



MELBOURNE MARATHON FESTIVAL

9 OCTOBER – 12 OCTOBER 2025

RUNNERS EXPO GUIDE



IMG

EVENT HIGHLIGHTS



45,000+

REGISTERED
PARTICIPANTS



70,000+

SPECTATORS



\$2M

TARGET TO
RAISE FOR
CHARITIES



EVENTS

NIKE MELBOURNE MARATHON
NIKE WHEELCHAIR MARATHON
NIKE MELBOURNE HALF MARATHON
SRI LANKAN AIRLINES 10KM
DAIRY FARMERS 5KM
CHOBANI FIT WALK
BUPA HEALTHY CITIES MINI MARATHON



SOLD OUT

NIKE MELBOURNE MARATHON
NIKE HALF MARATHON
SRI LANKAN AIRLINES 10KM



WHY EXHIBIT?

The 2025 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, running from Thursday 9th October until Sunday 12th October 2025.

With an anticipated attendance of over 45,000 competitors and 60,000 spectators, the four-day Runners Expo is set to be an unmissable event. Capitalizing on the booming Health and Fitness industries, the Expo offers a prime opportunity to showcase your products and services to a vast and enthusiastic audience.

The Runners Expo is FREE and open to the public, running in conjunction with the Registration and Race Pack Pickup—the sole location for participants to collect their bibs. This guarantees a high footfall of engaged attendees.

Our Expo has previously hosted exhibitors from across the country and overseas, including regional running events, cutting-edge nutritional products, performance eyewear, running socks, compression gear, and more. The diverse lineup makes it a hub of innovation and essential gear for runners and fitness enthusiasts alike.

A standout advantage for Sponsors and Exhibitors is the inclusion in the Digital Gift Bag, granting direct digital access to all registered participants. This unique feature extends the reach and impact of your brand, engaging customers both in-person at the event and digitally in the lead-up.

Don't miss the chance to be part of this vibrant event and connect with a thriving community of runners and fitness enthusiasts!



**100+ THOUSAND
EXPO VISITORS**



EXPO DETAILS

SIZE	Fee
3x3m	\$3,500 ex GST

*6x3m space considered on request

INCLUSIONS:

- 3mx3m premium marquee
- 1mx3m additional display area directly in front of marquee frontage (Thu & Fri only)
- 1x Internal lights and 240V power outlet
- Fascia Sign
- 1 x 1.8m trestle table and 2 chairs
- Inclusion in the Digital Gift Bag
- 2mx1m Velcro compatible walling (available on request)

There are only limited spaces available at the 2025 Nike Melbourne Marathon Runners Expo. Event Management will alert you to your successful application and will allocate your space.

The Runners Expo is located at the MCG between Gates 2 and 3 on the External Concourse.

Exhibitors must be willing to exhibit Thursday 9th October – Sunday 12th October.



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 artwork deadline – Wednesday 6th August
- Inclusion send – Wednesday 13th August

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 – Thursday 4th September (if different inclusion is desired)
- Inclusion send – Thursday 11th 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:

- Adidas
- Asics
- Under Armour
- New Balance
- Hoka
- Puma
- Lululemon
- Salomon
- ON
- Brooks

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.

Your space will need to be signed off by Event Management prior to exhibitors beginning trade.

