



THE RUNNING EVENT 2024 POST-SHOW REPORT

NOV. 19-21, 2024 | AUSTIN, TX
AUSTIN CONVENTION CENTER

A look back at The Running Event 2024 – the largest edition in event history.



Produced by: **diversified**



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Thank you to #TRE24 Platinum Sponsors:





Overview of **TRE 2024**

The Running Event 2024 was the largest edition in the show's 18-year history. The event's continued success speaks to the growth of the running and outdoor community – from brands and retailers to media and non-profit organizations.

As North America's premier event for run and outdoor specialty, The Running Event is a space for business, connection, education, and growth. Over the course of three days, attendees found themselves building new relationships, discovering emerging brands, learning best practices and consumer trends, and celebrating everything that makes this industry so special.

TRE 2024 welcomed 1,619 specialty retailers and event management professionals – an 8% increase from 2023. 336 companies exhibited, including 111 new-to-TRE brands; in total 4,872 visitors took to the Austin Convention Center for the 2024 event. A robust education program, endless networking opportunities, plus our largest exhibit hall to date – 90,500 sq ft. – combined to make a TRE for the books.

DAY ONE

Hundreds of attendees and exhibitors set out to our third annual Trail Cleanup along Lady Bird Lake; more than 650 pounds of trash were collected! Soon after, retailers put their learning hats on for a full day of education. With a conference program featuring 28 sessions and dozens of expert speakers, the insights were endless. Also on day one, 2024 Keynote Speaker Johnny Cupcakes shared his insights about creative retail strategies, and *Running Insight* Senior Writer Danny Smith hosted a panel about the Future of Run Specialty with leaders from Saucony, Altra, HOKA and Brooks. The evening ended with a celebration to remember at the Opening Night Reception, hosted by HOKA.

DAY TWO

Wednesday kicked off with the fourth-annual CommUnity Run, hosted by the Running Industry Diversity Coalition (RIDC) and Saucony. Runners enjoyed a route through downtown Austin before returning to the Austin Convention Center for a full first day in the exhibit hall. Attendees lined up in what became the longest queue in show history to enter the hall. When the clock struck 9:00 AM, doors opened to a record-setting show floor.

DAY THREE

For the second year, runners arrived at Camp Mabry for the annual Indie 5K - this year as a cross country style event in partnership with Cross Champs. After refueling with breakfast tacos and coffee, everyone was back in the convention center for the second day of exhibits. The 2024 trade show floor was once again home to a pickleball court, TRE LIVE, and the Training Camp Theater—but more on those later. Day three ended on a high note with the Industry Awards Dinner, where individuals were recognized with special awards and **=PR= Run & Walk** was named the Best Running Store of 2024.



FACTS & FIGURES

*All data collected via Explori post-event survey results



1,619

Specialty retailers and event management professionals

*8% increase from 2023



4,872

Total attendees, exhibitors, and media



336

Exhibiting companies



90,500

Sq ft. of exhibitors

*15% larger than 2023



223

Media professionals

Exhibitors represented a range of categories:

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

2024 Exhibitors Included:

- Altra
- Bandit Running
- Birkenstock
- Brooks
- Currex
- HOKA
- Lululemon
- Merrell
- On
- OS1st
- Patagonia
- Puma
- Superfeet
- The North Face
- Therabody
- Vuori

See all 2024 exhibitors [here >>](#)

2024 Attendees Included:

- A Runner's Mind
- Chicago Event Management
- Fleet Feet (Corporate-owned & Franchisees)
- Marathon Sports
- Mountain High Outfitters
- Pacers Running
- Palmetto Running Company
- =PR= Run & Walk
- Public Lands
- REI
- Road Runner Sports
- Summit Hut

See all 2024 attending companies [here >>](#)

“The success of this year’s event demonstrates exactly what makes the run and outdoor industry so special. Once again, we saw record-breaking attendance and our largest-ever exhibit hall, which is only a testament to the growth and excitement that is abundant in our industry right now.

We’re proud of TRE’s role in that success.”

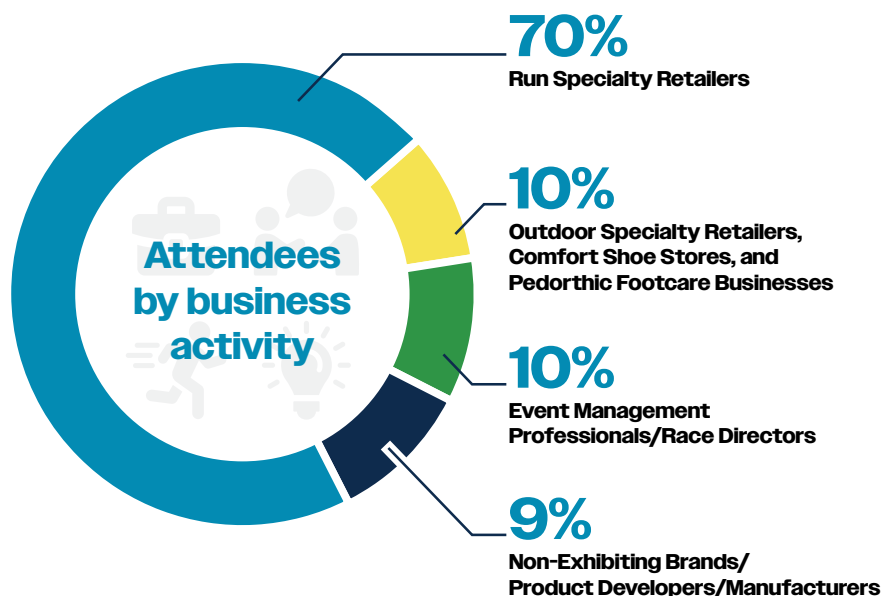
- Christina Henderson,
TRE Event Director





ATTENDEE INFORMATION

A closer look at The Running Event 2024 Attendees



Over 4 in 5
attendees plan to return to
The Running Event 2025.



