

EXHIBIT AT TRE 2026



DECEMBER 1-3, 2026 | SAN ANTONIO, TX
Henry B. González Convention Center

The Running Event (TRE)

is North America's premier run and outdoor specialty retail trade show and conference. Each year, it attracts thousands of industry professionals seeking the latest in footwear, apparel, gear, and services while also providing valuable education and networking opportunities. TRE 2025 was the largest show in the event's 19-year history.



TRE 2025 BY THE NUMBERS

“The 2025 event exemplified the health and vibrancy of the running industry. The energy and excitement in San Antonio was tangible, and real, meaningful business was taking place throughout each day.”

- Christina Henderson,
Event Director, TRE



1,617
Specialty retailers and event management professionals



5,343
Total attendees



357
Exhibiting companies



75% of attending retailers held one of the following titles: Owner, President, Vice President, General Manager, Buyer



99,723
Sq. ft. of exhibit space
*10% larger than 2024



200+
Media professionals

Exhibitors represented a range of categories



- APPAREL
- FOOTWEAR
- HOSIERY
- INJURY PREVENTION
- NUTRITION
- POS
- RACING
- RECOVERY
- RUNNING/OUTDOOR ESSENTIALS
- TECHNOLOGY
- TIMING
- FIXTURES



NOTEWORTHY BRANDS + RETAILERS

2025 Exhibitors Included:

- Amazfit
- ANTA
- Bandit Running
- Bombas
- Brooks
- Cotopaxi
- FP Movement
- Houdini
- lululemon
- Mount to Coast
- Patagonia
- Pingora
- Roark
- Satisfy
- Shopify
- Toad & Co

See all 2025 exhibitors [here >>](#)

2025 Attendees Included:

- Boston Athletic Association
- Boutique Courir
- Brooklyn Running Company
- CT Run Co
- Fleet feet (corporate owned and franchises)
- Garage Grown Gear
- High Country Outfitters
- New York Road Runners
- Pacers Running
- Paragon Sports
- Running Lab
- Sun & Ski
- Super Jock N Jill
- Whirlaway Sports

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EXHIBITOR PRICING

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

Pricing by Booth Space

- **10x10: \$3,500**
- **10x20: \$7,000**
- **20x20: \$14,000**
- **30x30: \$31,500**

**Larger spaces available upon request.*

INCLUDED WITH EACH BOOTH

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



Exclusive exhibitor activation opportunities available!

Connect with buyers, create brand awareness, and be part of the TRE 2026 experience! Work with our team to build a package that meets your goals *and* budget.

Contact Our Team to Reserve Your TRE 2026 Booth

CONTACT Glenn Dulberg, Sales Manager

to discuss your goals and build a proposal that aligns with your key initiatives.



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