

November 27 - 30, 2018, Austin Convention Center & Hilton Austin

THE RUNNING EVENT® 2018

THE CONFERENCE & TRADE SHOW FOR RUNNING SPECIALTY RETAILERS

SPONSORSHIP OPPORTUNITIES: BE A PART OF THE EXPERIENCE!

BE PART OF THE SCENE!

RETAIL BADGE LANYARD SPONSORSHIP

Exclusive Sponsorship.....\$7,500

MOBILE APP SPONSORSHIP

- **Platinum Sponsor (Limited Availability)**.....\$3,500
Includes brand listing in App Menu, a micro-site built into the app, two 'push' notifications, one promoted post pinned at the top of the newsfeed for 24 hours.
- **Gold Sponsor (Limited Availability)**.....\$1,250
Includes one 'push' notification and one promoted post pinned at the top of the newsfeed for 24 hours.

3' X 8' METER BOARDS / DOUBLE SIDED*

Option to be placed in registration area, hallway leading to trade show entrance, or trade show floor. (Minimum: 2 / Maximum: 10)..... \$1,250 each

RETAIL ROOM DROP

TRE to supply names of retailers staying at the Hilton Austin by November 1st. Sponsor to supply product.....\$875 sponsorship fee plus \$25 per room.

TRE RETAIL REGISTRATION BAG

Include your product in the official show bag. There is category exclusivity. Sponsor to supply product.....\$750

ADDITIONAL OPPORTUNITIES

Window Clings

Column Wraps

Hanging Banner

Carpet Stickers

Elevator Decals

For More Information Contact Your Formula4 Media Representative

SPECIAL EVENT OPPORTUNITIES

Speed Dating Lunch • Wednesday, November 28

This event offers a fast, fun format that should get your brand in front of 90+ retailers in 90 minutes. A great opportunity to refine your "elevator" pitch, get feedback on your product and go-to-market strategy. \$1,500

Trailhead at TRE

Take a leadership roll in educating retailers on the growing, changing trail category with this new area on the trade show floor. Presenting Sponsor \$2,500 • Trailhead at TRE Supporting Sponsor \$1,250

Sock Bar

Showcase your product and get feedback from retailers. \$500

BE PART OF THE ACTION!

OPENING DAY LUNCH*

The lunch will take place on Tuesday, November 27th at The Austin Convention Center before the conference. The sponsorship includes a 6 ft table and signage. Sponsor to supply product. (Limited to 8 Sponsors) \$2,000

NETWORKING SPONSORSHIP

The sponsor is given a 10'x 10' space and a table outside the conference sessions (Limited to 12 Sponsors). \$2,500

COCKTAIL STATION ON TRADE SHOW FLOOR*

Includes a cocktail station at your booth from 4pm-6pm on Wednesday, November 28th, opening night of the trade show. Cost includes set up, clean up, server and cocktail of your choice \$3,000

INDIE 5K SPONSORSHIP*

The race will take place Thursday, November 29th at 7am. The supporting sponsorship opportunity includes a table and signage. Sponsor to supply product \$2,000

*Includes logo recognition in all remaining marketing materials online, in-print and onsite. For more information on how to become a Title Sponsor call your representative.

ADVERTISING OPPORTUNITIES



Ad Space available in the official TRE Show Planner, and Running Insight on-site and post-show issues.

CONTACT YOUR ACCOUNT REPRESENTATIVE FOR OPTIONS AND PRICES

CONTACTS

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