TOP 3 ATTENDING US STATES:

California, Georgia, Texas

JOB FUNCTIONS INCLUDED:

Events Manager, Manager, Marketing, Manager/Director, Owner, President, Sales Associate, Sales Representative, Vice President

ATTENDEES' TOP OBJECTIVES FOR ATTENDING TRE 2024:

1. To see new products/innovations
2. To network amongst the industry
3. To keep up to date with market trends
4. To meet with a current supplier(s)
5. To source new suppliers
6. To identify new opportunities / markets





ATTENDEE INFORMATION

A glimpse of 2024 attendees:

- A Runner's Mind
- Chicago Event Management
- Fleet Feet (Corporate-owned & Franchisees)
- Marathon Sports
- Mountain High Outfitters
- Pacers Running
- Palmetto Running Company
- =PR= Run & Walk
- REI
- Road Runner Sports
- Summit Hut

[Click here](#) for the complete list of 2024 attending companies.



One third of attendees identified as Owners;
17% identified as Buyers

The **average number of store locations** per attendee is **three**

7 in 10 attendees hold either sole or joint purchasing authority

More fun facts:



International attendance has more than doubled since 2022, reflecting a **137% increase**



7 in 10 attendees hold purchasing power



9 in 10 TRE 2024 attendees rated this year's exhibitors excellent, measured in quality and quantity

ATTENDEE TESTIMONIALS:

"This is a great opportunity to learn more about industry trends and to grow [our] business with new products and services."

"Good mix of vendors and people were there to work the show. We picked up probably 10-15 new vendors. Very pleased!"

"Totally worth the trip, productive setting to get a lot of work done, lets me experience newness within the industry, great + fun energy."

Around two-thirds of attendees

stated they were **"very satisfied"** with TRE 2024, contributing to an overall satisfaction rate within the top 10% of attendee trade events researched by Explori for satisfaction.

ATTENDEES WERE ASKED WHAT STAGE THEIR BUSINESS IS CURRENTLY IN. BELOW ARE THE PERCENTAGE BREAKDOWNS:

Growth	Maturity
44%	26%
Expansion	Startup
26%	4%

The average TRE attendee has **10 years** of industry experience



EXHIBITOR INFORMATION

TRE 2024 exhibitors represented categories including:

- Footwear
- Apparel
- Recovery
- Outdoor Essentials
- Technology
- Nutrition
- Hosiery
- POS systems
- Pickleball
- Racing
- Fixtures + Mannequins
- Injury Prevention

A quick look at TRE 2024 exhibitors:

- Altra
- Bandit Running
- Birkenstock
- Brooks
- Currex
- Garmin
- HOKA
- Lululemon
- Merrell
- On
- OS1st
- Patagonia
- Puma
- Satisfy
- Superfeet
- The North Face
- Therabody
- Vuori

[Click here](#) to see all 2024 exhibitors.



Over 9 in 10

exhibitors expressed that TRE is important to their business



A third

of TRE 2024 exhibitors were first-time exhibitors at the event



91%

of exhibitors listed promoting their company as their main goal of TRE 2024



Two thirds

of exhibitors stated good or excellent return on investment for exhibiting at TRE 2024



9 in 10

exhibitors plan to return to TRE 2025

EXHIBITOR TESTIMONIALS:

"Excellent networking with brands, events, retailers, etc. You get to see everyone from the industry in one place."

"If you want to put your finger on the pulse of the industry, you should go."

"It allows you to connect with other brands and take a look at what is to come. It's a great lens into the industry."

"Real business gets done at this show. One of the few left like that."

"A highly organized trade show featuring a robust lineup of brands that showcase the dynamic energy of the running market."

EXHIBITORS' TOP OBJECTIVES MET DURING TRE 2024:

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



Switchback at The Running Event



SWITCHBACK

Back for Year Three, Switchback at The Running Event 2024 welcomed 45 exhibiting companies.

Successfully blending anchor brands and emerging leaders, Switchback at TRE delivered strong results for attendees and a boost of momentum as the outdoor industry began its countdown toward the debut standalone Switchback gathering, taking place June 16-18, 2025, in Nashville, Tennessee.

Switchback at TRE welcomed dozens of brands coming to walk the event as they make plans for June and drew a broad range of content creators, influencers, non-profit organizations, and an editorial press corps.



As an industry it is critical that we come together to advance our business and values. TRE has been a successful formula that allows for education, trade, and gatherings. We're looking forward to seeing how this approach can work in the outdoor space."

