



TCS SYDNEY MARATHON *RUNNING SHOW* PRESENTED BY ASICS

27-29 AUGUST 2026

SYDNEY SHOWGROUNDS, SYDNEY OLYMPIC PARK





PUT ***YOUR BRAND***
AT THE HEART OF
RACE WEEK



BE PART OF THE 2026 TCS SYDNEY MARATHON RUNNING SHOW PRESENTED BY ASICS – AN **ABBOTT WORLD MARATHON MAJOR!**

WATCH THE
2025 RUNNING SHOW
WALK THROUGH

DATES & TIMES

Thursday 27 August: 9 AM – 8 PM

Friday 28 August: 8 AM – 8 PM

Saturday 29 August: 8 AM – 4 PM

LOCATION

Sydney Showgrounds,
Sydney Olympic Park

80,000

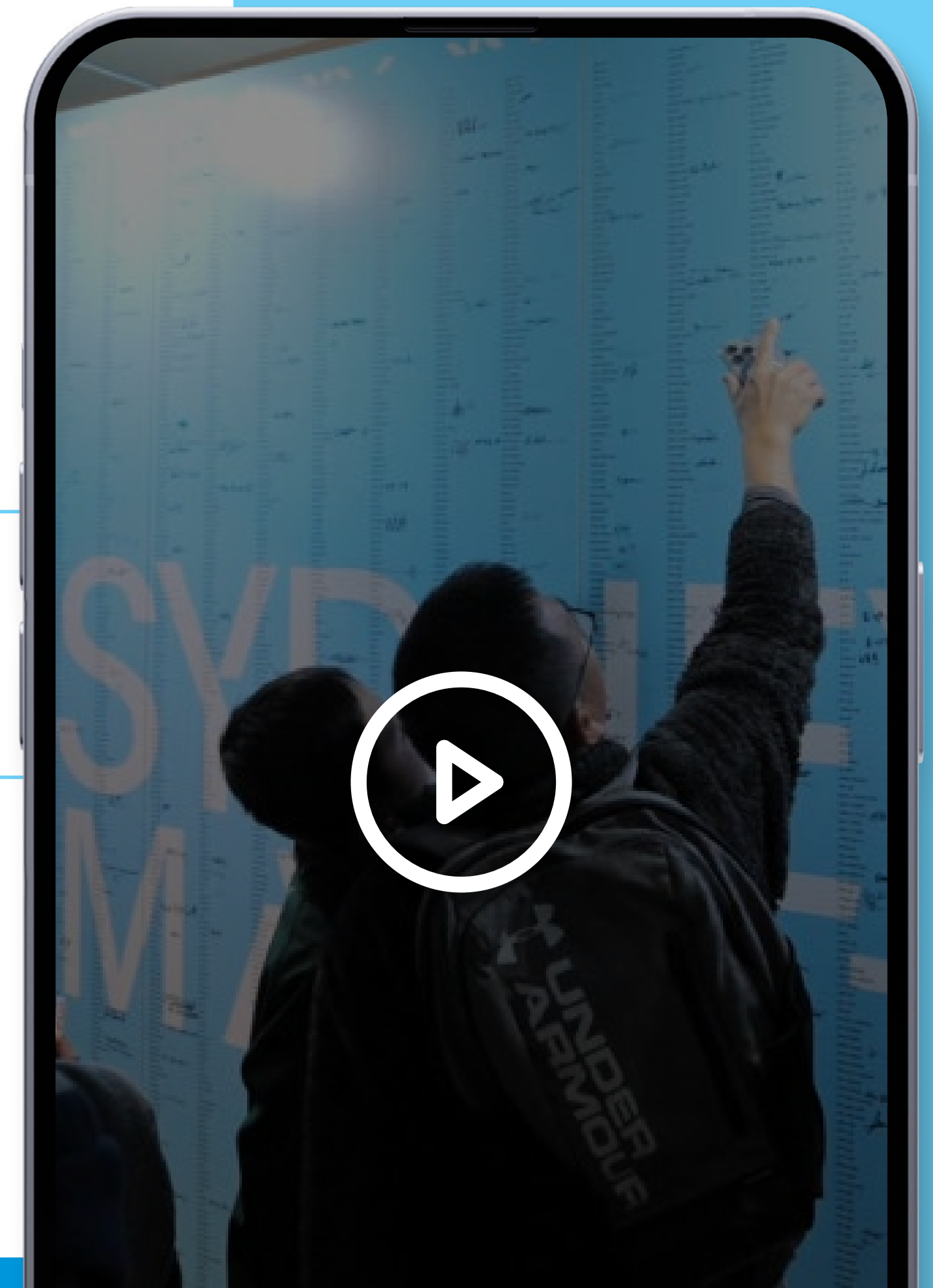
runners + friends & family

GLOBAL

audience, world-class event

DIRECT ACCESS

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





EXHIBITOR BENEFITS & OPPORTUNITIES

**ALL PARTICIPANTS
MUST ATTEND IN PERSON.**

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 **60,000+ people.**



SYDNEY HAS ARRIVED ON THE GLOBAL STAGE.





EVENT REACH & GROWTH

FASTEST GROWING MARATHON IN THE WORLD

with a 62.3% increase in
marathon finishers in 2025
(32,963)

\$9.8M

raised for charity, a
new Australian Record



163%

growth in Instagram
following, surpassing 125,000
followers at the start of
2026 (and surpassing Tokyo
Marathon, 103K).



43%

growth in website views,
with almost 2 million people
viewing our website during
the 2025 campaign.



ALMOST 24M

accounts reached by
Instagram accounts.



154%

increase in International
Runners in 2025,
highlighting the event's
growing global appeal.



