

# THE RUNNING EVENT 2025 ACTIVATION OPPORTUNITIES

► FOR EXHIBITING BRANDS ONLY ◀





# HIGH-IMPACT BRAND EXPOSURE OPPORTUNITIES

## Attendee Bag Insert **\$1,750** **LIMITED OPPORTUNITY**

Place your product in the hands of all retail attendees onsite. You provide the product, and we'll take care of the rest. **Please note: TRE is no longer accepting postcards or other paper materials for this opportunity.**

### Sponsorship Includes:

- Placement of one sample/product in 1,750 bags



## Virtual Attendee Bag Insert **\$750**

Share your digital postcard or giveaway with all attendees in San Antonio.

### Sponsorship Includes:

- Inclusion of your logo and a link to your offering in TRE's virtual attendee bag, which will be available via TRE's website, the event app, at least one pre-event email communication to registered attendees, and via onsite QR codes.



## Lanyards **\$7,500** **EXCLUSIVE**

One of the most visible marketing opportunities at The Running Event! In this shared branding opportunity with TRE, your company logo will be worn by all attendees, speakers, media, and exhibitors.

**SOLD OUT**

### Sponsorship Includes:

- Up to 5,500 co-branded lanyards

## Staff Footwear **\$4,000** **EXCLUSIVE**

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

**SOLD OUT**

### Sponsorship Includes:

- Onsite TRE staff wear the sponsor-provided footwear both days of the trade show

*\*Excludes Sales Staff*



# HIGH-IMPACT BRAND EXPOSURE OPPORTUNITIES

## New Product Showcase \$1,500

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 brand offerings in a way that shows each product's function—on mannequins, busts, foot forms, and shelves. This year, the showcase will be set up in the main lobby of the convention center—a can't-miss area as attendees enter the exhibit hall.

### Sponsorship Includes:

- Prominent product placement in the main lobby at the Henry B. González Convention Center
- Inclusion of featured products in TRE's mobile app and 2025 Event Guide
- Retailers will cast votes for the 2025 New Product of the Year during trade show hours. The winner will be unveiled in the exhibit hall on December 4 at the close of the day.



## Sock Bar \$1,500

The Sock Bar will double exposure for your brand by adding another place for your socks to be displayed. Attendees will be encouraged to stop by and pick up a pair of socks.

### Sponsorship Includes:

- Opportunity to highlight up to three SKUs on foot forms displayed on the wall behind the Sock Bar
- Company name and logo on all Sock Bar branding and promotions



The New Product Showcase will feature a survey for attendees to vote for their favorite product. With onsite and pre-event marketing, your product will gain increased branding and recognition.



## Mobile Billboard \$3,250 per day

Put your message in motion with a **branded truck driving around San Antonio** Wednesday, December 3 or Thursday, December 4, ensuring high-impact visibility beyond the event venue.





# BOOTH TRAFFIC DRIVERS

## Happy Hour - Food and Drink **\$4,500+** LIMITED

Host a Happy Hour at your booth from 5:00 - 6:30 PM on the opening day of the trade show! From local beer and creative cocktails, you choose your favorite beverage and food pairing, and our team will provide the setup and bartender.

### Sponsorship Includes:

- 90 minute happy hour on Wednesday, December 3;  
100 servings of food and drink of your choice\*

## Happy Hour - Drink Only **\$3,250+** LIMITED

### Sponsorship Includes:

- 90 minute happy hour on Wednesday, December 3 from  
5:00 PM - 6:30 PM; 100 servings of a drink of your choice\*

## Smoothie or Juice Station **\$3,500** LIMITED

Attendees get thirsty while walking the trade show floor: Give them a delicious, refreshing reason to stop by your booth Wednesday, December 3 and/or Thursday, December 4.

You select the time and offering, and we will work with the convention center to create the experience, including setup and server.

### Sponsorship Includes:

- Up to 100 servings of your beverage of choice\*

*\*There may be a small upcharge for upscale options; any additional servings will be the sponsor's responsibility to order.*



NEW

## Starbucks Espresso Cart Partner **\$3,000**

Boost traffic and engage attendees with the ultimate pick-me-up—Starbucks espresso! As an Espresso Cart Partner, you'll attract visitors looking to claim their free coffee voucher at your booth, creating valuable face-to-face interactions. Don't miss this chance to brew new connections!