Susan Viscon, Chief Merchandising Officer and Path Ahead Ventures Executive Director, REI Co-op



I'm excited for the opportunity to connect with retailers and friends in the industry at Switchback in June 2025. Everyone misses a gathering, and this TRE-format event in partnership with OIA should be really special. There's a buzz here in discovering different brands and connecting with prospective retailers, and I'm looking forward to being a part of bringing that energy to the outdoor industry. And it's only year one – I hope that we can continue to come together year after year and make it better for everyone."

Josh Tedeschi, Senior Manager, US Specialty Sales, Arc'teryx

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MORE &
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Trailheads

A new digital resource featuring content that speaks directly to the needs, goals, and concerns of outdoor specialty retailers.

Switchback at TRE 2024 Exhibitors Include:

- Alegria by PG Lite
- Allrounder by Mephisto
- ARC'TERYX
- Black Diamond
- Chrome Industries
- Coal Headwear
- CTR / Chaos
- Dakini, LLC
- Danner
- Dermatone
- Deuter
- Drew Brady Company, Inc. (Heat Holders)
- Envoy B2B
- Free Fly Apparel
- Houdini Sportswear INC
- jbrds
- Kahtoola
- KEEN Footwear
- Kizik Design, LLC
- Klean Kanteen
- Komperdell Sportartikel GmbH
- LAMO Sheepskin
- Lowa Boots, LLC
- melin
- Nikwax North America
- Nite Ize
- Oboz Footwear
- OluKai
- Optic Nerve Eyewear
- Outdoor Research
- Patagonia
- Pingora
- prAna
- SCARPA North America
- Smartwool
- Smellwell
- Sockwell
- Sunski
- SUPERYELLOW
- Tailwind Nutrition
- TEVA
- TICK MITT
- Toad & Co
- USWE Sports
- YY Nation

#TRE24 ATTENDEES:

"Switchback gives us the opportunity to see the latest from [the outdoor] world as well."

"[Switchback at TRE] is one of the major reasons why we attend the show."

"It is great to open up TRE to outdoor brands that aren't specifically running brands. The stores that I buy for [dabble] in the outdoor side... it's nice to have a one-stop shop!"





EDUCATION

Taking place Tuesday, November 19, the 2024 conference program featured 28 sessions and nearly 100 expert speakers. Sessions focused on some of the industry's biggest challenges and trends, from technology, mentorship, and succession planning to community building and marketing best practices.

2024 Conference Sessions:

- Presented by RIDC: The Future of Run Specialty from the RIDC Lens: Relevance and Consumer Loyalty**
 Kiera Smalls, Executive Director, Running Industry Diversity Coalition
- Empowering Female Runners: Strategies for Enhanced Safety and Confidence**
 Dena Lewis, Founder/CEO, Running Mate
 Shanna Birchette, Motherhood Running
 Faith Chima, Founder/CEO, Fittsafe
 Lina Khalifeh, Founder, SheFighter
 Ashley Raymond, CEO/Co-Founder, Safely
- If You Teach It, They Will Buy! How to Sell More Than Just Running Shoes**
 Tom Griffen, Owner, TG Training + Education
- Leadership Skills for Getting Your Team to Think and Act Like an Owner**
 David Jones, President, The Excellence Advisory
- Creating the Ultimate Retail Experience for Your Customers**
 Holly Wiese, Owner/Visual Visionary, 3 Dots Design
- Keeping the Magic: Maintaining Your Passion When Your Passion Becomes Your Job**
 Jenna Gawors, COO/EEO, Confluence Running
 Matthew Francis Gawors, CEO/Professor, Confluence Running + Binghamton University
- How Can I Be a Better Buyer?**
 Dan Jablons, President, Retail Smart Guys
- 101 More Ideas to Spark Your Run Specialty Store**
 Danny Smith, Senior Writer, Running Insight
- Future-Proofing Your Business: Is Your Business Exit Ready?**
 Pete Mohr, Founder, Simplifying Entrepreneurship
- Route Map: Keeping Pace with Run Specialty in 2025**
 Coleman Conley, Footwear Product Manager, Upper Quadrant
- Making the Unreal Real: How AI Can Work in Specialty Retail**
 Steve DeMoss, Owner/Operator, Big Peach Running Co. Alpharetta & East Cobb
- Race Director Summit Session: Maximizing Revenue: Sponsorship and Marketing Opportunities in the Running Ecosystem**
 David Basacco, COO, Race Roster + ASICS Apps
 Christine Bowen, Director of Conference Operations, Race Roster
 Alex Vander Hoeven, CEO, Race Roster + ASICS Apps
- Developing Healthy Rep Relationships**
 Parker Karnan, Founder/General Manager, Karnan Associates



2024 Keynote: A Creative Recharge in Building Customer Loyalty & Memorable Retail Experiences

**Presented by
Johnny Cupcakes, CEO**

A full room of attendees gained valuable insights from Johnny on building brand loyalty, creating unique experiences in retail, and inspiring innovation within businesses.



Renowned for his unique approach to brand loyalty and memorable retail experiences, Johnny shared his journey in creating a bakery-themed T-shirt brand that has captivated customers worldwide. His keynote explored how retailers can infuse thoughtful creativity and innovation into their business while providing specific, proven ideas, strategies, and insights—many of which can be implemented into stores quickly and with minimal cost.

