



NOV 19 - 21, 2024 • AUSTIN, TX

# SWITCHBACK AT THE RUNNING EVENT 2024 ACTIVATION OPPORTUNITIES

▶ FOR EXHIBITING BRANDS ONLY ◀

[switchbackevent.com](https://switchbackevent.com)



# BRAND EXPOSURE AT TRE 2024

## Attendee Bag Insert **\$1,500** LIMITED

Place your product in the hands of all attendees onsite. You provide the product for 1,500 bags, and we'll take care of the rest.

**Please note: TRE is no longer accepting post cards for this opportunity.**

Sponsorship Includes:

- Placement of one sample/product in 1,500 bags

## **NEW for 2024** Virtual Attendee Bag Insert **\$750**

Share your digital post card with attendees via QR codes onsite.

Sponsorship Includes:

- Inclusion of your logo and link to post card / offering in our virtual attendee bag, which will be hosted on TRE's website pre-event

## Lanyards **\$6,500** EXCLUSIVE

One of the most visible marketing opportunities at The Running Event! In this shared branding opportunity with TRE, your company logo will be worn by all attendees, speakers, exhibitors and exhibitors.

Sponsorship Includes:

- Up to 4,500 co-branded lanyards

**SOLD OUT**

## Staff Footwear\* **\$3,000** EXCLUSIVE

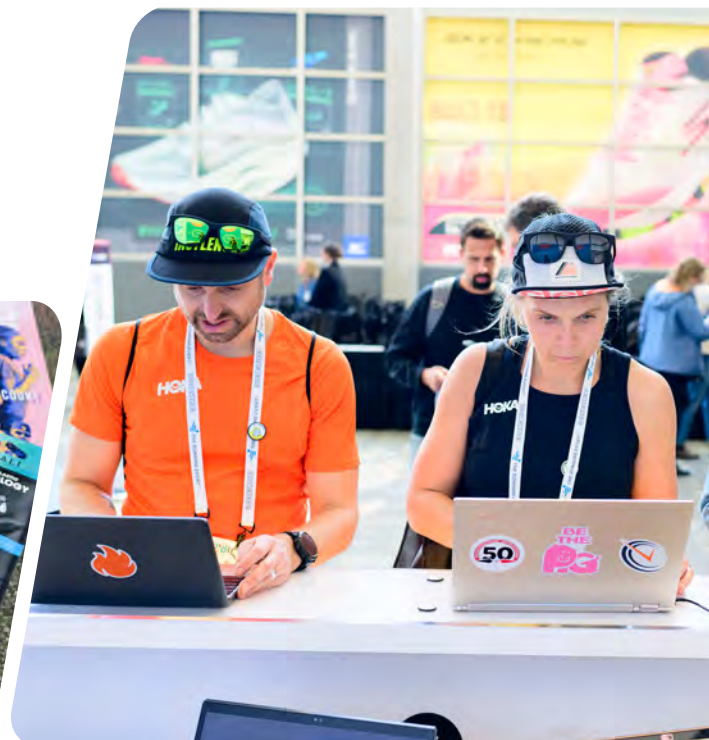
Make a bold statement by showcasing your latest footwear model on all TRE staff onsite!

Sponsorship Includes:

- Onsite TRE staff will wear the provided footwear both days of the trade show.
- The Running Event staff will wear the provided footwear on both trade show days.

\*Excludes Sales Staff

**SOLD OUT**



# BE A TRADE SHOW FLOOR DESTINATION

## Happy Hour on the Trade

Show Floor **\$3,250\*** **LIMITED**

Host a Happy Hour at your booth during the opening day of the trade show! From local beer and creative cocktails to smoothies and juices, you choose your favorite beverage, and we will provide the setup and bartender.

### Sponsorship Details:

- Happy Hours take place Wednesday, November 20 from 5:00 pm - 6:30 PM; sponsorship includes 100 servings of your drink of choice
- Includes one food pairing for 100 people

*\*There may be a small upcharge for upscale options.*

**NEW**  
for 2024 **Catering Staff Outfitting Opportunity \$1,000**

Enhance your presence at TRE by outfitting catering staff in your brand's product during your sponsored Happy Hour.

