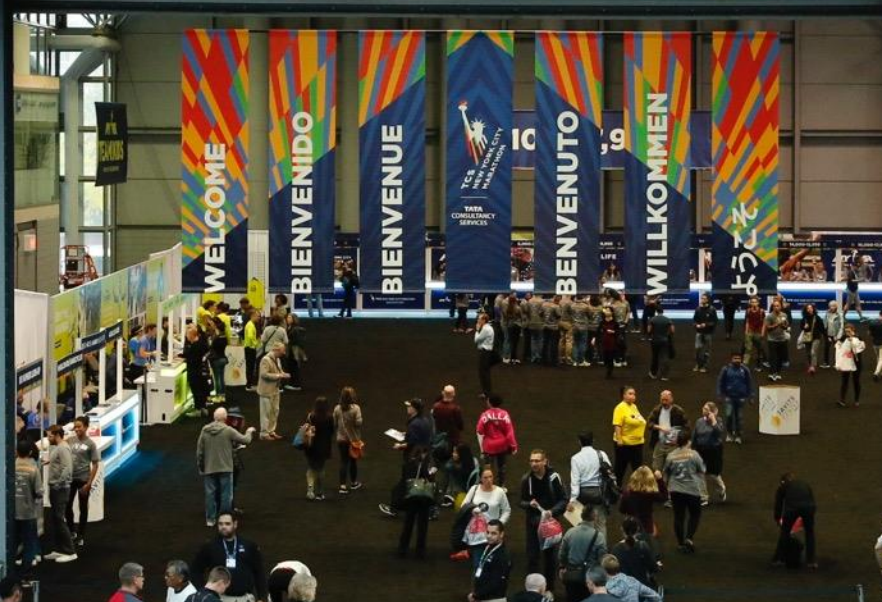




TCS NEW YORK CITY MARATHON

TATA CONSULTANCY SERVICES

It will welcome you.



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CONSULTANCY
SERVICES



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THE RUDIN
FAMILY



WELCOME



TCS NEW YORK CITY MARATHON EXPO PRESENTED BY NEW BALANCE

EXHIBITOR OPPORTUNITIES

THE ROAD TO NYC



VENDOR OPPORTUNITY

Promote your brand and create an engaging point of sale to a diverse audience of runners

- #1 Running Expo in USA each year
- Among the top 10 health and fitness expos in the world
- 110K+ attendees in 2018
- Free to public

In 2018, 83% of vendors surveyed met or exceeded their primary goal.

EXPO DATES AND TIMES:

Thursday, October 31, 2019 | 10:00 a.m. – 8:00 p.m.

Friday, November 1, 2019 | 10:00 a.m. – 8:00 p.m.

Saturday, November 2, 2019 | 9:00 a.m. – 5:00 p.m.

Race Date: Sunday, November 3

Location: Jacob K. Javits Convention Center
11th Avenue at West 35th Street

TCS NEW YORK CITY MARATHON

- The TCS New York City Marathon has grown from a Central Park race with 55 finishers to the world's largest marathon.
- One of the six Abbott World Marathon Majors
- Finishers from every state in America and over 125 countries around the globe
- Largest runner and spectator marathon in the world
- 626M+ social media impressions across race week
- 433K+ TCS New York City Marathon App downloads



2018 FINISHER STATS

52,705

Finishers | Largest of all time!

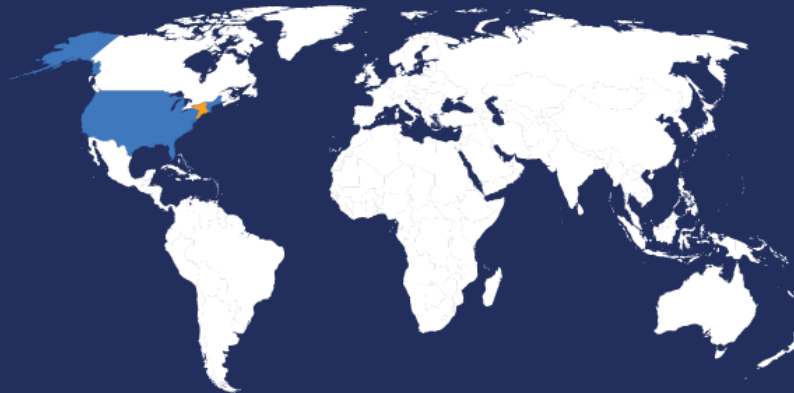


58%
Male

76%
Age
18-49

42%
Female

129 COUNTRIES



46% International
32% NYC Metro
21% U.S. (Non-NYC Metro)