“ Johnny Cupcakes had a great presentation and a fun story. He also gave us ideas for new ways to keep our customers engaged!”

- #TRE24 Attendee

EDUCATION

- **An Obsession with Culture: How Retail Teams Can Work Together to Create a Winning – and Profitable – Culture**

Carlie Beatty, Co-Owner, Playmakers
Elyse Braner, Director/People + Culture, Pacers Running
Chad Shreiner, Director of Retail Operations, Pacers Running
Ian Shreckengast, Retail Marketing Manager, Brooks Running

- **Maximize Social Media**

Michael Ko, Creator, Kofuzi
Tommie Runz, Creator

- **Apparel in Run Specialty: Lessons Learned from 30 Years**

Daniel Greenhalgh, Owner/President, Skinny Raven
Tasha Heikkila-Adam, Buyer/Owner, Skinny Raven
Adam White, Owner, RC Outfitters

- **Race Director Summit Session: AI and the Evolution of Event Management: Enhancing Experiences and Efficiency**

Christine Bowen, Director of Conference Operations, Race Roster
Cade Netscher, Founder/CEO, Neurun

- **Developing Healthy Rep Relationships**

Parker Karnan, Founder/General Manager, Karnan Associates

- **The Winning Game of Pedorthics**

Robert S. Schwartz, President, Eneslow Pedorthic Enterprises

- **Running Through the Seasons: Engaging Your Store and Community Year-Round**

Ted Knudsen, Owner, San Francisco Running Company
Suzanne Swift, Owner, Fleet Feet Huntsville & Madison
Heather Trainor, Maker of Friends, Purveyor of Fun, Director Of Medical Outreach, Big Peach Running Co. Marietta
Dave Zimmer, Owner/CEO, Fleet Feet Chicago

- **Sustainability - How to Make it Work and Grow Your Run Specialty Business**

Jamie Hunt, Founder, AECG

- **The Future of Run Specialty: Executive Insights from The Next Generation of Brand Leaders**

Joy Allen-Altimare, Global Chief Marketing Officer, Saucony
Robin Green, President, HOKA
Jen McClaren, President of Altra & GM of North America Key Accounts, VF Corp.
Dan Sheridan, CEO, Brooks Running



Race Director Summit Presented by Race Roster

The 2024 program featured a new Race Director Summit, providing race directors and endurance event organizers with strategies, tools, and advice to grow their businesses and deliver first-rate participant experiences. Attendees also had the opportunity to connect with industry peers and learn from each other's experiences.





TRAINING CAMP THEATER

A fan favorite, we brought back the Training Camp Theater for another year of bonus education and panels. Located in the exhibit hall, theater sessions were free, open to all, and featured top podcasters, athletes, industry pioneers, and more. See below for the sessions featured at the 2024 Training Camp Theater.

How to Embrace Fashion in a Performance Environment



Developing Meaningful Relationships with Non-Profits



How Running Connects Us



Analyzing Shoe Data from Major American Races



The New Outdoors: How Culture & Style Collided with the Outdoors



Bridging the Gap: Run Crews + Community Connection



Utilizing AI & 3D Foot Scanning to Enhance Your Business



Kinship Building: Creating Inclusive, Diverse, Safe, and Meaningful Spaces



Don't Fight the Old, Build the New! How Black Men Run is Redefining the Landscape of the African American Lifestyle



From Her Point of View: A Chat with Four Female Leaders in the Running Industry About Women's-Specific Shoes and Gear—The Current State, Where We're Headed, and Why



2024 INDUSTRY AWARDS

The 2024 Industry Awards, including the Best Running Stores of 2024, were celebrated Thursday evening—the final day of The Running Event.

The evening began with industry awards presented by and awarded to the following:

BROOKS Brooks Rising Star Award:

- Jenn Urban, Fleet Feet Nashville
- Kristin Phillips, Fleet Feet Chicago
- Lara Zacharewski, Gazelle Sports
- Lauren English, Charm City Run
- Liz Coleman, Tortoise & Hare Sports



New Balance Fearlessly Independent Award: **Fleet Feet Montclair**

saucony Saucony Run for Good Award: **CT Running Co.**



Balega Ubuntu Award: **Rebecca & Nathan Hohenstein,** **Tortoise & Hare Sports**



On Impact Award: **Mill City Running & Saint City Running**

BEST RUNNING STORES

Next up, the 63 Best Running Stores of 2024 were individually introduced, and the Top Four stores were recognized:

A Runner's Mind, Fleet Feet Fayetteville, =PR= Run & Walk, and Up and Running in Dayton.



The night ended with
=PR= Run & Walk being named
2024 Store of the Year.



“We’re honored and humbled to be named the 2024 Store of the Year! Running is about more than miles—it’s about finding our people, our community, and creating connections that last a lifetime. Life is better when we lift each other up, and this industry’s collaborative spirit proves we’re all stronger together.”

- Cathy and Ray Pugsley,
owners of =PR= Run & Walk

[Click here](#) to see the full list of 2024 Best Running Stores.