### Sponsorship Details:

- Sponsor provides product
- Catering staff will wear your product throughout the duration of Happy Hour service in your booth

*This opportunity is only available to exhibitors hosting a Sponsored Happy Hour. Some restrictions may apply; please contact your sales rep for more information.*

## Beverage, Snack, Dessert, Smoothie— You Name It!—Station **\$3,250\*** **LIMITED**

Attendees get thirsty and hungry walking the trade show floor: Give them a delicious reason to stop by your booth Wednesday, November 20 and/or Thursday, November 21.

You select the time and offering, and we'll work with the Austin Convention Center to create the experience.

This is an all-inclusive sponsorship. From smoothies to giant pretzels to popcorn, you select the snack and we provide the setup and server.

### Sponsorship Details:

- Your choice of beverage/snack; includes servings for up to 100 people

*\*There may be a small upcharge for upscale options.*



# INDIE 5K

## & One-Mile Fun Run and Walk



The 2024 Indie 5K will take place Thursday, November 21 at Camp Mabry before the exhibit hall opens.

An Indie 5K sponsorship gives you more time with retailers off the trade show floor while putting your products front and center at this annual crowd-favorite event. This year, we're returning to Camp Mabry and partnering with Cross Champs. Indie 5K runners will take to the same course as the professionals—moving off the road and onto the field for a cross country race! The race expo is an opportunity for runners to sample your product and experience its value in a real running environment.

### Interested in reaching an even bigger audience?

Explore additional opportunities and packages available in collaboration with Cross Champs. Contact your account representative for more information and to customize your sponsorship.

### Presenting Sponsor **\$2,000**

Sponsorship Includes:

- Logo placement on all pre-show Indie 5K promotional materials
- 10x10' tent and 6' table at the post-race expo

### Coffee Sponsor **\$3,000** EXCLUSIVE

Sponsorship Includes:

- Logo placement on all pre-show Indie 5K promotional materials
- 10x10' tent and 6' table at the pre/post-race expo
- Signage onsite with coffee offerings
- Opportunity to create branded coffee cup sleeves and additional custom items

### Breakfast Sponsor **\$3,000** EXCLUSIVE

Sponsorship Includes:

- Logo placement on all pre-show Indie 5K promotional materials
- 10x10' tent and 6' table at the pre/post-race expo
- Signage onsite with breakfast offerings
- Opportunity to create branded napkins and additional custom items

### Shuttle Seat Drop **\$3,000** EXCLUSIVE

Sponsorship Details:

- The TRE team will place your product on shuttle seats for the return trip to the Hilton Austin & Convention Center after the Indie 5K x Cross Champs
- Sponsor provides product or sample item

In a continued effort to reduce waste, we will not accept printed flyers or postcards for this opportunity.



HAVE A UNIQUE WAY YOU'D LIKE TO BE INVOLVED IN THE INDIE 5K?

Let's talk! We're happy to build sponsorships around your objectives.



## NEW PRODUCT SHOWCASE & SOCK BAR

Give retailers the chance to take an up-close look at your latest product!

The **New Product Showcase** will display a range of exciting new products in a way that shows each product's function—on mannequins, busts, foot forms, and shelves.

The **Sock Bar** will double the exposure for your brand by adding another place for your socks to be displayed on the trade show floor.

The **New Product Showcase & Sock Bar** will be staffed by the TRE team to help retailers both test out and survey your product. With onsite and pre-event marketing, your product will gain increased branding and recognition.

### New Product Showcase **\$1,500**

Sponsorship Includes:

- Product prominently featured in a dedicated area of the trade show floor, displayed to show function
- Retailers will vote for the 2024 New Product of the Year, which will be unveiled at the Training Camp theater on November 21
- Inclusion of your product in TRE's mobile app, including a brief description and link. Product featured on TRE's website pre-event and for up to two weeks after

### Sock Bar **\$1,500**

Sponsorship Includes:

- Dedicated space for three SKUs on the wall behind the Sock Bar; one SKU will be highlighted on a foot form
- Company name and logo on all Sock Bar branding and promotions
- Sponsor will receive survey results after The Running Event



## TRAIL CLEANUP

*\*Price varies; please speak to your representative*

Help us leave Austin better than we found it! We'll work with your brand to create a special activation at this meaningful event, taking place the morning of Tuesday, November 19 at the Ann and Roy Butler Hike and Bike Trail.

