



TCS SYDNEY MARATHON *RUNNING SHOW* PRESENTED BY ASICS

28-30 AUGUST 2025

INTERNATIONAL CONVENTION CENTRE, SYDNEY







SHOWCASE *YOUR BRAND*
AT AUSTRALIA'S PREMIER
RUNNING EXPO



BE PART OF THE 2025 TCS SYDNEY MARATHON RUNNING SHOW PRESENTED BY ASICS – NOW AN **ABBOTT WORLD MARATHON MAJOR!**



DATES & TIMES

Thursday 28 August: 9 AM – 8 PM

Friday 29 August: 8 AM – 8 PM

Saturday 30 August: 9 AM – 4 PM



LOCATION

ICC Sydney, Darling Harbour

80,000

runners + friends & family

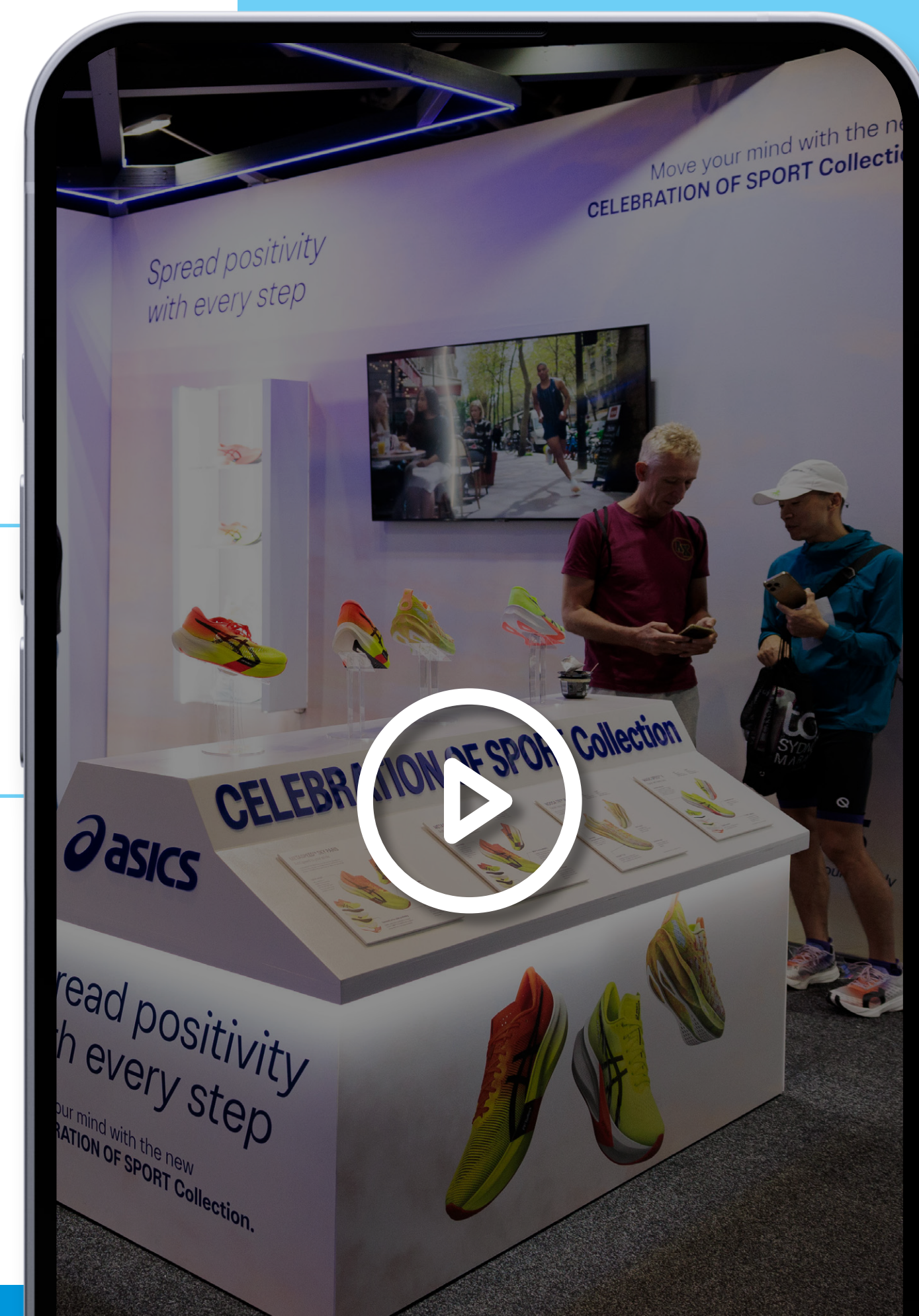
GLOBAL

audience, world-class event

DIRECT ACCESS

to thousands of health & fitness enthusiasts, ready to discover new products

WATCH THE
2024 RUNNING SHOW
WALK THROUGH





EXHIBITOR BENEFITS & OPPORTUNITIES

UNPARALLELED EXPOSURE:

Showcase your brand at Australia's largest marathon expo.

DIRECT ENGAGEMENT:

Connect with a dedicated audience of 80,000+ runners and spectators.

GLOBAL REACH:

Promote your brand to an international running community.

LAUNCH & SELL:

Introduce new products, offer live demos, and drive on-the-spot sales.

PRIME FLOOR PLAN:

Every exhibitor benefits from high-traffic exposure.

BUILT-IN PROMOTION:

Get featured on TCS Sydney Marathon's exhibitor directory promoted on event channels accessible to 70,000+ people.

