PM. Sponsorship is inclusive of 100 servings of your drink of choice.
- Includes one food pairing for 100 people

**There may be a small upcharge on upscale options.*

Beverage, Snack, Dessert, Smoothie— You Name It!—Station **\$3,000***

Attendees get thirsty and hungry walking the trade show floor: Give them a delicious reason to stop by your booth on Wednesday, November 29 and Thursday, November 30 from 10:00AM - 11:30AM.

You name the time and offering, and we'll work with the Austin Convention Center to create the experience.

This is an all-inclusive sponsorship. From smoothies to giant pretzels to popcorn, you dream up the snack and we provide the setup and server.

Sponsorship details:

- Your choice of beverage/snack to be served for 100 people

**There may be a small upcharge on upscale options.*



Indie 5K

An Indie 5K sponsorship gives you more time with retailers off the trade show floor while putting your products front and center at a crowd-favorite event. The race expo will be set up so runners can sample your product, ask questions, and experience its value in a real running environment.



Title Sponsor **EXCLUSIVE**

Speak to your representative for pricing and specific sponsorship details

Presenting Sponsor **\$2,500**

Sponsorship includes:

- Logo placement on all pre-show Indie 5K promotional materials
- 10x10' tent and 6' table at the pre/post-race expo

Coffee Sponsor **\$3,000** **EXCLUSIVE**

- Logo placement on all pre-show Indie 5K promotional materials
- 10x10' tent and 6' table at the pre/post-race expo
- Stage onsite with coffee offerings
- Opportunity to create branded coffee cup sleeves and additional custom items

SOLD OUT

Breakfast Tacos Sponsor **\$3,000** **EXCLUSIVE**

- Logo placement on all pre-show Indie 5K promotional materials
- 10x10' tent and 6' table at the pre/post-race expo
- Stage onsite with taco offerings
- Opportunity to create branded napkins and additional custom items

SOLD OUT

The 2023 Indie 5K will take place Thursday, November 30 before the exhibit hall opens.

HAVE A UNIQUE WAY YOU'D LIKE TO BE INVOLVED IN THE INDIE 5K?

Let's talk! We're happy to build sponsorships around your objectives.





New Product Showcase & Sock Bar

Give retailers the chance to take an up-close look at your latest product!

The **New Product Showcase** will display a range of exciting new products in a way that shows the function—on mannequins, busts, foot forms, shelves—you name it.

The **Sock Bar** will double the exposure for your brand by adding another place for your socks to be displayed on the trade show floor.

The New Product Showcase & Sock Bar will be staffed by TRE staff to help retailers both experience and survey your product. With onsite and digital representation, your product will gain optimal branding and recognition.

New Product Showcase \$1,500

Sponsorship includes:

- Product prominently featured in a dedicated area of the trade show floor, displayed to show function
- Retailers will vote for the 2023 New Product of the Year, which will be unveiled at the Training Camp theater on November 30
- 300x300 pixel image of your product in mobile app, including a 60-word description and link. Product hosted pre-event (and for nine months post-event)

Sock Bar \$1,500

Sponsorship includes:

- Dedicated space for three SKUs on the wall behind the Sock Bar. One SKU will be highlighted on a foot form
- Company name and logo on all Sock Bar branding and promotions
- Sponsor will receive survey results after The Running Event





Go the Extra Mile for Attendees

Room Drops **\$1,500 + \$35/room** **LIMITED**

Hand-pick specific retailers to receive your product upon arriving at the Hilton Austin. You send the product, and we will place it in the recipient's hotel room for receipt at check-in.

Sponsorship includes:

- One item per room for up to 150 rooms

Conference Alley **\$1,500** **LIMITED**

With a table-top display leading to and from conference sessions, your brand will get an exclusive head start on capturing attendees' attention before the trade show opens.