Sponsorship Includes:

- Logo on all Trail Cleanup signage, TRE website, event mobile app, and other relevant promotional materials



# GO THE EXTRA MILE FOR ATTENDEES

**NEW for 2024** **Keynote Stage Sponsor \$10,000**  
**EXCLUSIVE HIGH VISIBILITY!**

Put your brand in the spotlight ahead of TRE's highest-attended session: the 2024 Keynote Presentation!

Sponsorship Includes:

- Exclusive decal branding of the main entrance doors to the keynote ballroom; artwork to be approved by TRE
- Product seat drops and signage promoting an in-booth offer
- A short, branded video to play during lunch on ballroom screens before the Keynote Presentation begins; to be approved by TRE
- Mention of brand wherever keynote stage is listed, including event website, mobile app, and signage; positioned as "(Brand) Stage"

**SOLD OUT**

**Room Drops \$1,500 + \$40 / ROOM LIMITED**

Hand-pick specific retailers to receive your product upon arriving at the Hilton Austin. You send the product, and we will place it in the recipient's hotel room for receipt at check-in.

Sponsorship Includes:

- One item per room for up to 150 rooms

**Conference Alley \$1,500 LIMITED**

With a table-top display leading to and from conference sessions, your brand will access an exclusive head start on capturing attendees' attention before the trade show opens.

Sponsorship Includes:

- One 6' table and two chairs
- Exclusive access to the conference floor

**Conference Alley Coffee Break \$3,000 EXCLUSIVE**

Give attendees a needed caffeine boost during a full day of educational sessions and networking. This activation includes everything in the Conference Alley opportunity above, with the addition of a branded Coffee Break.

*\*Opportunity to create custom coffee cup sleeves, plus additional branded items as needed*

**Private Meeting Room \$3,750 LIMITED \***

Reserve a space on the third level of the Austin Convention Center to host retailer meetings away from the hustle and bustle of the trade show floor.

Sponsorship Includes:

- Exclusive access to reserved space from Monday to Thursday during TRE
- Brand to work with the TRE team to choose a meeting room on a first come, first-reserved basis

*\*AV and catering not included*



**NEW**  
for 2024

## TRE LIVE, HOSTED BY PR PROJECT SPONSORSHIP OPPORTUNITIES

Taking place at The Running Event 2023, the inaugural TRE Live, hosted by PR Project, featured conversations with some of the world's top brands, media outlets, specialty retailers, and more.

Back again for 2024, hosts Tommie Runz and Gary Koutsoubos will hold short interviews and discussions in a media center on TRE's exhibit show floor. The broadcast will be streamed on TRE's YouTube channel and website, and real-time clips will be shared across social media.

Whether you want someone to represent your brand as an interview guest or are looking for a unique product placement opportunity, the following sponsorships give your brand visibility both at TRE and far beyond the convention center.



### 15-Minute Interview Slot **\$2,000**

Sponsorship Includes:

- One 15-minute speaking slot for your brand
- Video file of interview shared post-event
- Brand name and logo included on relevant marketing materials / promotions, both pre-event and onsite
- Brand name and logo included on relevant event signage

### Host Attire Sponsor **\$2,000**

LIMITED

Sponsorship Includes:

- TRE Live hosts to wear sponsor-provided attire for one full day of TRE Live
- Hosts will highlight the attire item / thank the sponsor at least once between interviews
- \*Attire may include shirts or jackets, hats, footwear, etc. Please note that footwear will not be visible on-screen, but hosts will mention / thank the sponsor. Shoes will be visible to all watching the interview onsite at the media center.

