



Switchback at The Running Event

2024 EXHIBITOR FACTS AND FIGURES

Switchback at The Running Event (TRE) is a space for outdoor brands to connect and do business with qualified buyers spanning outdoor and run specialty retail. Grow brand awareness, strengthen existing relationships, and develop new business prospects in this dedicated space of the TRE exhibit hall. Switchback at TRE 2023 nearly doubled in size compared to its launch in 2022.

Welcoming The Outdoors In

Heading into its 18th edition, The Running Event is North America's premier run and outdoor specialty trade show, providing retailers and other industry professionals the opportunity to experience new products from top brands, access actionable education, connect with peers, and celebrate the industry.

Launched in 2022, **Switchback at The Running Event** builds upon a foundation of exhibiting brands already selling into outdoor specialty. The expansion unites outdoor and run specialty—helping key players understand and meet market needs.



TRE 2023 BY THE NUMBERS



4,070

Total attendees,
exhibitors and
media



79,000

Sq. ft. of exhibitors
*20% larger than 2022



1,499

Specialty retailers and
event management
professionals
*33% increase from 2022



148

Media
professionals
*57% increase from 2022



314

Exhibiting
companies

**Exhibitors
represent a range
of categories**



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

“

Our mission to advance the running industry is unwavering, and we are thrilled to welcome outdoor retailers and brands to both support that mission and provide a valuable opportunity for the outdoor specialty industry.”

Christina Henderson,
Event Director,
Switchback at TRE

*Data from The Running Event 2023



NOV 19-21, 2024 | Austin, TX

Switchback at The Running Event

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NOTEWORTHY EXHIBITING BRANDS

- Outdoor Research
- Chrome Industries
- Scarpa
- prAna
- Zamberlan
- Deuter
- Rab
- Allrounder by Mephisto
- Keen Footwear
- ARC'TERYX
- Alegria
- Lowa Boots
- Dansko
- Black Diamond
- Farm to Feet
- Danner

See all 2023 exhibitors [here](#)



INFLUENTIAL ATTENDEES

- REI
- Mountain High Outfitters
- Grivet Outdoors
- Shoes & Brews
- Public Lands
- Alabama Outdoors
- Skirack, Inc.
- Eastern Mountain Sports
- Granite Sports
- Academy Sports & Outdoors
- Fleet Feet (corporate and franchisees)
- Slim Pickins Outfitters

See all 2023 attending companies [here](#)



2023 EXHIBIT PRICING

We know the importance of connecting with the right people at the right time. Exhibit at Switchback at TRE and meet with hundreds of run and outdoor specialty retailers and industry professionals from across the country.

Pricing by Booth Space

- 10x10: \$3,200
- 20x20: \$12,800
- 10x20: \$6,400
- 30x30: \$28,800

**Larger spaces available upon request.*

INCLUDED WITH EACH BOOTH

- Back drape (8 ft. high), side drape (3 ft. high), and rail drape
- Booth identification sign (7 in. x 44 in.)
- Comprehensive listing on the event website and mobile app
- Two exhibitor badges per 100 sq. ft. of booth space

EXCLUSIVE EXHIBITOR ACTIVATIONS AVAILABLE

Connect with buyers, create brand awareness, and be part of the TRE 2024 experience! Work with our team to build a package that meets your goals *and* your budget.

Reserve Your Booth

Contact our knowledgeable team to get started.



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