### Sponsorship Includes:

- 100 vouchers for attendees to redeem at the Starbucks Espresso Cart
- Cart rental and barista





# EXPERIENTIAL OPPORTUNITIES

## Indie 5K and One-Mile Fun Run and Walk

An Indie 5K sponsorship gives you more time with retailers off the show floor while putting your products front and center at this annual crowd-favorite event. This year, we're hosting the Indie 5K at Hemisfair Park, a short walk from the convention center, on Thursday, December 4 at 7:00 AM. The race expo is an opportunity for retailers to sample your product and experience its value in a real running environment.

### Presenting Sponsor **\$2,000**

#### Sponsorship Includes:

- Logo placement on all Indie 5K promotional materials and onsite signage
- 10x10' tent and 6' table at post-race expo

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

#### Sponsorship Includes:

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

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

#### Sponsorship Includes:

- Logo placement on all Indie 5K promotional materials
- 10x10' tent and 6' table at post-race expo
- Onsite signage with coffee offerings
- Opportunity to create branded napkins and additional custom items

## River Walk Cleanup Sponsor

**NEW**

Make a lasting impact as a River Walk Cleanup Sponsor! Help keep one of San Antonio's most beloved landmarks beautiful while highlighting your brand in a meaningful way. Taking place bright and early on Day One of TRE - Tuesday, December 2 - this is attendees' first chance to experience the city's vibrant energy and set the tone for #TRE25.

#### Sponsorship Includes:

- Logo on all River Walk Cleanup signage
- Brand highlighted on TRE's app and website River Walk information pages
- Logo inclusion on any other relevant promotional materials

\*Price varies; please speak to your representative



**HAVE A UNIQUE IDEA FOR THE INDIE 5K OR RIVER WALK CLEANUP?**

**LET'S TALK! WE'RE HAPPY TO BUILD SPONSORSHIPS AROUND YOUR OBJECTIVES.**





# TRE LIVE ||||| SPONSORSHIP OPPORTUNITIES

Back for the third year, TRE LIVE will be streamed directly from the show floor in a reimagined studio space, featuring interviews with top brands, industry leaders, and athletes. Hosted by PR Project, a media team amplifying BIPOC voices in running, TRE LIVE will be streamed on YouTube and TRE's website, making it free for all viewers.

Whether an athlete or executive represents your brand as an interview guest or you're looking for a unique product placement opportunity, the following sponsorships give your brand visibility both at TRE and beyond the convention center.

## 15-Minute Interview Slot **\$2,000**

### Sponsorship Includes:

- One 15-minute speaking slot for your brand
- Video file of interview shared post-event
- Brand name and logo included on relevant marketing materials and promotions, both pre-event and onsite
- Brand name and logo included on relevant event signage



## Host Attire Sponsor **\$2,000** LIMITED

### Sponsorship Includes:

- TRE LIVE hosts to wear sponsor-provided attire for one full day of TRE LIVE
- Hosts will highlight the attire item and thank the sponsor at least once between interviews

*\*Attire may include shirts or jackets, hats, footwear, etc.*



'24 TRE LIVE Set

## Host Nutrition/Hydration Sponsor **\$1,500** LIMITED

### Sponsorship Includes:

- Hosts will utilize sponsor's nutrition throughout one full day of TRE LIVE
- Hosts will highlight the nutrition item and thank the sponsor at least once between interviews



'24 TRE LIVE Set (Back)





# TRE LIVE ||||| SPONSORSHIP OPPORTUNITIES

## Product placement **\$1,500** LIMITED

### Sponsorship Includes:

- Product placement on multiple areas of the set so that they are continuously visible on the stream
- Hosts will highlight the product and thank the sponsor at least once between interviews.

NEW

## TRE LIVE on the Go! **\$750** LIMITED

Maximize your exposure! Members from the TRE LIVE production team will stop by your booth during the final hour of the show for a quick five-minute interview. Showcase your booth, highlight your product, and engage with TRE's digital audience.