Sponsorship includes:

- One 6' table and two chairs
- Exclusive access to the conference floor

Conference Alley Coffee Break **\$3,000** **EXCLUSIVE**

Give attendees a needed caffeine boost during a day full of educational sessions and networking. This activation includes everything in the Conference Alley opportunity above, with the addition of a branded Coffee Break.

- Opportunity to create custom coffee cup sleeves, plus additional branded items

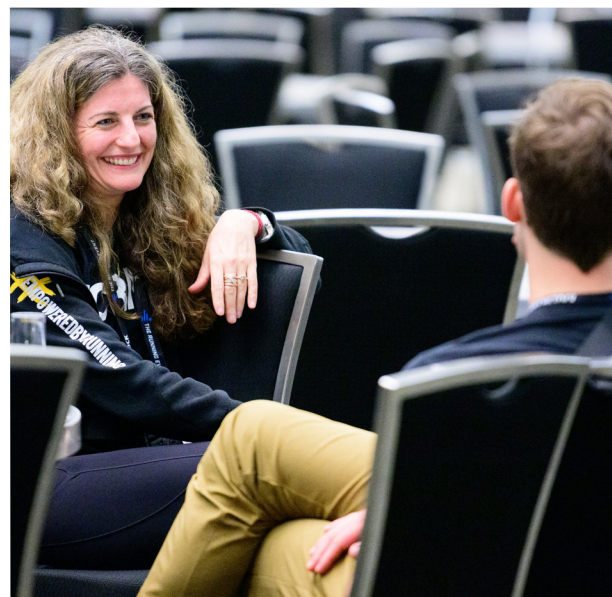
Private Meeting Room **\$3,500*** **LIMITED**

Reserve a space on the third level of the Austin Convention Center to host retailer meetings away from the hustle and bustle of the trade show floor.

Sponsorship includes:

- Exclusive access to reserved space from Monday to Thursday during TRE
- Brand to work with the TRE team to choose a meeting room on a first come, first reserved basis

**AV and catering not included*



Go the Extra Mile for Attendees (cont.)

Trail Cleanup

**Price varies; please speak to your representative*

Help us leave Austin better than we found it! We'll work with your brand to create a special activation at this meaningful event, taking place the morning of Tuesday, November 28 at the Anne and Roy Butler Hike and Bike Trail.

Sponsorship Includes:

- Category exclusivity
- Logo prominently placed on all Trail Cleanup signage, TRE website, and the event mobile app

Training Camp Theater

Located on the trade show floor, the Training Camp Theater offers attendees and brands alike engaging, bite-sized learning opportunities. This is a high-impact opportunity for your brand to share a message, story, or anything in between at TRE. The theater will host presentations over two days, with six presentations taking place each day.

i We will be limiting the number of presentations in the Training Camp Theater to ensure success for sponsors and value for attendees. Prospective sponsors must apply with a short description of their proposed presentation and will be notified if they are accepted..

Promotional details:

- Pre-event and onsite promotion provided by TRE. Brands will also receive marketing materials to promote their presentation through relevant channels.

Presenting Sponsor **\$2,500** LIMITED

Sponsorship includes:

- Top-level logo placement in all Training Camp Theater branding and promotions
- Dedicated 30-minute time slot for presentation
- One meter board promoting sponsorship and presentation pre- and post-event promotion in The Running Event Planner, *Running Insight* How-To-Show Issue, and *Running Insight* Year-End Double Issue
- Ability to sample products and provide giveaways in the Training Camp Theater area



Keep the Connections Going

The Running Event Print Campaign **\$3,000**

This opportunity includes a full-page advertisement in the three The Running Event-focused issues, which are printed and mailed to *Running Insight's* retail database and sent digitally to all subscribers. Issues include:

- The Running Event Planner (November)
- The Running Event Show Issue (December)
 - This special edition is printed and distributed onsite at TRE and is also sent digitally to all subscribers.
- The Year-End Double Issue (December)



Registration Confirmation Email Header

\$4,000 **EXCLUSIVE** **HIGH VISIBILITY!**

When retailers and running industry professionals register for TRE, they will receive an email confirming their registration that also contains key event information. Place your company's branding and messaging at the top of each confirmation email to target attendees before they arrive at the event.