### Host Nutrition / Hydration Sponsor

**\$1,500** LIMITED

Sponsorship Includes:

- Hosts will utilize sponsor's nutrition throughout one full day of TRE Live
- Hosts will highlight the nutrition item / thank the sponsor at least once between interviews

### Product placement **\$1,500**

LIMITED

Sponsorship Includes:

- Product placement on the media center desk for one full day of TRE Live
- Products will be placed on multiple areas of the media center desk so that they are continuously visible on the stream
- Hosts will highlight the product / thank the sponsor at least once between interviews.

# KEEP THE CONNECTIONS GOING

## RUNNING INSIGHT

### The Running Event Print Campaign **\$3,000**

This opportunity includes a full-page advertisement in three The Running Event-focused issues of *Running Insight*, the Official Publication of TRE. These issues are printed and mailed to *Running Insight*'s retail database and sent digitally to all subscribers.

Issues Include:

- The Running Event Planner (September / October)
- The Running Event Show Issue (November)
- This special edition is printed and distributed onsite at TRE and is also sent digitally to all subscribers
- The Year-End Celebration Issue (December)



### Registration Confirmation

#### Email Header **\$4,000**

**EXCLUSIVE** **HIGH VISIBILITY!**

When retailers and other industry professionals register for TRE, they will receive a confirmation email that also contains key event information. Place your company's branding and logo at the top of each confirmation email to target attendees before they arrive at the event.



Sponsorship Includes:

- Banner ad (468x60 pixels, .JPG or .PNG) and URL

### NEW for 2024 Housing Confirmation Email

**\$4,000** **EXCLUSIVE** **HIGH VISIBILITY!**

After booking TRE hotel accommodations, all guests will receive a confirmation email with their reservation details and important event information. Put your branding in each confirmation email and get in front of guests before they arrive at TRE.

Sponsorship Includes:

- Banner ad (680x100 pixels, .GIF or .JPG; Max 40KB)

### Badge Pick-Up Email **\$4,000**

**EXCLUSIVE**

Include your company's branding on the pre-event email sent the day before TRE 2024 kicks off. All registered attendees will receive this email and use it to pick up their badge at onsite registration—and continue to refer to its information throughout the event.

Sponsorship Includes:

- Banner ad (468 x 60 pixels, .JPG or .PNG) and URL

### Pre-Event Email **\$2,500**

**LIMITED** \*

Drive booth traffic by engaging attendees with a pre-event email! This sponsorship opportunity offers access to registered attendees before the event so you can prepare them to visit your booth.



### Post-Event Email

**\$2,500** **LIMITED** \*

Reach all verified event attendees with a post-event email! This is a great opportunity to maximize your company's exposure and stay top-of-mind.

\*Sponsorship Includes:

- Simple HTML file with self-hosted images
- Subject line, reply-to email address, sender name



# AUSTIN CONVENTION CENTER (ACC) Branding Opportunities

## Floor Clings LIMITED

- 3' x 3' decal **\$1,000**
- 5' x 10' decal **\$2,000**

Choice of placement includes: Registration area, conference area, hallway leading from registration to trade show floor, entrance to ACC from Hilton

## Window Clings LIMITED

- 16 window block **\$11,000**
- 6 window block **\$5,500**

Share your brand story and be seen in a big way! There are four areas available for window clings:

4<sup>th</sup> Street doors of the ACC, which is where attendees enter from the Hilton Austin (The Running Event host hotel)

- Windows in hallway leading from registration to the trade show floor
- Trinity Street doors of the ACC
- Windows in registration area

## Meter Panel Sign LIMITED

- 1 Panel **\$1,500**

*\*Maximum of two meter panels per brand*

Grab attendees' attention in the registration area and the hallway leading toward the trade show entrance. Share your booth number and why attendees should visit your space.



**REFER TO MAPS ON PAGE 11**  
for possible placements for these branding opportunities.



# AUSTIN CONVENTION CENTER (ACC) Branding Opportunities

## Escalator Clings \$1,000 / EACH

### ★ 5 Escalator Clings \$2,500

Be seen, tell your story, and welcome retailers to Austin via this high-exposure opportunity. Retailers ride the escalator up and down to their conference sessions prior to heading to the trade show floor, making this a highly-trafficked area.