2024 INDUSTRY AWARDS

“It’s truly inspiring to see how these retailers continue to uplift their communities and drive the running industry forward. We’re thrilled to honor and celebrate their incredible achievements tonight.”

**- Christina Henderson,
TRE Event Director**



TRE LIVE

Hosted by: **PR PROJECT** **LIVE ON FLOTRACK**

Back for Year Two, we streamed TRE LIVE directly from the show floor, giving consumers at home a peek into what TRE is all about through interviews with top brands, industry organizations, athletes retailers, and TRE staff. Once again, TRE LIVE was hosted by PR Project – a media team dedicated to amplifying the voices of Black, Indigenous, and all People of Color in the running space. In a reimagined studio space located on the show floor, hosts Tommie Runz, Gary Koutsoubos, and Aaron Barnett conducted interviews with guests throughout exhibit hall hours on Wednesday and Thursday. New this year, we partnered with FloTrack to stream TRE LIVE on platforms including YouTube and Facebook – all at no cost to viewers.

“TRE LIVE gives the folks at home a real sneak peek on what brands are doing, exposes viewers to brands they aren’t familiar with, and gets us all energized on what we can look forward to seeing in our local run shop! On top of that, we are so happy to be able to provide a platform for the brands to kick it with us – consumers – so we can get to know them as a brand.”

- Tommie Runz, Co-Founder and Co-Host, PR Project



TRE LIVE by the Numbers:



Overall, TRE LIVE generated **22K livestream views** and an additional **2.5K on-demand views** of segments that FloTrack posted online.



FloTrack's overall **#TRE24** social media content has so far driven **500K+ impressions, 12K+ engagements, 250K+ video views** with more to come.





TRE LIVE 2024 GUEST LINEUP

Wednesday, November 20

10:00 AM	Christina Henderson, <i>Director, TRE</i>
10:15 AM	New Balance, <i>Paul Zielinski, Senior Product Manager for Running</i>
10:30 AM	KEEN Footwear, <i>Scott Labbe, SVP of Product & Innovation</i>
10:45 AM	Chicago Marathon, <i>Paul Brackey, Senior Director, Sales & Expo</i>
11:00 AM	On, <i>Dan Schade (General Manager, Americas), Edouard Coyon (Global Head of Product – Performance Run)</i>
11:15 AM	adidas, <i>Hobbs Kessler (Olympian, American Middle-Distance Runner, adidas) & Bryce Hoppel (Olympian, American Middle-Distance Runner, adidas)</i>
11:30 AM	Bibboards, <i>Brian Goodell, Founder</i>
11:45 AM	Saucony, <i>Jordan Yob, Senior Brand Marketing Manage</i>
12:00 PM	FloTrack Daily Show
1:15 PM	Austin Angels, <i>Susan Ramirez, Founder & CEO, National Angels</i>
1:30 PM	Mount to Coast, <i>Doug Rosenberg (US Country Manager) & Ben Blankenship (Olympian, Mount to Coast Athlete)</i>
1:45 PM	Locally, <i>Mike Massey, CE</i>
2:00 PM	Peluva, <i>Kyle Sisson, (COO) & Mark Sisson (Founder & CEO)</i>
2:15 PM	RUNGRL, <i>Ashlee Green (Co-Founder & CEO) and Natalie Robinson (Co-founder + Chief Digital Officer)</i>
2:30 PM	HOKA, <i>Nico Mermoud (Founder) and Erika Gabrielli (VP Global Marketing)</i>
2:45 PM	Brooks, <i>Brandon Miller, Olympian, American Middle-Distance Runner</i>
3:00 PM	Sound Running x FloTrack Cross Champs Press Conference

Thursday, November 21

10:00 AM	ASICS, <i>Paul Lang, Global Senior Product Manager</i>
10:15 AM	Magic Boost, <i>Keith Peters, Board Member</i>
10:30 AM	Outside, <i>Brian Metzler (Journalist) and Lisa Jung (Freelance Writer/Editor)</i>
10:45 AM	Topo Athletic, <i>Russ Stevens, Product Manager</i>
11:00 AM	Runners Roost, <i>Sonya Estes, Owner</i>
11:15 AM	USWE, <i>Alex Papadopoulos, USWE Sports Ambassador</i>
11:30 AM	Black Men Run, <i>Michael Stinson, Co - CEO</i>
11:45 AM	Nike, <i>Conner Mantz (Olympic Marathoner) and Ashley Campbell (Nike Footwear Product Line Expert)</i>
12:00 PM	FloTrack Daily Show
1:30 PM	Running Industry Diversity Coalition, <i>Abigail Hollie (Program Manager) and Carol & Jesse Holland (RUN THE BLOCK Winners)</i>
1:45 PM	A Mile a Minute, <i>Frank Reneau (Founder, A Mile a Minute) and Marielle Hall (Host of Unexpected Curves)</i>
2:00 PM	Run Fast. Eat Slow., <i>Elyse Kopecky, 3 x NY Times Bestselling author</i>
2:15 PM	Healthy Kids Running Series, <i>Dawn Epstein, Executive Director</i>
2:30 PM	OS1st, <i>Stephanie Lee (Director of Marketing)</i>
2:45 PM	Sur Nutrition, <i>Jessica Shaub & Luke Karban (Head of Growth)</i>
3:00 PM	Palmetto Running Co., <i>Keri Straughn, Co-owner</i>
3:15 PM	Maurten, <i>Brian Livingston, Market Lead</i>
3:30 PM:	Mark Sullivan, <i>Co-Founder, TRE</i>
3:45 PM	Christina Henderson, <i>Director, TRE</i>