Sponsor Provides:

- Banner ad (468x60 pixels, .JPG or .PNG) and URL

Badge Pick-Up Email **\$4,000** **EXCLUSIVE**

Include your company's branding on the pre-event email sent the day before TRE 2023 kicks off. All registered attendees will receive this email and use it to pick up their badge at onsite registration—and continue to refer to its information for the duration of the event.

Sponsor Provides:

- Banner ad (468x60 pixels, .JPG or .PNG) and URL

Pre-Event Email **\$2,500** **LIMITED** *

Drive booth traffic by engaging attendees with a pre-event email! This sponsorship opportunity offers access to registered attendees before the event so you can prepare them to visit your booth.

Post-Event Email **\$2,500** **LIMITED** *

Reach all verified event attendees with a post-event email! This is a great opportunity to maximize your company's exposure and stay top-of-mind.

*Sponsor provides:

- Simple HTML file with self-hosted images
- Subject line, reply-to email address, sender name

therunningevent.com Display Ad **\$1,000**

LIMITED

Reach a highly engaged audience during the three months leading up to TRE display ad on the event website's homepage.

Sponsor Provides:

- Banner ad (300x250px) and URL



Austin Convention Center (ACC) Branding Opportunities

Floor Clings

- 3' x 3' decal **\$750**
- 5' x 10' decal **\$2,000** **BIG IMPACT!** **LIMITED**
- Choice of placement includes: Registration area, conference area, hallway leading from registration to trade show floor, entrance to ACC from Hilton

Window Clings **LIMITED**

- 16 window block **\$10,000**
- 6 window block **\$5,000**

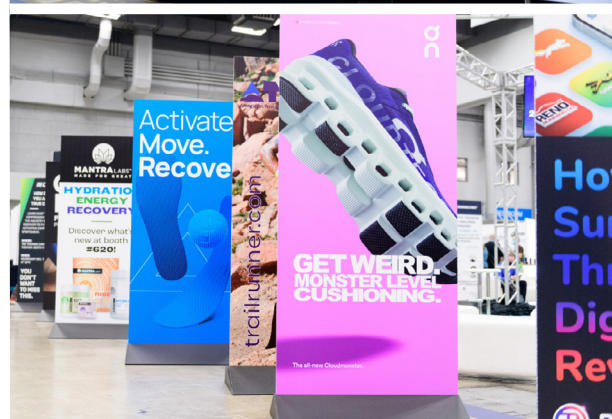
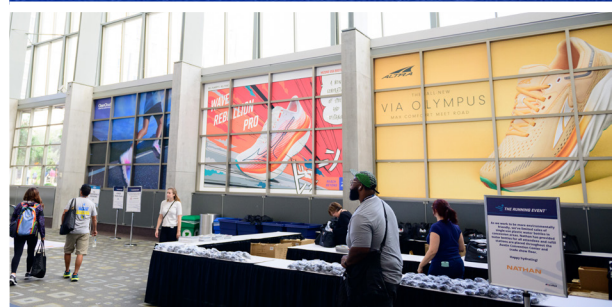
Share your brand story and be seen in a big way! We have four areas available for window clings:

- 4th Street doors of the ACC, which is where attendees enter from the Hilton Austin (The Running Event host hotel)
- Windows in hallway leading from registration to the trade show floor
- Trinity Street doors of the ACC
- Windows in registration area

Meter Panel Sign **LIMITED**

- 1 Panel **\$1,200**
- 4 Panels **\$4,800**

Grab attendees' attention in the registration area and the hallway leading toward the trade show entrance. Share your booth number and why attendees will want to visit your space.



REFER TO MAPS ON PAGE 13
for possible placements for these branding opportunities.





