



2012 VENDOR 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.

Why You Should Exhibit

- 5,500 active sports enthusiasts attended the Philly event, and we expect equally large numbers in our new location, Edison, NJ.
- The largest consumer specific active sports show in the country.
- 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.
- The Expo provides a Brand Exposure opportunity by giving you the ability to introduce your products and services to endurance sports consumers.
- Opportunities exist to also participate in the Indoor Clinics, Seminars and Expo Attendee Bags.
- Product Demonstrations
- Free Consumer Clinics

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)



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 are adding a new location, 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.

SECURE YOUR SPACE TODAY!

Chip Homeier - Managing Partner
chiph@endurancesportsexpo.com
610.246.7633

Matt Reece - Managing Partner
matt@endurancesportsexpo.com
215.508.0736

Sean Lacey - Event Coordinator
seanl@endurancesportsexpo.com
484.343.0630

2012 Vendor Pricing

Booth Size	1 Location	2 Locations
10' x 10'	\$600	\$1,080
10' x 20'	\$1,080	\$1,940
10' x 30'	\$1,620	\$2,920
20' x 20'	\$2,160	\$3,890
20' x 30'	\$3,240	\$5,830

Indoor booth spaces are assigned on a first come first served basis

Access to electric, tables, chairs and wireless internet available for an additional fee.

ENDURANCESPORTSEXPO.COM



ESE

**ENDURANCE
SPORTS EXPO**