#### Sponsorship Details:

- Clings to hang Monday evening (November 18) through Friday morning (November 22)

## Escalator Runner \$2,500 **EXCLUSIVE**

Place your brand in the heart of the action at TRE 2024. This high-exposure branding opportunity will be seen by retailers as they head to and from conference sessions, meeting rooms, and more.

#### Sponsorship Details:

- Clings to hang Monday evening (November 18) through Friday morning (November 22)

## Cube Towers \$5,500

This unique branding opportunity will feature your message in a high-traffic area of the Austin Convention Center.

#### Sponsorship Includes:

- (3) 3' x 3' stacked cubes designed by your brand

## **NEW** for 2024 **Exhibit Hall Door Branding \$1,250+** **LIMITED**

Place your company's branding or message on exhibit hall doors throughout the first floor of the Austin Convention Center.

#### Sponsorship Details:

- Pricing includes single sided door cling
- Opportunity pricing starts at \$1,250; price varies based on door location and decal size
- Sponsor provides artwork
- Clings to hang Monday evening (November 18) through Friday morning (November 22)



**MAKE A BIG IMPACT WITH AN OUTDOOR BANNER AT THE AUSTIN CONVENTION CENTER!**  
Contact your sales representative for more information and pricing.

# AUSTIN CONVENTION CENTER (ACC) Branding Opportunities

**NEW for 2024** **Lightbox Panels \$3,750** **LIMITED**

Create an impact with your brand's message illuminated for maximum visibility as attendees make their way from the registration area to the exhibit hall entrance.

**Sponsorship Details:**

- Panel specs: 8'H x 3'4"W
- LED back-lit, custom print on fabric
- Sponsor provides artwork

**NEW for 2024** **LED Digital Signage \$5,000** **LIMITED**

Maximize your visibility with this dynamic, sustainable opportunity to showcase your brand's message on an LED digital tower.

**Sponsorship Details:**

- 30-second spot every 10-15 minutes in rotation throughout the event; compatible with video, slideshow, or still image
- LED towers will be placed in high traffic areas throughout the event
- Size specifications: 8'H x 3'4"W

*\*Some restrictions apply; ask your sales representative for more information*

**NEW for 2024** **In-Booth Charging Station \$2,200** **LIMITED**

Increase traffic to your booth with a custom charging station!

**Sponsorship Details:**

- Includes one branded station and necessary power placed in your booth
- Sponsor provides artwork
- Charging station locations will be called out on exhibit hall maps with brand name & booth number

**NEW for 2024** **Networking Pods \$4,000** **LIMITED**

There can never be too much meeting space at TRE! Located on the show floor, branded networking pods accommodate two-to-four people and come equipped with convenient device charging capabilities.

**Sponsorship Includes:**

- Custom branding of one networking pod, placed strategically on the show floor
- Reserved time each day for exclusive sponsor use
- Pod location and brand call-out on public-facing exhibit hall maps