Austin Convention Center (ACC) Branding Opportunities (cont.)

Escalator Clings \$550 each

- 1 Escalator Cling \$550
- 5 Escalator Clings \$2,500

Be seen, tell your story, and welcome retailers to Austin via this high-exposure opportunity. Retailers ride the escalator up and down to their conference sessions prior to heading to the trade show floor, making this a highly-trafficked area.

Sponsorship Details:

- Clings to hang Monday evening (November 27) through Friday morning (December 1)

Escalator Runner \$2,500 EXCLUSIVE

Place your brand in the heart of the action at TRE 2023. This high-exposure and high-traffic opportunity will be seen by retailers as they head to and from conference sessions, meeting rooms, and more.

Sponsorship Details:

- Clings to hang Monday evening (November 27) through Friday morning (December 1)

Cube Towers \$5,000

This unique branding opportunity will feature your message in a high-traffic area of the Austin Convention Center.

Sponsorship Includes:

- (3) 3x3 Stacked Cubes designed by your brand



Hilton Austin Branding Opportunities

Revolving Door **\$5,500** **EXCLUSIVE**

Welcome TRE 2023 attendees to our host hotel! This exclusive opportunity ensures your branding will literally be the first thing attendees see as they arrive at the Hilton Austin.

Sponsorship Details:

- Sponsorship is inclusive of decal printing and placement
- Sponsor to design the door clings, and we will handle the rest
- Decals to hang Monday evening (November 27) through Friday Morning (December 1)

Media Wall **\$5,000** **EXCLUSIVE**

This special co-branded sponsorship with The Running Event is a unique and visual opportunity to boost your exposure in Austin. Join us in welcoming the run specialty community back to Austin in style!

Sponsorship Details:

- Sponsor provides graphic files for media wall
- Exact specifications to be provided at time of purchase; video and static images accepted

NEW

Automatic Door Clings (4th Street Entrance) **\$3,500** **EXCLUSIVE**

Do something different! It will be impossible for attendees to not notice your branding as they go to and from the Hilton.

- Two door clings placed prominently on a high-traffic area directly across from the Austin Convention Center

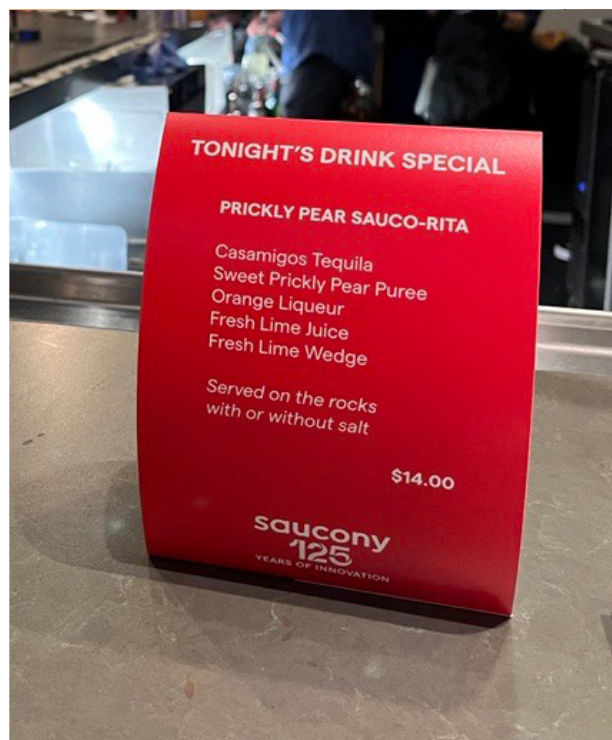
Specialty Cocktail at Hilton Bar **\$2,500/Day**

Serve a cocktail of your choice at the Hilton Austin, our host hotel!