40.8%

female



59.1%

male

0.2%

non-binary

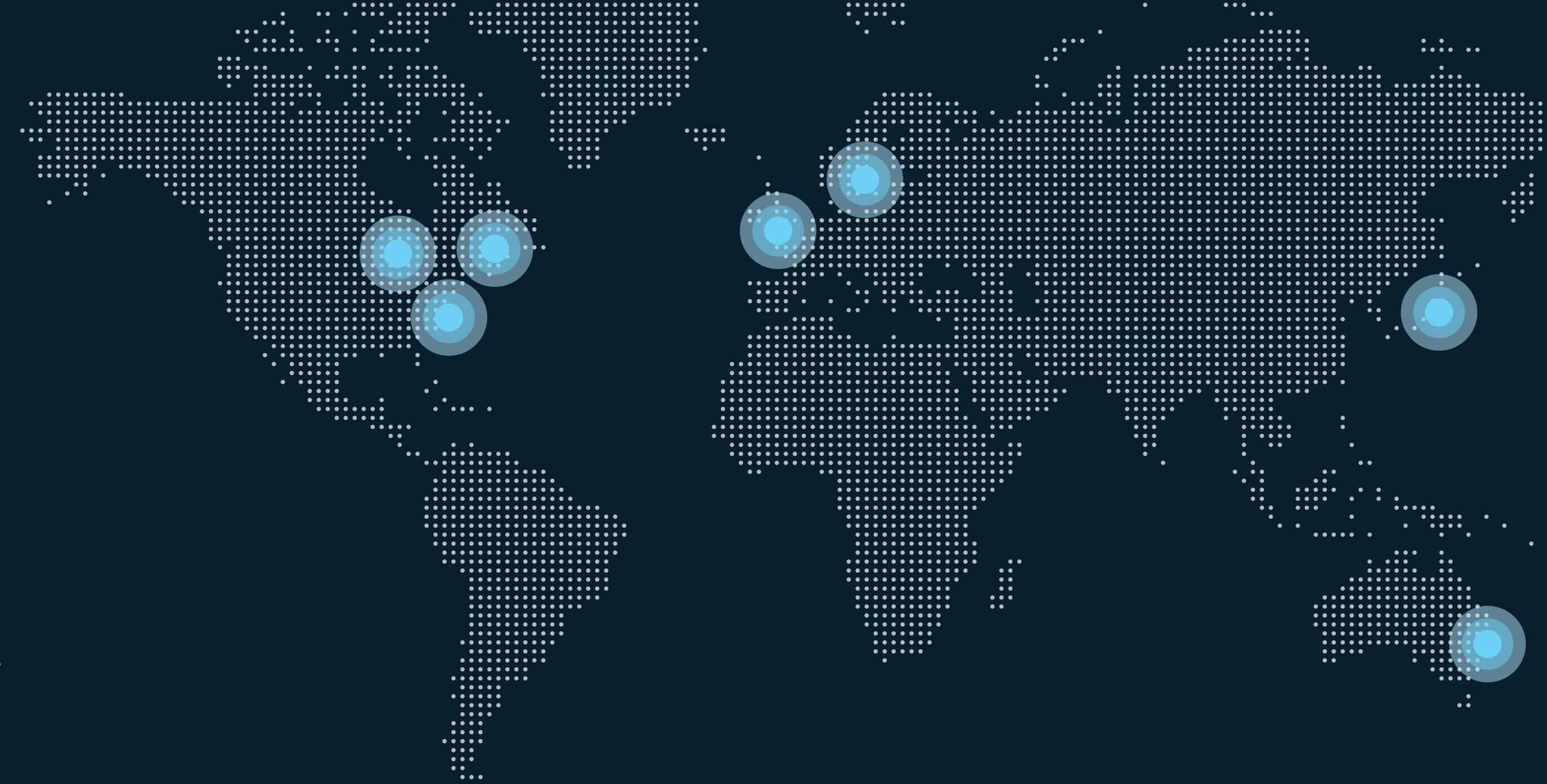
0.1%

not disclosed



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.



IN 2026...

**40,000 RUNNERS INCLUDING
WORLD-CLASS ATHLETES**
racing a stunning Sydney course

400,000+ SPECTATORS
bringing Major energy to
the streets