EVENTS & MORE

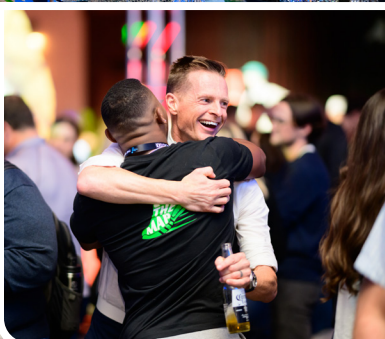
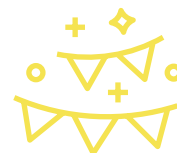
Trail Cleanup

Presented by ASICS and in partnership with the Low Impact Alliance, the 2024 Trail Cleanup was a success. Early Tuesday morning, hundreds of participants took to the trails—and even the water—to collect trash and clean up the heavily-used path surrounding Lady Bird Lake. Ploggers and walkers were equipped with gloves and bags and the Austin Rowing Club provided kayaks and nets to expand cleanup efforts to the water. In total, more than 650 pounds of trash were picked up, allowing us to say “thank you” to Austin for all its given to TRE over the years.



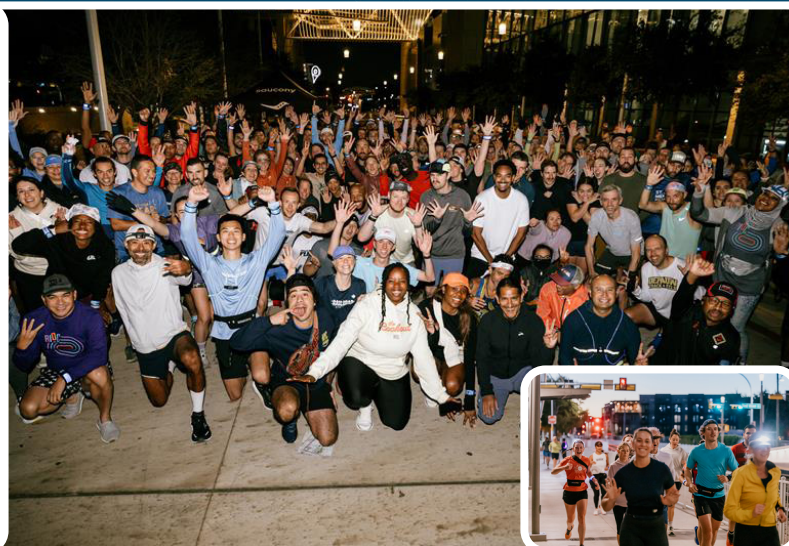
Welcome Reception

The Running Event's annual kick-off party, hosted by HOKA, welcomed attendees and exhibitors back to Austin with food, drinks, and entertainment. Taking place at the Hilton Austin, this crowd favorite party was a fun opportunity for the specialty retail community to reconnect after a year apart—and HOKA once again pulled out all the stops, including digital 3-D mapping portrayals of their product technology on a larger-than-life scale. Here are just a few of our favorite shots from the evening.



Running Industry Diversity Coalition CommUnity Run, Powered by Saucony

Back for the fourth year, the RIDC and Saucony invited TRE attendees, exhibitors, and the local Austin community to a special run, taking another step toward creating a more equitable and inclusive running industry. Departing from the Austin Convention Center, participants experienced the vibrant city of Austin as they ran through the streets at daybreak. The run was the perfect way to kick off the opening day of the #TRE24 exhibit hall.



EVENTS & MORE

Future Leaders of Specialty Retail Gathering

Created for Future Leaders of Specialty Retail members and anyone interested in joining the community, this was a dedicated time for retailers to meet new friends and mentors. Plus, Jogology's Future Leader of the Year was announced: Harry Chandler of Charlotte Running Co. took home the inaugural award.

International Retailer Meetup

Retailers traveling from outside of the US connected with fellow international peers during this networking coffee break.

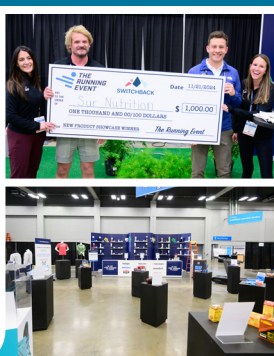
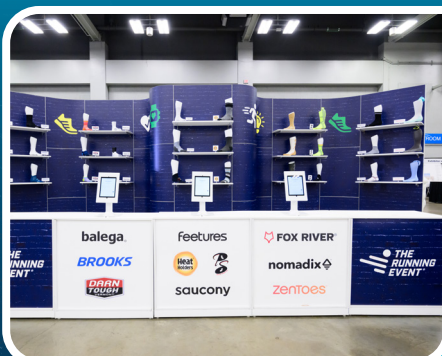
FUN FACT
#TRE24 welcomed 258 international retailers representing 31 countries.