# AUSTIN CONVENTION CENTER MAP

## SECTION 1

- 14 Exhibit Hall doors

## SECTION 2

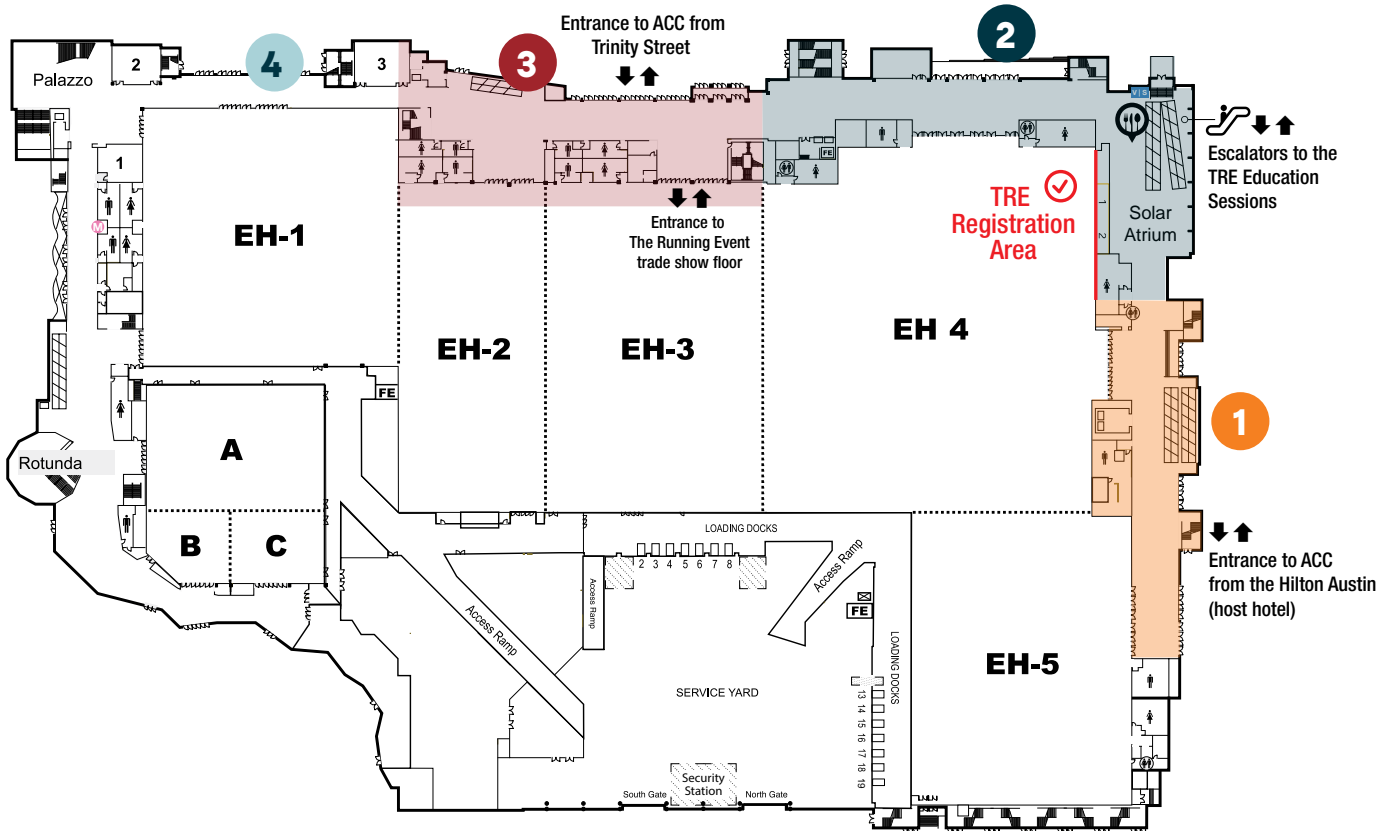
- Escalator
- 4 - 16 window blocks
- 5 - 6 window blocks
- 20 Exhibit Hall doors

## SECTION 3

- 4 - 6 window blocks
- 10 Exhibit Hall doors

## SECTION 4

- 14 Exhibit Hall doors



## NEW EXCLUSIVE PACKAGES

### Official Rideshare Sponsor **\$7,500**

**EXCLUSIVE** **HIGH VISIBILITY!**

Elevate attendees' experience with discounts on Lyft rides to or from the Austin airport and around the vicinity of the Austin Convention Center.

Sponsorship Includes:

- Customized rideshare discount code for up to 1,000 attendees
- Dedicated email message to all registered TRE attendees with your branding, custom code, and instructions for use
- Code will be good for the first 1,000 users; can increase quantity for an additional fee

### TRE Headquarters Takeover

**EXCLUSIVE** **HIGH VISIBILITY!**

Immerse attendees in your branding by taking over the Hilton Austin: The Running Event's host hotel. Make a lasting impression and ensure your presence is unforgettable.

Sponsorship Includes:

- Branding incorporated on the hotel media wall
- Main entrance revolving door clings
- 5th Street entrance door clings
- Up to three branded exterior flags
- Naming of one signature drink at the Hilton Lobby bar
- Three custom floor clings placed in the hotel lobby
- Two branded hotel check-in counters

*\*Contact your sales representative for pricing details.*





NOV 19-21, 2024

AUSTIN CONVENTION CENTER | AUSTIN, TX

# Pickleball Village

## at The Running Event

Pickleball is the fastest-growing sport in the US—and it's a prime opportunity for run and outdoor specialty retailers.