GLOBAL BROADCAST
& international reach into
150+ countries and territories

EXPANDED RUNNING SHOW
to **12,000sqm** at the home of the
Sydney 2000 Olympics

HUGE ECONOMIC BOOST
for Sydney & NSW



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.

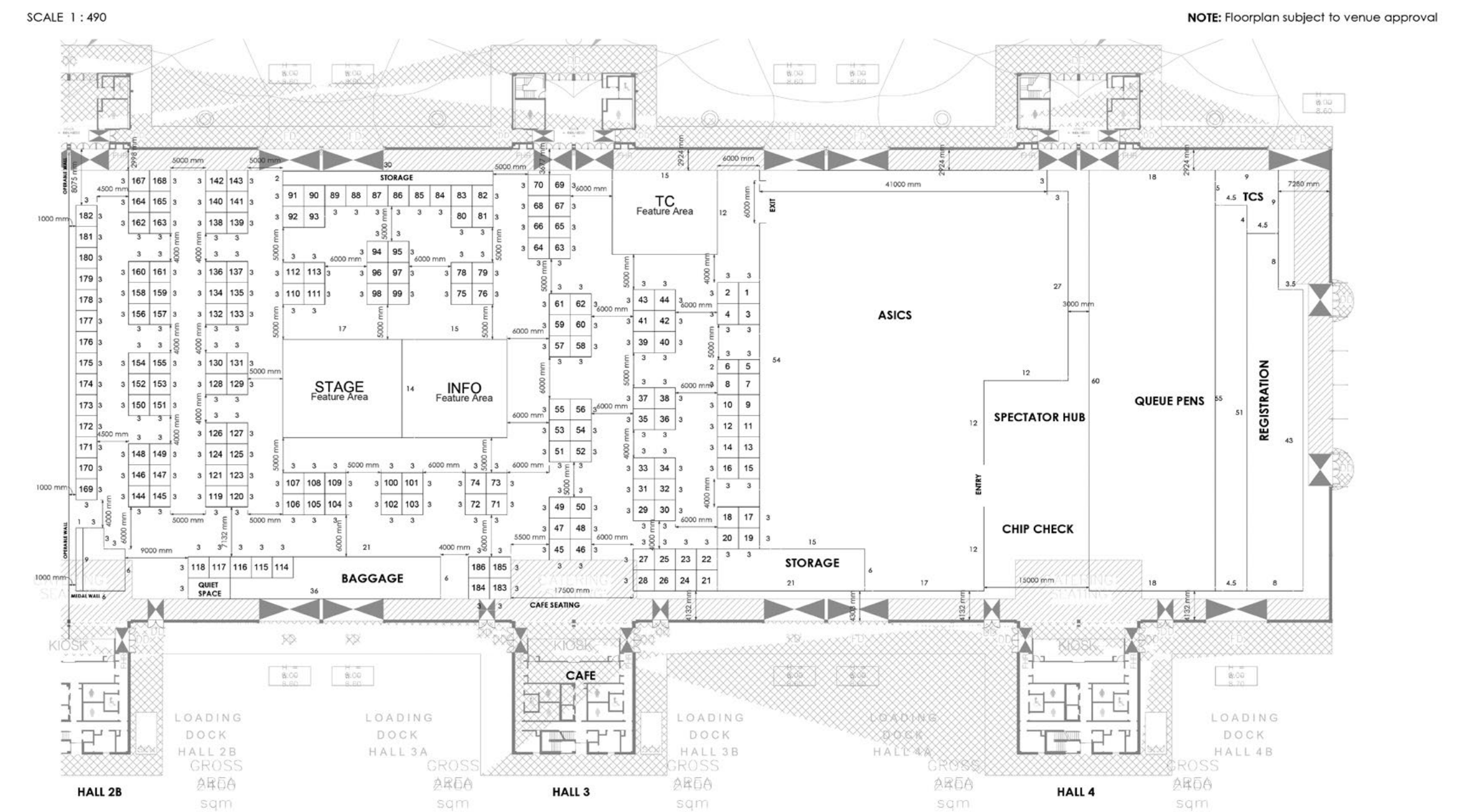
Booth options include:

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!

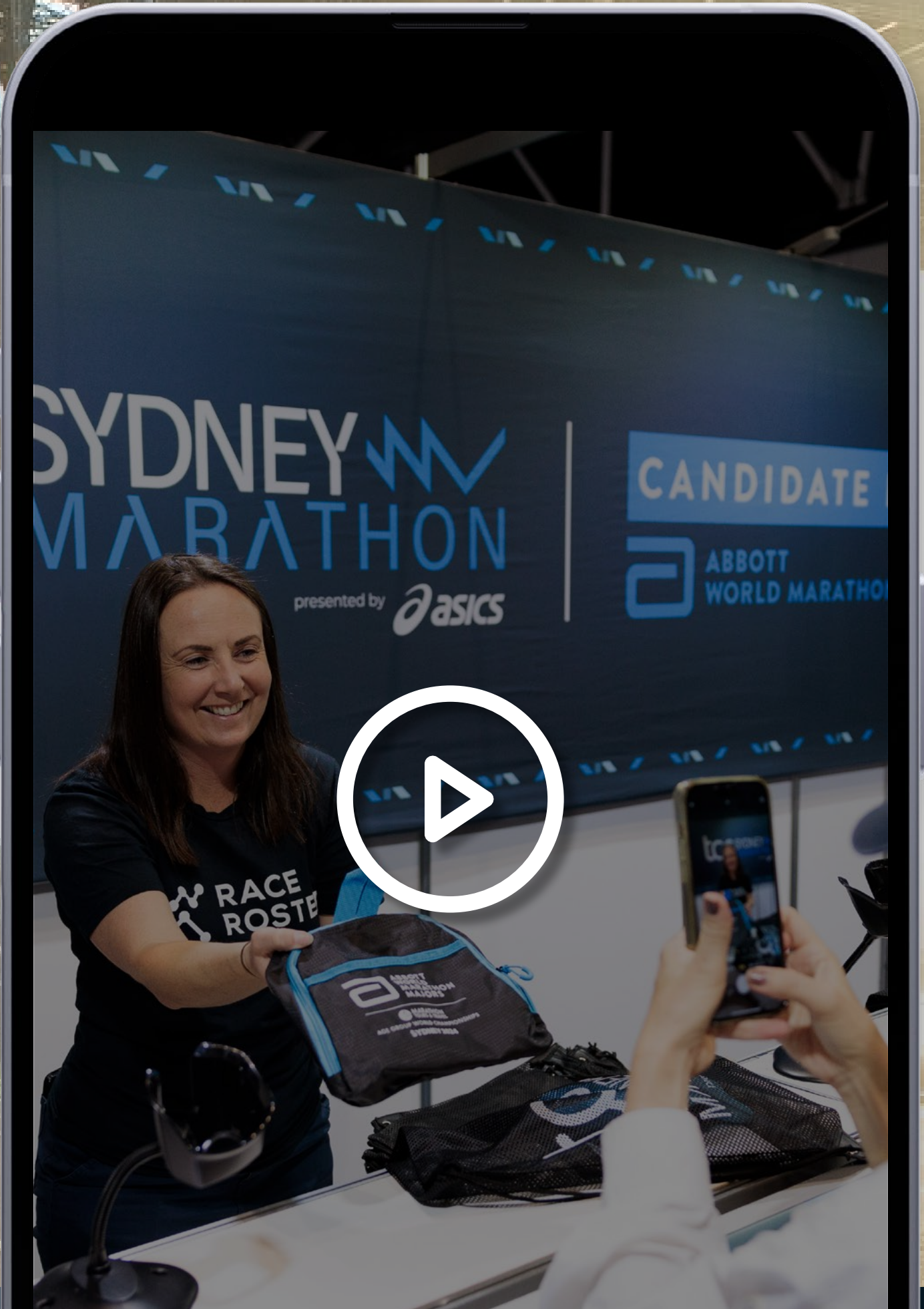




BOOTH OPTIONS & PRICING

3X3 BOOTH PACKAGE	6X3 BOOTH PACKAGE	9X3 BOOTH PACKAGE	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 event 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	6x6 CUSTOM ISLAND \$18,700+GST
\$5,500+GST	\$9,900+GST	\$13,500+GST	9x6 CUSTOM ISLAND \$27,000+GST
CORNER BOOTH UPGRADE \$750+GST			12x6 CUSTOM ISLAND \$35,000+GST

SEE THE RUNNING SHOW **IN ACTION!**





SUSTAINABILITY COMMITMENT

**TOGETHER, THESE ACTIONS
SUPPORT THE MARATHON'S AMBITION
TO SET A GLOBAL BENCHMARK
FOR SUSTAINABLE
MASS-PARTICIPATION EVENTS.**

PURPOSE

This document sets the minimum environmental and material requirements for all exhibitors participating in the TCS Sydney Marathon Running Show.

It supports the Sustainability Strategy 2025 - 2030, embedding sustainability into exhibitor operations, procurement, and event delivery.

GOALS

- Eliminate virgin and all avoidable single-use plastics from operations by 2027
- > 90% waste diversion from landfill by 2030
- Carbon neutrality by 2030

Compliance is a condition of participation and applies to all exhibitors, partners, contractors, activations, and materials entering the Expo.

Compliance with the **Accepted Materials Flowchart** and *NSW plastic regulations* is mandatory for all exhibitors.

SUSTAINABILITY DATA AND TRANSPARENCY

Where requested, exhibitors must provide:

- Packaging and material information
- Transport or logistics details
- Waste-reduction initiatives
- Carbon footprint calculation supporting data

Exhibitors are encouraged to go beyond minimum compliance by:

- Sourcing locally and reducing freight emissions
- Using energy-efficient equipment and reusable stand materials
- Reducing materials and promoting responsible waste disposal