Sponsorship Includes:

- Creation of specialty drink: Our team will work with your brand on drink creation and finalize with the Hilton Austin on your behalf
- Three tabletop signs: Your brand designs; we print and place
- Opportunity to provide branded napkins

**Drink to be served 3:00PM - 11:00PM; one specialty drink served per day. Our team will work with the Hilton to price the drink.*



Hilton Austin Branding Opportunities (cont.)

Flags at Hilton Entrance **\$5,000** **EXCLUSIVE**

Welcome attendees and show off your brand in a fun, unique way.

Sponsorship includes:

- Three flags hung at Hilton Austin for all event days
- Your brand designs the flag; we produce and hang

Automatic Door Clings (5th Street Entrance) **\$3,500** **EXCLUSIVE**

Get noticed by retailers and more with this prominent branding placement at TRE's host hotel. The 5th Street exit doors are one of the most popular entrances/ exits.

Sponsorship includes:

- Two door clings placed prominently on a high-traffic area outside of the Hilton Austin.

Main Lobby Floor Clings

Place your branding in the main lobby of the Hilton Austin.

- 3' x 3' decal **\$1,000**
- 5' x 10' decal **\$2,000**

Hotel Check-In Counter Branding **\$3,000 for Two** (Max of 4)

Welcome #TRE23 attendees to Austin with this eye-catching branding opportunity at the hotel check-in desk

- Your team creates the design; we produce and place

Lobby Column and Wall Monitors **\$3,500**

Make a splash with these unique, colorful activations at TRE's host hotel. Your messaging will greet retailers and other attendees every time they enter (and exit) the Hilton Austin.

Sponsorship Details:

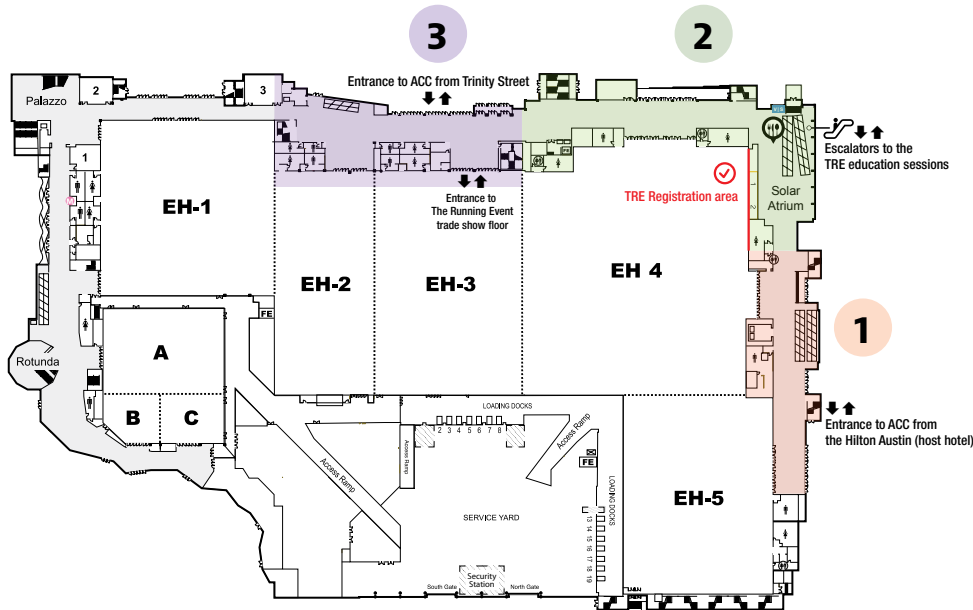
- Sponsor provides graphic files for monitor
- Exact specifications to be provided at time of purchase; video and static images accepted