**ALL PARTICIPANTS MUST ATTEND
IN PERSON—GUARANTEEING
FOOT TRAFFIC TO YOUR BOOTH!**



SYDNEY'S TIME IS **NOW**.
BE PART OF HISTORY!

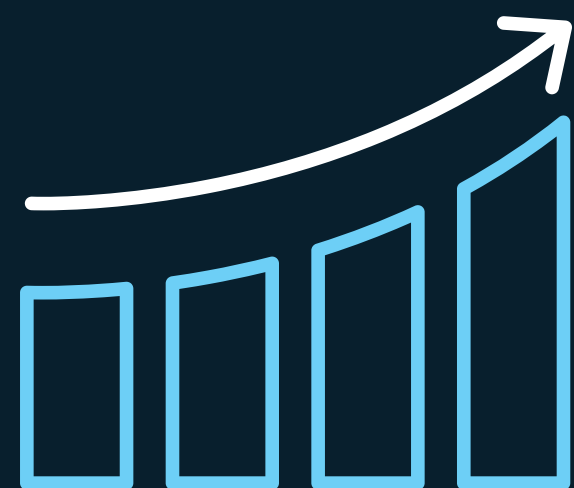




EVENT REACH & GROWTH

355%

participation growth over
three years (2022 – 2024)
– now Australia’s largest
marathon.



14.1M

organic reach across
social platforms
(+122% YoY).



4.4M

website visits in 2024
(+60% YoY).



400,000+

engaged users on
Instagram in 2024.



305%

increase in international
runners in 2024,
from 102+ countries.



40.5%

female



58.9%

male



245

non-binary/other

**participants across
all 2024 events.**



THE **NEWEST** ABBOTT WORLD MARATHON MAJOR



The **TCS Sydney Marathon presented by ASICS** is now officially an Abbott World Marathon Major — joining the world's elite marathons alongside Tokyo, Boston, London, Berlin, Chicago, New York.

**35,000 RUNNERS INCLUDING
WORLD-CLASS ATHLETES**
racing a stunning Sydney course

300,000+ SPECTATORS
bringing Major energy to
the streets

GLOBAL BROADCAST
& international reach

EXPANDED RUNNING SHOW
with global brands + world-class
entertainment

HUGE ECONOMIC BOOST
for Sydney & NSW



GREATNESS IS COMING...