- **80% of runners** made a purchase
- **Average spend of \$160 per runner**



VIRTUAL GOODY BAG


- Customizable digital placements allow partners to promote/offer an item of value with an image, text, and a hyperlink
- Digital touchpoint reaches approximately 70,000 people (all marathon participants and volunteers)
- Interactive microsite features brands over a 4-week period
- Goody bag receives 3 separate dedicated emails
- Site receives over 55% engagement rate
Over 128,000 total page views*

*Based on 2018 TCS New York City Marathon



WELCOME!

We're so happy you decided to participate in the United Airlines NYC Half! Thanks for being a part of our participant community. Enjoy these awesome discounts and freebies in your virtual goodie bag!




NEW BALANCE

Official Gear for Your 13.1

Celebrate your 13.1-mile tour of NYC with the United Airlines NYC ...

VALID FROM 02/19/2019 - OPEN

[Get the Details](#)




BIOFREEZE

Click below for your exclusive offer! Runners - make sure you're tackling pain and soreness head on. Biofreeze, the ...

VALID FROM 02/19/2019 - 12/31/2019

[Get the Details](#)




GATORADE ENDURANCE

Gatorade Endurance Formula is designed for the specific demands of athletes that take things further. Enjoy 25% off the full line ...

VALID FROM 02/19/2019 - 04/19/2019

[Get the Details](#)



HONEY STINGER

We're buzzing about our new Cracker N' Nut Butter Bars and we don't want you to miss out! Receive a sweet BOGO at your ...

VALID FROM 02/19/2019 - 04/16/2019

[Get the Details](#)



BONUS OPPORTUNITIES

Incremental opportunities offer enhanced exposure. Please inquire for details on pricing and availability.

NAME WALL SPONSORSHIP

Positive, meaningful touchpoint and photo activation featuring every runner's name. 61% of attendees visited the Runner Name Wall in 2018.

AISLE SPONSORSHIP

Opportunity to elevate planned booth activation and raise awareness of presence with logo integration on hanging aisle banners and custom signage at intersections.

LOUNGE SPACE SPONSORSHIP

Branding presence through signage, sampling and engagement in a dedicated lounge space on the main floor.





TYPES OF ACTIVATION

- Retail sales
- Data capture
- Brand engagement
- Photo activation
- Product sampling
- Service demonstration

PAST EXHIBITORS

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Michelob
ULTRA

Poland Spring
100% NATURAL SPRING WATER EST. 1842

RUNNER'S WORLD

STRAVA

AdvoCare, Feetures, Fleet Feet, Garmin, GU Energy, HarperAudio, Hoka One One, iHeartMedia, JackRabbit, KT Tape, Lifeway Foods, Living Juice, Macy's, NormaTec Recovery, Nuun, Obrigado Coconut Water, Paragon Sports, Ripple Foods, Skechers, Suunto, Timex

...and more!



2019 PRICING

- Footprints at the TCS New York City Marathon Expo Presented by New Balance are \$60 per square foot and available in increments of 10' x 10'.*
- One (1) 10' x 10' booth costs \$6,000.
- A corner location costs an additional \$1,000.
- Enhanced packages with additional assets and custom configurations are available.

All booths come inclusive of carpet, one (1) skirted 6' table, two (2) chairs, one (1) waste bin, 3' side drapes, and one (1) 8' back drape.

*This cost does not include operational expenses incurred through exhibitor services, such as electricity, internet, and drayage.



Please reach out to set up a time to discuss our events, and how we can help create a successful activation together.

sponsorship@nyrr.org

2019



TCS NEW YORK CITY MARATHON

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