Outdoor Industry Gathering

Members of the outdoor industry community were invited to stop by for some light snacks and a special giveaway—and to also learn more about the debut Switchback Spring.

TRE's First-Ever Partner Hour

This special gathering welcomed all TRE partner organizations to The Park for a dedicated hour of networking with TRE attendees and exhibitors. The goal was to provide an intentional space for interested industry members to learn more about what these organizations do—and possibly spark future collaborations.

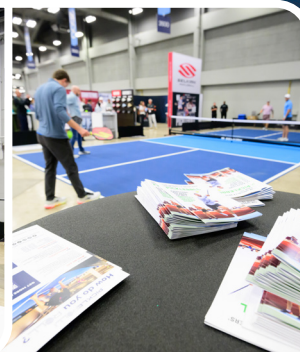


New Product Showcase and Sock Bar

The annual New Product Showcase at The Running Event highlights the latest products and innovations from leading industry brands. Attendees had the opportunity to explore each new product and vote for their favorite. The 2024 New Product Showcase winner was Sur Nutrition for their Organic Meal Shake. As the winner, Sur Nutrition received \$1,000 to donate to a charity of their choice. At the Sock Bar, attendees filled out a brief survey and in return received a pair of socks from one of the participating brands.

Pickleball at TRE

As run specialty retailers continue to dip their toes into pickleball products, TRE 2024 again featured pickleball products on the show floor. A Pickleroll Pickleball court was built in the exhibit hall and featured product demos, giveaways, and special guest appearances throughout the event.





X **CROSS/
CHAMPS**

Indie 5K

TRE's annual chip-timed run and walk was back at Camp Mabry with a cross-country twist! TRE partnered with Cross Champs, a cross-country event hosted in Austin each fall where the best teams and athletes in the world square off over 8K. Indie 5k participants got to navigate the same course as the professionals—moving off the road and onto the field.

After finishing, participants enjoyed the post-race expo, where sponsoring brands' products were on display to test out and try on. Once fueled with breakfast tacos and coffee, everyone hopped on a bus and returned to the Austin Convention Center for Day Two of the Exhibit Hall.



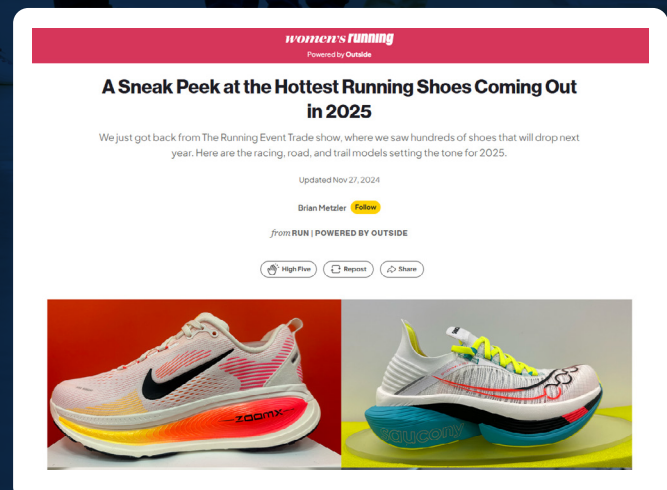
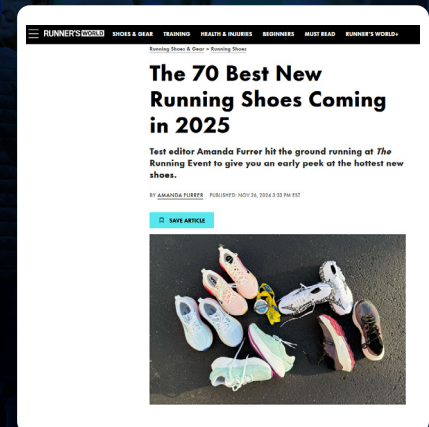
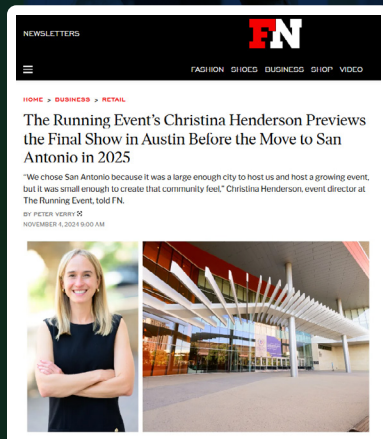
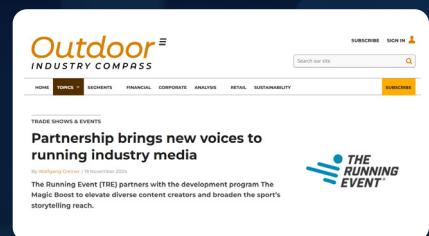
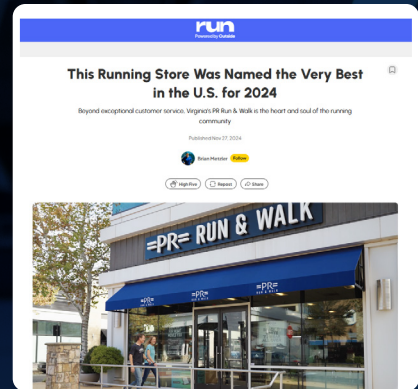
Thank you to our 2024 Indie 5K Sponsors