### Sponsorship Includes:

- Five-minute speaking opportunity
- Video file of interview shared post-event





## VENUE AND HOTEL OPPORTUNITIES

### Room Drops **\$1,500 + \$50/room** LIMITED

Hand-pick specific retailers to receive your product upon hotel arrival. You provide the product—our team will ensure it's placed in recipients' hotel rooms before they check in.

#### Sponsorship Includes:

- One item per room for up to 150 rooms

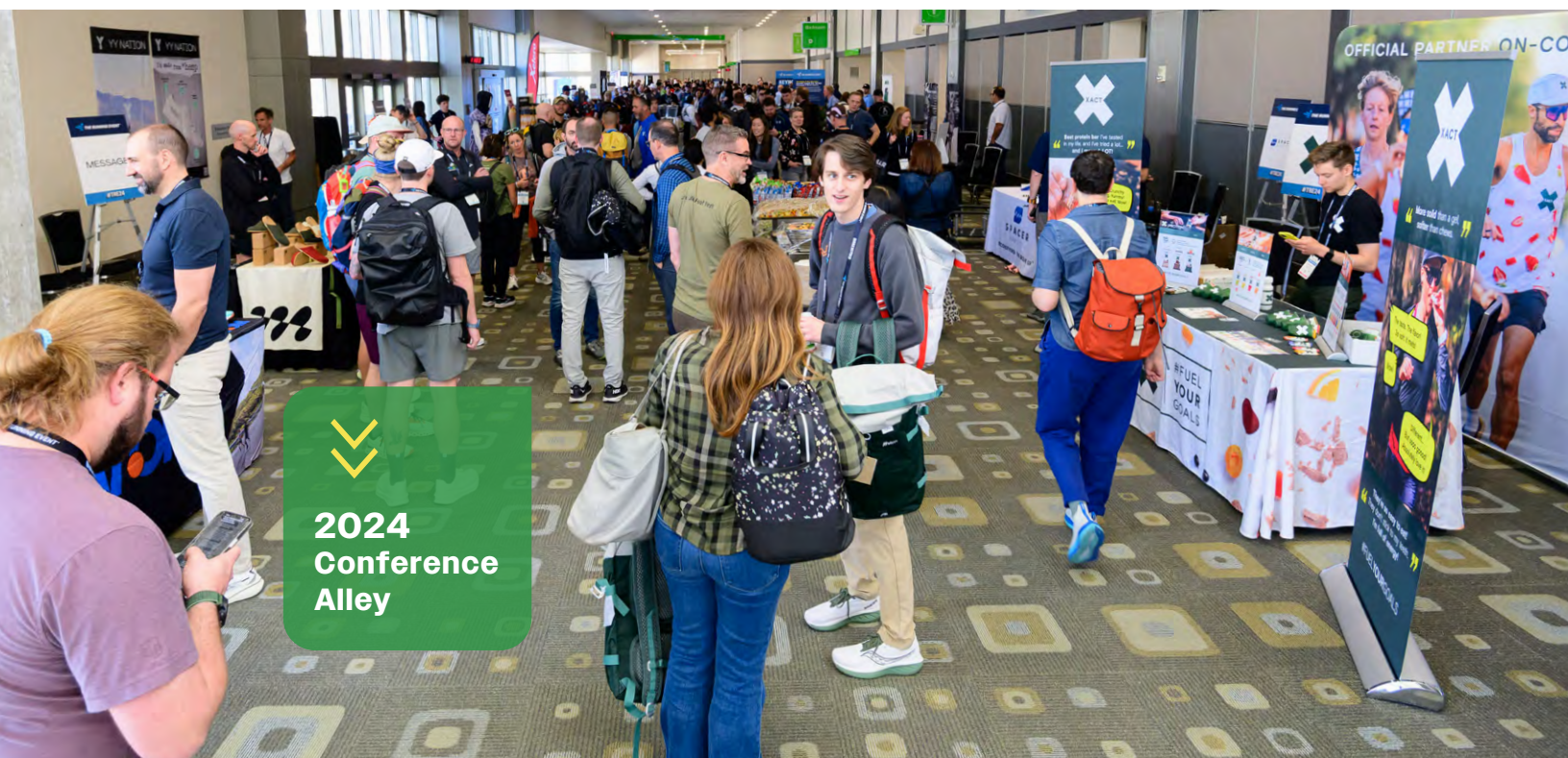
### Private Meeting Room **\$4,000** LIMITED

