



2012 SPONSORSHIP OPPORTUNITIES



Philadelphia • February 25 - 26, 2012
New York Metro • March 17 - 18, 2012

ENDURANCESPORTSEXPO.COM

2012 ENDURANCE SPORTS EXPO

What is the Endurance Sports Expo?

The Endurance Sports Expo (ESE) is a premier event where cyclists, runners and triathletes can meet manufacturers, retailers, race directors, clubs, nonprofit organization and coaches. Attendees will have the opportunity to learn, experience, demo and buy products and services that can enhance their active sports experience.

Our Mission

The mission of the Endurance Sports Expo is to have an event unlike any other where attendees can see, experience and buy the latest products; attend seminars and clinic to learn how they can enhance their performance and experience; and find a new club or non-profit to be involved with.

Quick Facts about ESE

- 10,000+ expected combined attendees at the two events
- The largest active sports consumer expo series in the country
- Attendees are 60% male, 40% female
- 83% of participants are between the ages of 25 and 54
- Over 50% of participants have a household income greater than \$75,000
- Only expo in these markets geared specifically toward the endurance sports athlete
- Late winter/early spring dates provide an ideal time to reach people as they plan their season

Brand Exposure

ESE is the perfect place to reach consumers in the Philadelphia and NY/NJ Metro regions who are looking for ways to enhance their active sports performance and experience. Participants will have the opportunity to see all the latest gear under one roof. Becoming an ESE sponsor provides your company maximum exposure to our attendees by increasing their awareness of the products and services you offer.

Pre-Event Promotions:

- 30,000+ cards distributed at retail shops, gyms, fitness centers and events in all three regions
- Liberty Sports Magazine (circulation of 45,000) Full Page Ads and web banner advertising plus constant event updates via website covering PA, NJ and DE
- Additional advertising and editorial coverage in regional newspapers and publications with a similar focus to Liberty Sports Magazine
- Social Media Marketing via Twitter and Facebook
- Email blasts and co-promotions done with the exhibitors attending event
- Online race event calendars
- Additional national media coverage
- Full scale PR campaign

Companies & Organizations that will be Participating:

- manufacturers
- retailers
- clubs
- coaches and personal trainers
- nutrition, drink and supplement providers
- sports medicine and physical therapy practitioners
- additional businesses looking to reach national competitive endurance events

while focusing on cycling, running, swimming and multisport, ESE invites other vendors to participate as well

Philadelphia (Oaks, PA) • NY/NJ Metro (Edison, NJ)

SPONSORSHIP LEVELS

Regional Sponsor \$3,750

- 10 x 10' display/sampling area at One Expo
- Verbal recognition from the stage at the event
- Opportunity to include an item in one event Goody Bag
- Logo recognition on outdoor Demo Banner
- Logo and hyperlink on libertysportsmag.com
- Logo and recognition on endurancesportsexpo.com
- Right to co-create/co-brand Expo-themed informational materials or merchandise for public giveaways, attendee education
- Right to conduct a clinic or workshop during one Expo in the meeting rooms
- Logo recognition on brochures (subject to deadline)
- Logo recognition on posters (subject to deadline)
- Right to make promotional offer tied in to events (e.g. donation with purchase)
- Access to event photos and marketing materials for external/internal communications or promotions

National Sponsor \$7,500

- All Regional benefits plus:
- Ability to do all of the above in both markets
- Category Exclusivity
- Proprietary platform at events (hosted reception, entertainment, registration area, etc.)
- Logo recognition in all media promoting ESE
- 10' X 20' display/sampling booth

TITLE Sponsor \$15,000

- All Regional and National benefits plus:
- Top billing on all event materials presented by "your logo"
- 10' X 30' display/sampling booth
- Additional co-branding/co-marketing opportunities



2011 HIGHLIGHTS

- 5,500 paid active sports attendees filled booths and seminars at Philly Expo
- All 260 vendor spaces sold out, with more on waiting list
- Many seminars were standing room only
- Largest consumer endurance sports expo in the country
- Average stay time 3.5 hours

For 2012, we added the new location of The New Jersey Convention Center in Edison, NJ.

In Philly, we are improving the seminar spaces and adding both a group ride and 5K the mornings of the event.

To further discuss sponsorship opportunities please contact:

Chip Homeier - Managing Partner
chiph@endurancesportsexpo.com
610.246.7633

Matt Reece - Managing Partner
matt@endurancesportsexpo.com
215.508.0736



ESE

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