



# MELBOURNE MARATHON FESTIVAL

12 OCTOBER – 15 OCTOBER 2023

RUNNERS EXPO GUIDE



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# WHY EXHIBIT?

The 2023 Runners Expo is one of the key components of the Nike Melbourne Marathon Festival. It takes place on the external concourse of the iconic Melbourne Cricket Ground between Gate One and Two, running from Thursday 12<sup>th</sup> October until Sunday 15<sup>th</sup> October 2023.

Up to 35 sponsors and exhibitors are expected to participate in the four-day event, with over 55,000 competitors and spectators forecasted to descend on the Expo over this time. Given the recent boom in the Health and Fitness industries, the Runners Expo is a perfect opportunity for you to display your products and services to another huge field of participants.

The Runners Expo is FREE and open to the public during the Registration/Participant Race Pack pickup. This is the only location for participants to pick up bib for their race. Our Expo has included exhibitors from interstate and overseas, featuring regional running events, glasses, nutritional products, magazines, running socks, compression gear and other running products.

Another key benefit to Sponsors and Exhibitors is their inclusion in the Digital Gift Bag. This provides digital access to all registered participants, elevating the Expo experience to engage customers both at the Event as well as digitally pre-Event.

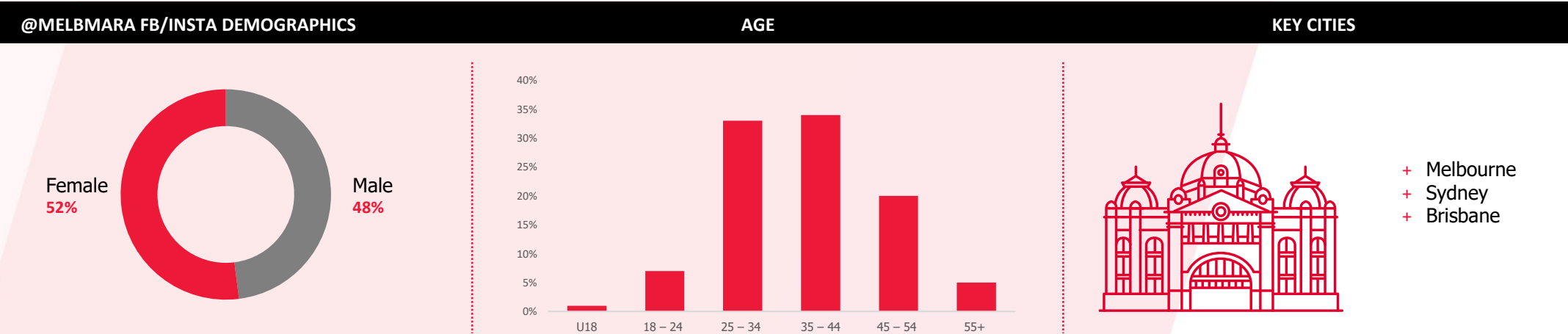
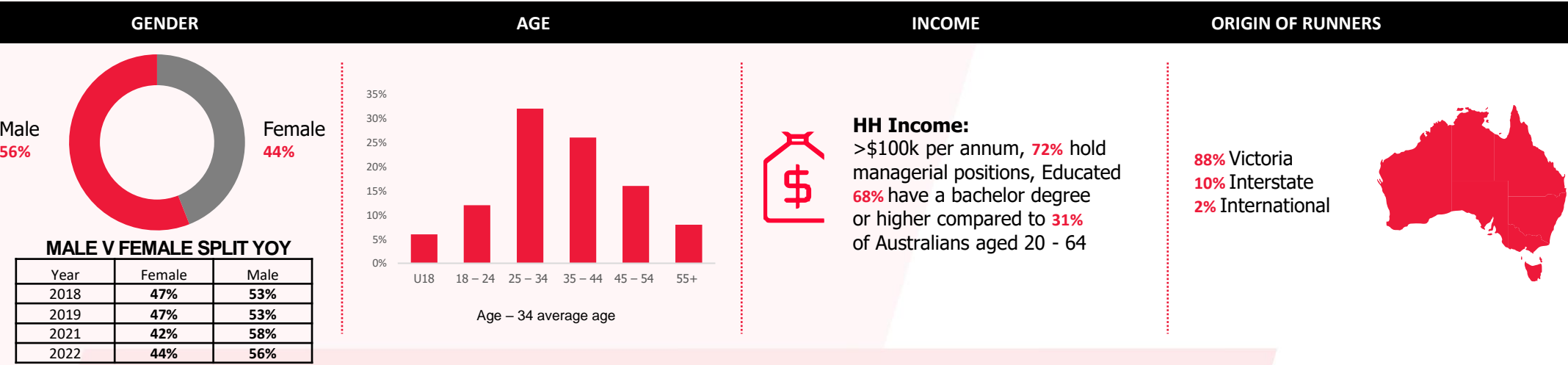


**55 THOUSAND**  
EXPO VISITORS



# AUDIENCE DEMOGRAPHICS

THE NIKE MELBOURNE MARATHON OFFERS AN ATTRACTIVE AUDIENCE



## EXPO DETAILS

SIZE	GOLD	SILVER
3x3m	\$3,100 ex GST	\$2,700 ex GST
6x3m	\$4,750 ex GST	\$4,200 ex GST