Reserve a space on the first or second level of the 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 will work with our team to select a meeting room on a first come, first-reserved basis

*\*AV and catering not included*



2024  
Conference  
Alley



# VENUE AND HOTEL OPPORTUNITIES

## Main Stage Sponsor **\$10,000**

EXCLUSIVE

Put your brand in the spotlight ahead of TRE's most-anticipated sessions, including the Keynote presentation and additional featured sessions and panels.

HIGH VISIBILITY

### Sponsorship Includes:

- Exclusive branded floor decal at the main entrance to the Stars at Night Ballroom
- Table signage promoting an in-booth offer (or other offer of sponsor's choice)
- Opportunity to play a short, branded video before the Keynote Presentation; video must be approved by TRE team in advance
- Mention of brand wherever keynote stage is listed, including event website, 2025 Event Guide, mobile app, and signage; positioned as "(Brand) Stage"



## Conference Alley **\$1,750**

LIMITED

Secure a table at Conference Alley on Tuesday, December 2, and connect with attendees ahead of the trade show. Located in the conference lobby, your 6' tabletop display will be in a prime spot with steady foot traffic between sessions. This exclusive opportunity allows your brand to engage early, spark interest, and build connections before the show floor opens on Wednesday morning.

**SOLD OUT**

### Sponsorship Includes:

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



## Conference Alley Coffee Break **\$3,500**

EXCLUSIVE

Give attendees a caffeine boost during a full day of education 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 as needed*





## DECALS AND SIGNAGE

Boost your brand's visibility with eye-catching graphics like clings, decals, floor runners, and meter panel signs. These high-impact visuals grab attention in key areas, guiding attendees and reinforcing your message. Strategically placed throughout the event, they offer a simple yet effective way to enhance brand recognition and engagement.

### Floor Clings

LIMITED

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

*\*Choice of placement includes: Registration area, conference area, hallway leading from registration to trade show floor.*

### Lobby Window Cling

EXCLUSIVE

Make a bold impression! Placed next to the escalator leading to the conference area and main exit, these high-visibility clings ensure every attendee sees your message as they depart from the convention center and walk throughout the main lobby. These clings can't be missed!

Set of 12: \$13,000

### Railing Glass Cling

LIMITED

Share your brand story and be seen in a big way! Lobby window clings are displayed on the glass panels of the level-two railings, as pictured to the right. These panels are directly above the main entrance to the convention center, registration area, and exhibit hall entry - a prime spot for high-impact branding.

- Set of 4: \$3,500

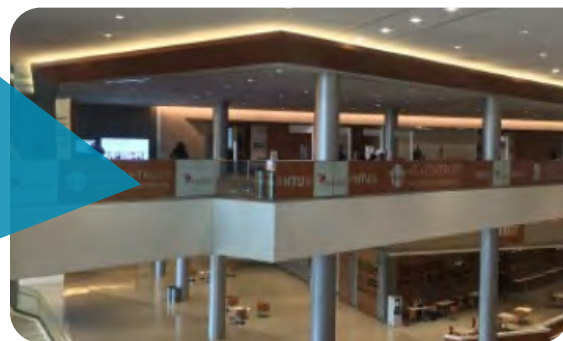
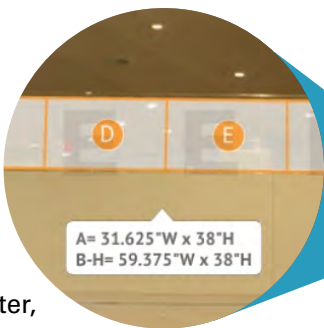
NEW

### Registration Area Wall Cling

\$5,000

EXCLUSIVE

Greet attendees with a branded message on the large wall they will pass each time they enter the convention center.