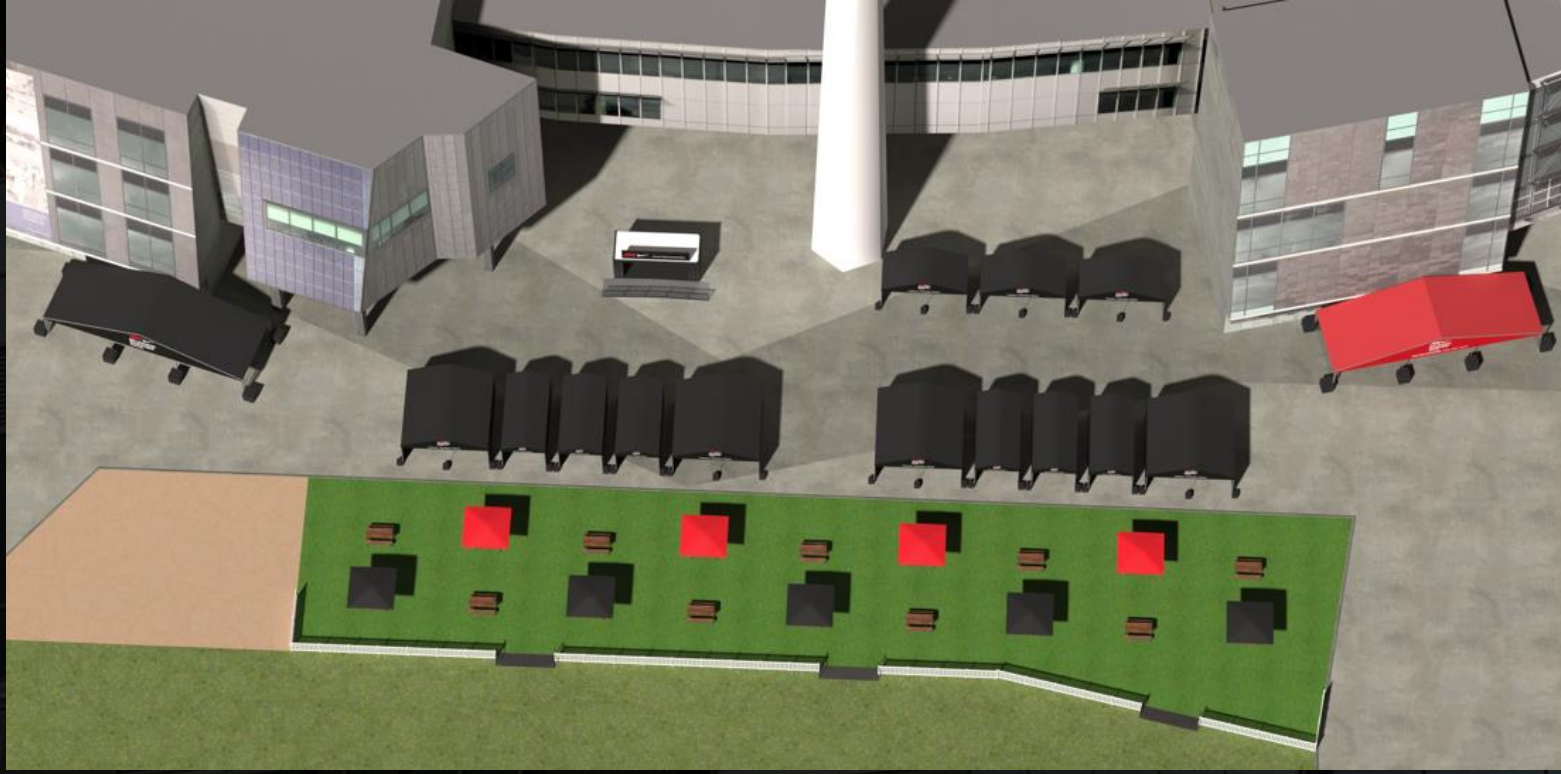
Please make sure you are aware of the below prior to submitting your application

- No feather/teardrop flags permitted
- No branding/signage or equivalent to be attached to marquee structure. All branding elements need to be within your marquee.
- Displays can extend up to 1m (maximum) out from the marquee space (Thu & Fri ONLY). You CANNOT extend out on Saturday & Sunday. Please plan your stall to accommodate this
- No branding/signage or equivalent is permitted to cover the fascia signage installed by Event Management
- No roving sampling. Must be done from within your marquee.

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





MELBOURNE
MARATHON
FESTIVAL

MG