### **GOLD Package (limited availability)**

#### **INCLUSIONS:**

- Preferred location within Runners Expo
- 3x3m undercover space (per 3x3m Space)
- 3x3m additional display area (per 3x3m Space) (Thu to Sat only)
- 2x1m Velcro compatible walling (available on request)
- Internal lights and 240V power outlet (per 3x3m Space)
- External Fascia Sign (per 3x3m Space)
- 1 x 1.8m trestle table and 2 chairs (per 3x3m space)
- Preferred Inclusion in the Digital Gift Bag

### **SILVER Package**

#### **INCLUSIONS:**

- 3x3m undercover space (per 3x3m Space)
- 3x3m additional display area (per 3x3m Space) (Thu to Sat only)
- 2x1m Velcro compatible walling (available on request)
- Internal lights and 240V power outlet (per 3x3m Space)
- External Fascia Sign (per 3x3m Space)
- 1 x 1.8m trestle table and 2 chairs (per 3x3m space)

Initial applications will be limited to 6x3m per brand. Please contact Event Management if you would like to be made aware of any opportunities to occupy additional space.

The Runners Expo is located at the MCG between Gates 1 and 2 on the External Concourse



# DIGITAL GIFT BAG

As part of each expo package, the holder will be entitled to an inclusion in the event Digital Gift Bag. The Digital Gift Bag is an opportunity to present an offer exclusively to registered participants.

Throughout the event campaign, the Nike Melbourne Marathon Festival will include two (2) Digital Gift Bag opportunities to the database of registered participants with all sponsors and expo stall holders entitled to an inclusion in each.

All inclusions will be hosted on the official Event page and will remain available until either the send out of Inclusion Two (for Inclusion One) or the conclusion of Event day (for Inclusion Two).

INCLUSION ONE will be a dedicated Digital Gift Bag eDM to all registered participants, focused solely on the inclusions from our sponsors and exhibitors.

- Inclusion deadline – Wednesday 19<sup>th</sup> July
- Inclusion send – Thursday 27<sup>th</sup> July

INCLUSION TWO will be a dedicated Digital Gift Bag eDM to all registered participants, focused solely on the inclusions from our sponsors and exhibitors.

- Inclusion deadline – Wednesday 6<sup>th</sup> September (if different inclusion is desired)
- Inclusion send – Thursday 14<sup>th</sup> September

Suitable example of inclusions are included on the right side of this page. Please note Event Management maintains the right to limit the presence of any restricted brands in the images provided. An example of this would be the presence of non-Nike branded footwear included within the image.

\*More information will be provided to accepted exhibitors on how to send through the offering





# RESTRICTIONS

The Nike Melbourne Marathon Festival is proud to have Nike as our Presenting Partner. As part of our ongoing partnership with Nike there are a range of restrictions placed on certain products and categories within our Runners Expo.

Nike hold complete exclusivity on **footwear** throughout the Runners Expo.

The following ten (10) brands are not able to be advertised, sold or displayed at the Runners Expo:

- Asics
- Puma
- New Balance
- Adidas
- Hoka
- Brooks
- On Cloud
- Mizuno
- Lululemon
- Salomon

Exhibitors must disclose their intended items list at the time of applying and acknowledge the above restrictions. In the event where a product on display breaches the provided guidelines, exhibitors acknowledge Event Management has the right to remove relevant products from the Exhibitor display.

\*Please note – additional restrictions may apply based on other partners and all applications and product lists are subject to Event Management approval





# DISPLAY GUIDELINES

To maintain consistency across the Runners Expo, there are a range of guidelines and rules that will be applied to all exhibitors that are successful in their application to attend the Nike Melbourne Marathon Festival.

Please consider the below information when planning your display at the event.

- 1 x feather/teardrop flag permitted for each 3x3m space secured (subject to change pending final location)
- Displays can extend their products up to 3 metres (maximum) out from their marquee space (Thu to Sat only)
- No products or storage units displayed outside the marquee can reach higher than 2 metres
- No branding/signage or equivalent is permitted to cover the fascia signage installed by Event Management

For any questions on the above and any further guidelines, Event Management will be available to guide you through the Runners Expo experience.



## EXPO MAP

GOLD Package exhibitors will be situated closest (excluding any sponsors) to the Event Merchandise stand

\*Layout subject to change



**MELBOURNE  
MARATHON  
FESTIVAL**

**MELBOURNE MARATHON FESTIVAL**

IMG



# SCHEDULE

Delivery address:  
MCG  
OB Area next to Car Park Entry A  
Brunton Ave Jolimont 3002

Please ensure all deliveries  
have your own details on  
the packaging

Delivery Contact Details:  
Jason Stanton – 0410 280 465

TUE 10 <sup>th</sup> OCT	WED 11 <sup>th</sup> OCT	THU 12 <sup>th</sup> OCT	FRI 13 <sup>th</sup> OCT	SAT 14 <sup>th</sup> OCT	SUN 15 <sup>th</sup> OCT	MON 16 <sup>th</sup> OCT
RUNNERS EXPO OPEN						
DELIVERIES ACCEPTED 9:00AM-5:00PM	DELIVERIES ACCEPTED 9:00AM-2:00PM					COLLECTIONS ACCEPTED 9:00AM-2:00PM
EXHIBITOR BUMP IN 11:00AM-6:00PM						
		EXPO OPEN 8:00AM-6:00PM	EXPO OPEN 8:00AM-6:00PM	EXPO OPEN 8:00AM-4:00PM		
					EXPO OPEN 7:30AM-2:00PM	
					EXHIBITOR BUMP OUT 2:00PM-5:00PM	