## DECALS AND SIGNAGE

NEW

### Exhibit Hall Door Clings **\$3,500** HIGH VISIBILITY

This opportunity comes in a set of two fully-branded doors, placing your logo in front of attendees as they enter the exhibit hall.



### Market Cafe Table Clings **\$1,000/table** HIGH IMPACT

Transform every coffee break into a brand engagement moment with Market Cafe Table Clings! Place your message where attendees gather, network, and recharge—ensuring high-impact visibility.

*Cafe buyout opportunity available (38 total tables)*



### Meter Panel Sign **\$1,750** LIMITED

Grab attendees' attention throughout the convention center! Share your booth number and why retailers should visit your space.

*Maximum of two meter panels per brand*



### Escalator Runner **\$5,000** EXCLUSIVE

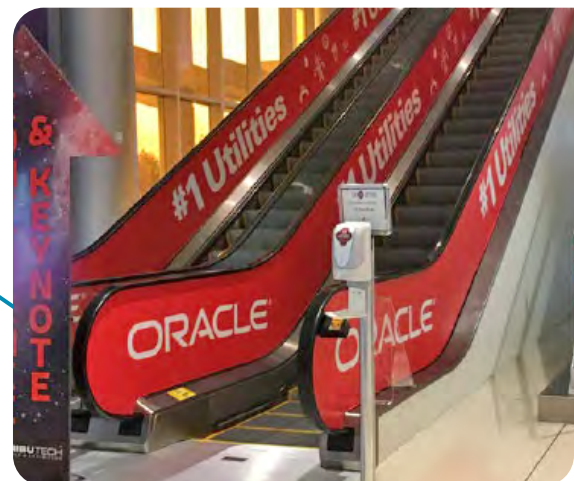
Place your brand in the heart of the action at TRE 2025 with an escalator runner. This high-exposure branding opportunity will be seen by retailers as they head from registration to the conference area.



### Escalator Cling **\$1,000 per panel; \$2,500 for five**

Be seen, tell your story, and welcome retailers to San Antonio via this high-exposure opportunity. Clings will hang Monday evening (December 1) through Friday morning (December 5). There are a variety of escalator options:

- Registration area escalator leading up to Conference Alley
- Escalator near Market Cafe on the way to the Exhibit Hall entrance





## DECALS AND SIGNAGE

NEW

### Stair Runner **\$6,500** **HIGH VISIBILITY** **EXCLUSIVE**

This high-traffic stairway is the perfect place for your brand to make a bold, can't-miss statement.

#### Sponsorship Includes:

- Custom branding of the stairs (and three landings) that lead from registration to the conference area

### Column Wrap **\$5,000**

Placed in high-traffic areas, column wraps (7'10" x 10' H) are a prime opportunity for can't-miss 360° visibility.

#### Sponsorship Includes:

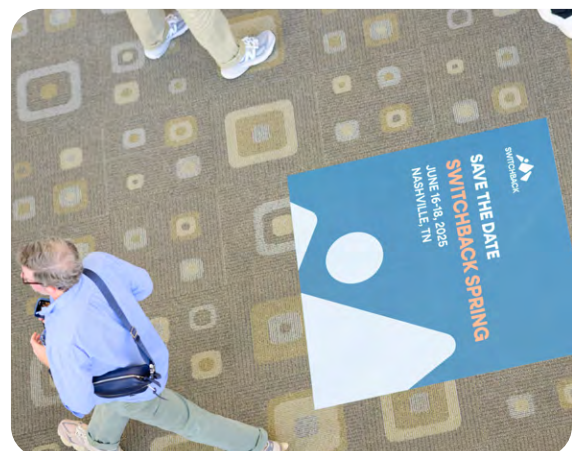
- Column wrap placement in the lobby and/or conference area

### Cube Tower **\$5,500**

This unique branding opportunity will feature your message in a busy area of the convention center. Cubes are stacked on top of each other, standing at about nine feet tall.