PRESS & MEDIA COVERAGE

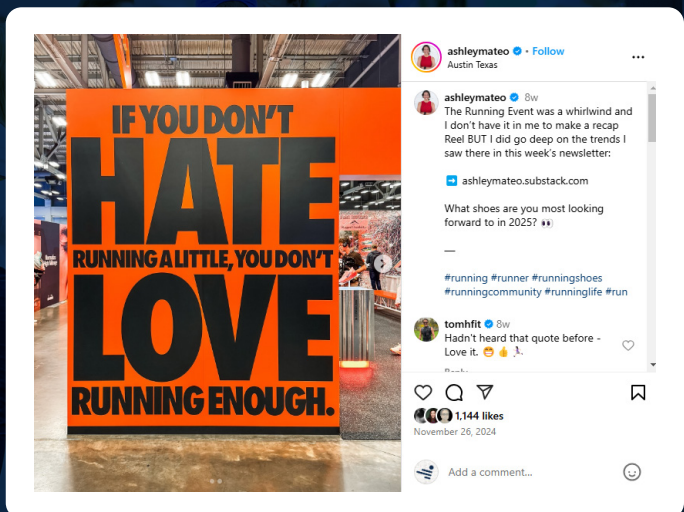
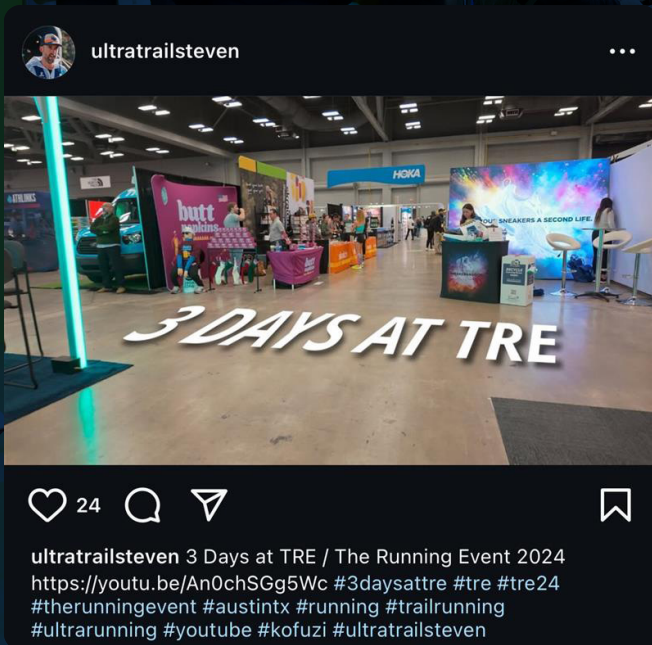
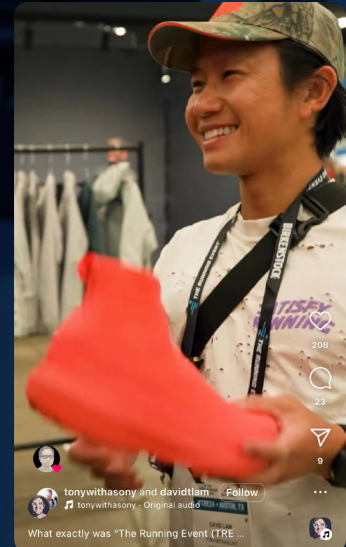
TRE 2024 welcomed more than 200 media professionals, with representation from publications including:

- Believe in the Run
- Backpacker Magazine
- AllGear Digital
- Fairchild Media Group/ Footwear News
- Canadian Running Magazine
- Like The Wind Magazine
- The New York Times
- Outside
- RoadTrailRun
- CBS Austin News (KEYE-TV)
- Rock Fight
- Runner's World
- Running Insight
- Self
- TRAILRUNNINGReview
- UltraRunner Magazine
- WearTesters
- Women's Health



PRESS & MEDIA COVERAGE

Check out some #TRE24 coverage:





2024 PARTNERS

Thank you to TRE 2024 Partner Organizations

 <p>andmother.org</p>	 <p>The National Shoe Retailers Association (NSRA) is a non-profit organization dedicated to helping independent shoe store owners improve business performance.</p> <p>nsra.org</p>
 <p>trailrunner.com</p>	 <p>pedorthics.org</p>
 <p>blackmenrun.com</p>	 <p>racerooster.com</p>
 <p>empowerun.com</p>	 <p>risinghearts.org</p>
 <p>thefuturistproject.com</p>	 <p>relaygoods.com</p>
 <p>healthykidsrunningseries.org</p>	 <p>runningindustry.org</p>
 <p>Int.org</p>	 <p>runningdiversity.com</p>
 <p>lowimpactalliance.com</p>	 <p>runningusa.org</p>
 <p>nativewomenrunning.com</p>	 <p>runnersforpubliclands.org</p>



Save THE Date

December 2-4, 2025 | Henry B. González Convention Center

www.therunningevent.com/stay-informed



Interested in exhibiting?
Contact our dedicated team.



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