Widely regarded as the greatest marathon runner of all time, we are thrilled to welcome Eliud Kipchoge to the 2025 TCS Sydney Marathon presented by ASICS start line this year!

With the inclusion of Kipchoge, the buzz and atmosphere around Sydney during race week will be like never before. Soak up the emotion and vibes during this year's TCS Sydney Marathon Running Show, with this defining moment in Australian sporting history taking place.



FLOOR PLAN

**VIEW THE FLOOR PLAN
ONLINE [HERE](#)**

Our floor plan is designed to ensure **maximum visibility** and **engagement** for all exhibitors. Every participant will pass through the expo, guaranteeing exposure for your brand.

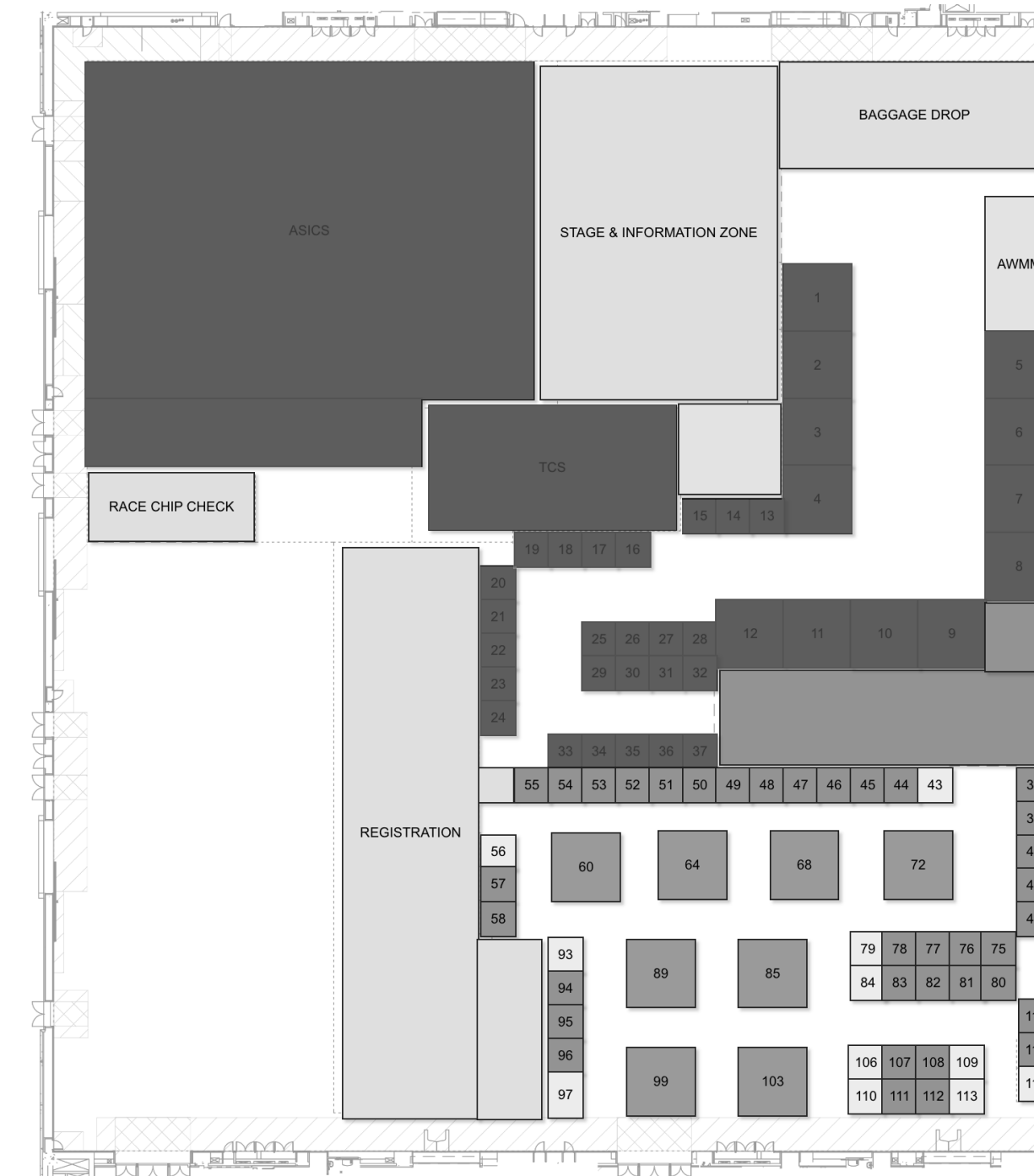
Booth options include:

Single, double, and triple booth packages

Custom space-only options for bespoke builds

Corner booth upgrades for enhanced visibility

Spots are allocated on a first-come, first-served basis—secure yours early!





BOOTH OPTIONS & PRICING

3X3 BOOTH PACKAGE	6X3 BOOTH PACKAGE	9X3 BOOTH PACKAGE	6X6 CUSTOM BUILD ISLAND
White shell scheme walling	White shell scheme walling	White shell scheme walling	Space only for custom builds.
1 X trestle table	2 X trestle table	3 X trestle table	Build plans will need to be approved by even organiser.
1 X table cloth	2 X table cloth	3 X table cloth	
2 X chairs	4 X chairs	6 X chairs	
Fascia signage	Fascia signage	Fascia signage	
Lighting	Lighting	Lighting	
Power point	Power point	Power point	
Flooring	Flooring	Flooring	
\$5000+GST	\$9000+GST	\$13,500+GST	\$17,000+GST
Corner booth upgrade \$500+GST	Corner booth upgrade \$500+GST	Corner booth upgrade \$500+GST	

SEE THE RUNNING SHOW **IN ACTION!**





SUSTAINABILITY COMMITMENT

Sustainability is a key focus of the **TCS Sydney Marathon Running Show presented by ASICS**. As a global event, we are dedicated to minimising our environmental impact and expect exhibitors to align with these values.

Exhibitors must commit to the following initiatives:



MINIMISE PACKAGING

Use recyclable or reusable materials and avoid unnecessary waste.



NO SINGLE-USE PLASTICS

NSW law prohibits single-use plastics, including biodegradable and compostable options.



SUSTAINABLE GIVEAWAYS

Promotional items must be reusable or made from recycled materials and require pre-approval from the organiser.



GO DIGITAL

Reduce paper waste with QR codes, digital brochures, and other electronic alternatives.



RESPONSIBLE WASTE MANAGEMENT

Sort and dispose of waste correctly, following Pont3's sustainability policies.



CARBON FOOTPRINT REDUCTION

Use energy-efficient equipment, local suppliers, and encourage eco-friendly travel.




SUSTAINABILITY REPORTING

Provide data on sustainability efforts to help track the event's carbon footprint.

Non-compliance may result in exclusion from future events.

For details, contact the event organisers.

A wide-angle photograph of the Sydney Harbour Bridge during the TCS Sydney Marathon. The bridge's massive steel structure is the central focus, with the Australian and Aboriginal flags flying from the top. A large crowd of runners is seen crossing the bridge, moving away from the camera. In the foreground, traffic lights and a speed limit sign (70) are visible. The sky is a warm, hazy orange from the setting or rising sun. The text of the quote is overlaid on the right side of the image.

**"THE TCS SYDNEY MARATHON
TEAM ARE AMONG *THE BEST
IN THE BUSINESS.* THE OPEN
COMMUNICATION AND HANDS-ON
APPROACH MADE FOR A *SEAMLESS
AND SUCCESSFUL* EVENT."**

— Paul Reuss, Injinji Performance Products



BOOK *NOW*

FOR ENQUIRIES

Contact expo@sydneymarathon.com