#### Sponsorship Includes:

- Three 3' x 3' stacked cubes designed by your brand



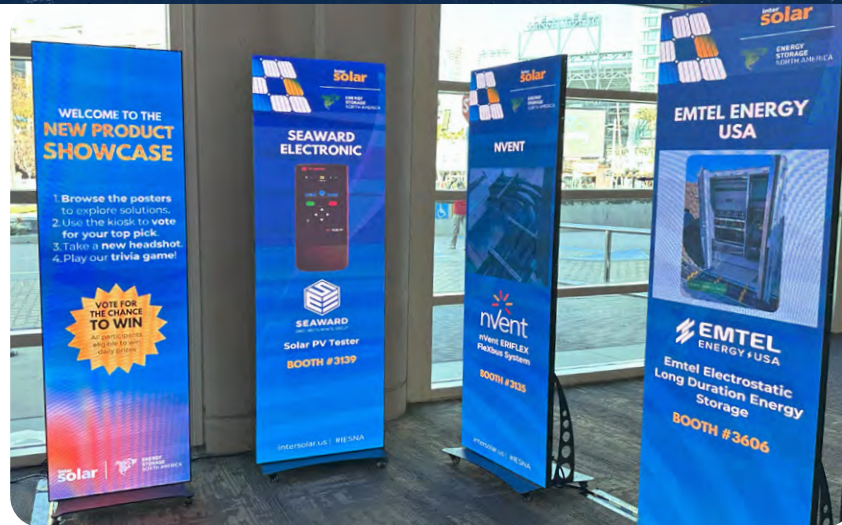


# DIGITAL SIGNAGE OPPORTUNITIES

## Digital Poster \$3,500 LIMITED

Capture attendees attention in key traffic areas with dynamic digital signage. These tall, high-resolution screens make your message impossible to ignore even during the busiest moments—located in the lobby, by registration, or upstairs outside of the conference rooms. Photo and video formats accepted.

**Digital Poster:** 24.25" W x 80.375" H.  
Dimensions for content are  
24.25" W x 67.5" H



## Digital Wall \$7,500 LIMITED

Positioned at the entrance to the exhibit hall, this high-impact digital wall offers prime real estate for bold storytelling and immersive brand messaging. With a full 90-second slot that loops throughout the day, for the duration of the event, it's ideal for product launches and interactive calls-to-action. This limited opportunity ensures maximum visibility and exclusivity in one of the busiest areas at TRE.

**Digital Wall:** 10' W x 6.67' H. Image files (.jpg, .png, etc.) and video files (.mp4)





## DIGITAL OPPORTUNITIES

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

This opportunity includes a full-page advertisement in three The Running Event-focused issues of *Running Insight*, the Official Publication of TRE. These issues are printed and mailed to *Running Insight*'s retail database and sent digitally to all subscribers.

#### Issues within Sponsorship Include:

- The Running Event Guide (October)
- The Running Event Show Issue (December) - This special edition is printed and distributed onsite in each attendee bag at TRE and is also sent digitally to all subscribers.
- The Year-End Celebration Issue (December)



### Registration Confirmation Email Header **\$4,000**

When retailers and other industry professionals register for TRE, they receive a confirmation email 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.

EXCLUSIVE

HIGH VISIBILITY

#### Sponsor Provides:

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

### Housing Confirmation Email **\$4,000**

After booking TRE hotel accommodations, all guests will receive a confirmation email with their reservation details and important event information. Put your branding in each confirmation email and get in front of guests before they arrive at TRE.

EXCLUSIVE

HIGH VISIBILITY

Put your branding in each confirmation email and get in front of guests before they arrive at TRE.

#### Sponsor Provides:

- Banner ad (680x100 pixels, .GIF or .JPG; Max 40KB)





## DIGITAL OPPORTUNITIES

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

Include your company's branding on the pre-event email sent the day before TRE 2025 kicks off. All registered attendees will receive this email and use it to pick up their badge onsite—and continue to refer to its information throughout the event.

#### Sponsor Provides:

- Banner ad (468 x 60 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.

*If materials are not delivered by the requested deadline, the email may need to be shifted to a post-event email.*

### 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 after TRE 2025.

#### Sponsor Provides:

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

**HAVE A UNIQUE WAY YOU'D LIKE TO BE INVOLVED IN #TRE25? WE'RE HAPPY TO BUILD SPONSORSHIPS AROUND YOUR OBJECTIVES.**



**GET STARTED!**

CONTACT OUR TEAM



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