SUSTAINABILITY COMMITMENT



MATERIALS AND PLASTICS

Exhibitors must:

- Eliminate virgin and all avoidable single-use plastics from merchandise, sampling, packaging and displays.
- The only exception to the above is pallet wrap, which must be clear for recycling via soft plastics.
- Where the use of a sampling cup is unavoidable, exhibitors must procure **paper cups** without a plastic lining. Cups must be completely **empty** (no food or residue) before disposal and placed in the commingled waste stream. Sampling cups that do not meet this requirement can't be used at the event.
- Eliminate prohibited items including balloons, flyers, confetti, non-recyclable giveaways, and polystyrene packaging.
- Ensure all promotional items are reusable, recyclable, or made from recycled or responsibly sourced materials.



PACKAGING AND PRINTED COLLATERAL

Exhibitors must:

- Minimise packaging wherever possible
- Use recyclable materials where packaging is required
- All printed collateral to be replaced with digital-first engagement (e.g. QR codes, screens, apps)



WASTE MANAGEMENT

Exhibitors must:

- Correctly separate waste into provided recycling and compost streams. The expo provides the following streams:
 - CDS (cans and bottles eligible under NSW container deposit scheme)
 - Dry Waste
 - Organics
 - Soft Plastic
- Prevent contamination of recycling systems
- Remove all stand-build and operational waste from site. Large bins will be provided during bump-in and bump-out, and exhibitors are responsible for correct separation into the appropriate waste streams. Where a suitable waste stream is not provided onsite, exhibitors must remove the material from site and ensure it is recycled or disposed of responsibly through an appropriate external provider.



**“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