Pickleball Village at TRE is a dedicated pavilion on the trade show floor featuring the sport's latest paddles, footwear, gear, and accessories. In addition to product discovery, retailers will find gear demonstrations on the full-size court, athlete appearances, and educational sessions focused on the business opportunities pickleball has to offer.

Official Pickleball at TRE Sponsor:

### \$5,000 Category Exclusivity

FOOTWEAR AND PADDLE CATEGORY SOLD!

As an Official Pickleball at TRE Sponsor, your brand will have category exclusivity, positioning your company as a leader in the pickleball market.

- Prime booth location in Pickleball Village on the perimeter of the full-size court
- Dedicated court time for product demonstrations & activations (up to one hour each day)
- Courtside branding, including three court barriers, one floor decal, and one meter panel to be placed near your booth or in Pickleball Village
- Opportunity for courtside product display & giveaways
- Logo included throughout relevant promotional efforts, including TRE's website, social media channels, marketing emails, and relevant event signage

### Grab and Go Breakfast in

#### "The Kitchen": \$3,500 EXCLUSIVE

Provide coffee and light breakfast the morning of Thursday, November 21. The breakfast will take place next to the pickleball court in the exhibit hall; the TRE team will assist with menu selections and manage all elements onsite.

- Sponsor logo included on provided relevant signage and promotional materials
- Opportunity to provide branded napkins or coffee sleeves
- Includes two branded courtside barriers



A 2023 TRE poll revealed **54%** of run specialty retailers either carry or are considering carrying pickleball products.



**26%** of pickleball players also participate in running.



According to a 2023 study, there are an estimated **36.5 million** pickleball players in the U.S.





**NOV 19-21, 2024**

AUSTIN CONVENTION CENTER | AUSTIN, TX

# Pickleball Village at The Running Event



## Power Break: **\$3,500** **2 AVAILABLE**

Provide coffee or juice and a light snack the afternoon of Wednesday, November 20 or Thursday, November 21. Refreshments will be served next to the pickleball court in the exhibit hall; the TRE team will assist with menu selections and manage all elements onsite.

- Sponsor logo included on provided relevant signage and promotional materials
- Opportunity to provide branded napkins
- Includes two branded courtside barriers

## Decal: **\$1,000** **LIMITED**

Highlight your logo, booth number, and/or court activation with a 3'x3' floor decal. Decals can be placed in Pickleball Village or elsewhere on the show floor.

## Signage: **\$1,500** **5 AVAILABLE**

Promote your brand, booth number, and/or court activation with a double-sided meter panel in Pickleball Village.

*\*Limited to one per brand*

## Court Time: **\$1,000** **LIMITED**

Access 30 minutes of dedicated court time for product demonstrations or approved activations.

- Sponsor logo included on provided relevant signage and promotional materials

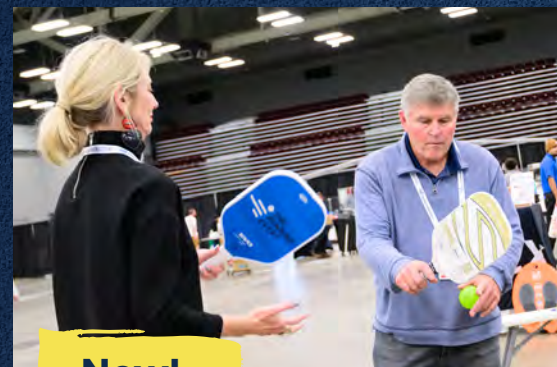
## Court Barriers: **\$750** **LIMITED**

Highlight your logo, booth number, and/or court activation on a courtside barrier in Pickleball Village.

*\*Limited to one per brand*



EXAMPLE OF BRANDED COURT BARRIERS



**New!**

Ask us about  
**"The Specialty Retailer's  
Guide to Pickleball"** - a guide  
to selling the fastest-growing  
sport in America, produced by  
*Running Insight.*

# GET STARTED!

## Contact Our Team



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**SWITCHBACK**



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