BE AN EXHIBITOR!

EXHIBITOR INFORMATION
22-25 APRIL 2020
Britain’s biggest and most iconic Running Show continues in 2020 celebrating the 40th race of the London Marathon.

After a sell-out Show in 2019 and a record 43,221 runners picking up their Race Pack over the four days, we are excited to see the 2020 event become an even bigger success and now’s your chance to be part of it.

MORE THAN A REGISTRATION SHOW
With over 170 exhibitors across 12,800m2, the London Marathon Running Show is the ultimate opportunity to connect and sell to an unrivalled demographic. As the UK’s most established Running Show attracting an average attendance of more than 76,000 visitors, it is the prime place to position your company alongside the best brands in the running, health and fitness industries.

Around 80% of our exhibitors return year after year and this combined with an exceptional satisfaction rate is all the evidence you need to prove your chance of a positive ROI, whether your objective is to generate sales, promote your brand story or test the market.

ALL THINGS RUNNING
The unique and special atmosphere created by its relationship to what is arguably the greatest marathon in the world, makes the London Marathon Running Show truly one-of-a-kind for inspiring mass-participation running at all levels. In 2019, Centre Stage attracted huge crowds and featured guest appearances from Olympic champions Mo Farah and Eliud Kipchoge as well as popular celebrities including Nell McAndrew and actors from Eastenders. Expert coaches, nutritionists and physiotherapists also took

Free-to-enter and with a theme of fun at its heart, the 2020 London Marathon Running Show will again attract runners in their thousands actively seeking products and inspiration to the stage to deliver invaluable advice and information for all, from the newbie to the more experienced runner.

Fresh and inspiring content was scheduled every day and we were proud to partner with Runner’s World, the UK’s largest running magazine to provide extra entertainment and motivation on the Runner’s World Inspire & Inform Stage.
KEY FACTS

76,000
RUNNING SHOW VISITORS IN 2019

90%
OF EXHIBITORS RATED THEIR RUNNING SHOW EXPERIENCE AS GOOD OR EXCELLENT

90%
OF EXHIBITORS ACHIEVED OBJECTIVES

80,000
EXPECTED VISITORS IN 2020

2019 VIRGIN MONEY LONDON MARATHON RUNNERS

48%
Female participants

52%
Male participants

Have inspired someone in their life to run

80%

Over 70% fundraise for charity

79%
Use technology devices as part of their training

41%
are first time marathon runners
The Virgin Money London Marathon has a huge audience across various media channels, providing exhibitors with a unique opportunity to connect to runners in the marketing of the Running Show.

**Social Media Presence**
- **Twitter Followers**: 151,000
- **Facebook Followers**: 247,325
- **Instagram Followers**: 54,712
- **Website Reach**: 3,547,081
- **Final Instructions**: 46,966
- **Newsletter Reach**: 623,734
- **App Downloads**: 368,586

**Digital Toolkit**
Complimentary graphic frames provided to exhibitors with the official VMLM Running Show logo, to use over your own branded imagery to promote your presence at the show across your social feeds.
THE PLACE TO BE

The 2020 Virgin Money London Marathon Running Show is the perfect place for visitors to soak up the inspiring atmosphere of the greatest running event on the planet before taking part or spectating on Sunday 26 April 2020.

THE SHOW PROVIDES A BRILLIANT OPPORTUNITY FOR YOU AS AN EXHIBITOR TO:

✔ Launch new products
✔ Promote existing products
✔ Try product sampling
✔ Build brand and product awareness
✔ Get prospective customers to test your products
✔ Provide direct access to consumer feedback
✔ Retail a wide range of products
✔ Conduct market research
✔ Promote events
✔ Recruit and meet your charity fundraisers
✔ Showcase the UK’s running industry

WHAT OUR EXHIBITORS SAY

83%
ARE RETURNING EXHIBITORS

“The running show is always very successful for us and a great chance to meet our runners”

90%
ACHIEVED OR SURPASSED THEIR TARGETS AT THE RUNNING SHOW

“It was once again a very enjoyable experience and one which our team enjoyed - thank you”

95%
RATE OUR VENUE AT EXCEL AS GOOD OR EXCELLENT

“As soon as I can book for 2020 the better!”
STAND RATES AND FLOORPLAN

CLICK HERE TO SEE THE CURRENT FLOORPLAN

STANDS START AT

6m²
FOR £1,566 INCLUDING SHELL SCHEME AND CARPET

£240-270/m²
SPACE ONLY PRICES

ALL BOOKINGS INCLUDE A FREE EXHIBITOR LISTING ON THE WEBSITE, THE PARTICIPANT PRE-RACE FINAL INSTRUCTIONS AND THE OFFICIAL RUNNING SHOW GUIDE

PRICES EXCLUDE VAT

SHELL SCHEME
£15/m²

CARPETING
£6/m²
CONTACT US

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