Austin Convention Center and Hilton Austin Maps

Austin Convention Center



Section 1

- 6 columns

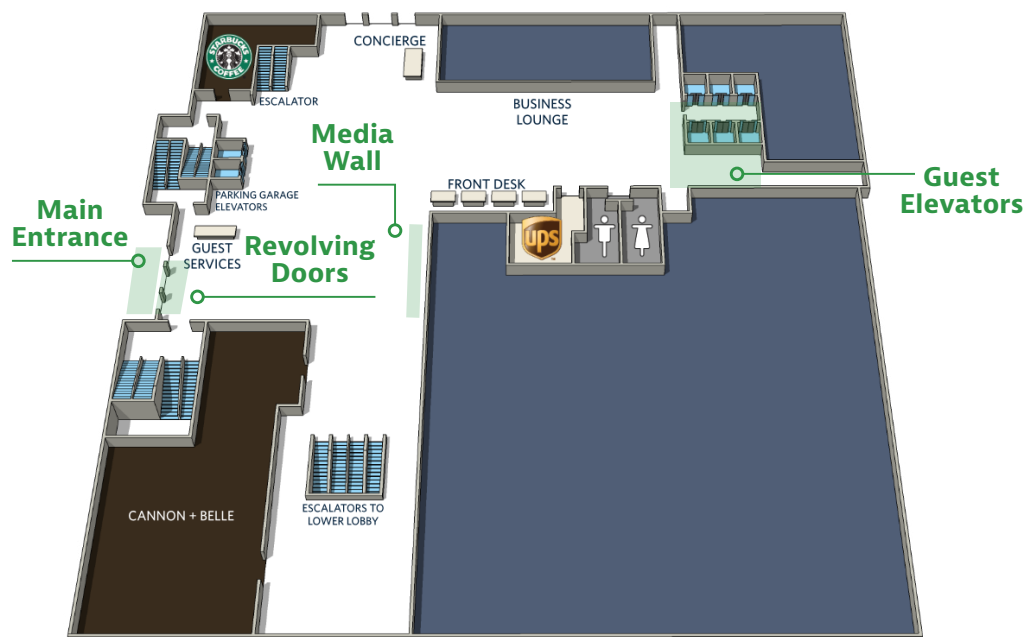
Section 2

- 7 columns
- escalator billboards
- 4 - 16 window blocks
- 5 - 6 window blocks

Section 3

- 6 columns
- 4 - 6 window blocks

Hilton Austin



Best Running Stores Sponsorships

Congratulations Box \$1,500 **LIMITED**

The Running Event team will ship a congratulatory box to each winning 2023 Best Running Store—and your brand can help us make these stores feel honored. As a participating brand, we include your choice of product, a postcard, a branded giveaway, a treat from your brand, and a shout-out—you name it! Submit yours to us and we'll handle the rest!

*Placement must be approved by The Running Event team. Products must arrive to the TRE/Diversified Communications headquarters in Portland, Maine by July 7.

*Shipments are scheduled to arrive the week of August 1, following the Best Running Stores winners announcement.

Dedicated Email to Best Running Stores 2023 \$2,000

4 AVAILABLE

Congratulate the Best Running Stores of 2023 with a message from your brand! Have a promotion you'd like to exclusively offer the Best Running Stores of 2023? You create the message and provide graphics and external links, and we'll deploy the email.

SOLD OUT



Best Running Stores Sponsorships

Specialty Drink at Best Running Stores Awards Dinner

\$3,000 **EXCLUSIVE**

Serve a cocktail of your choice during the Best Running Stores of 2023 Celebration!
What's included:

- Our team will work with your brand on drink creation and finalize with the Hilton Austin on your behalf
- Tabletop signs (number TBD): Your brand designs; we print and place
- Opportunity to provide branded napkins

**Drink to be served only during the Best Running Stores Awards Dinner*

NEW

Scholarship for a Best Running Store Team \$1,000

The Running Event provides a scholarship for two representatives from each Best Running Store to attend.

Help a store bring additional team members to Austin! A scholarship includes two all-access retailer passes and one hotel room for three nights at the Hilton Austin (TRE's host hotel.)



GET STARTED!

Contact Our Team



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