

ĐƠN VỊ BẢO TRỢ
ENDORSED BY



ĐƠN VỊ TỔ CHỨC
THE ORGANIZER



H C M C MARATHON

8th EDITION

VENDOR OPPORTUNITIES

JANUARY 2021
HO CHI MINH CITY, VIETNAM





VENDOR OPPORTUNITY

With thousands of runners joining every year, the HCMC Marathon 2021 Expo is the perfect engaging touch-point to promote your brands & your products to a wide range of customers.

- **10,000+** attendees in 2020 (including registered runners; their friends/ family who tagged along).
- **20+** vendors joining each year.
- Widely recognized as the running industry's premier event for new products/ services.
- Free to public.

EXPO DATES & TIMES

🕒 Saturday, January 16, 2021 | 9:00 a.m - 8:00 p.m

🏃 Race day: January 17, 2021

📍 Location: Tan Trao Street, Phu My Hung, District 7

About HCMC Marathon 2021

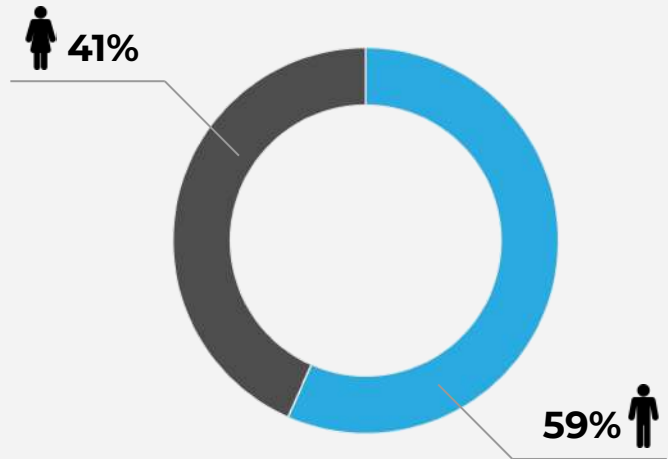
- Over 6 years, Taiwan Excellence HCMC Marathon has welcomed **nearly 60,000 participants** to run the City.
- It is one of the biggest marathon in Vietnam.
- Registered runners are from all parts of Vietnam and **72 other countries** (Top 5 highly-participated countries: Vietnam; China; Japan; South Korea & USA).
- **2.372 million reach & 113,000 engagements** across all social media.



2020 FACTS & FIGURES

In 2020, **93%** of runners were very satisfied by the brands' activation at HCMC Marathon Expo.

70% Vietnamese | **17.5% Expatriates** | **12.5% Foreigners**



The 2020 Expo witnessed a rising number of appealing & diverting activities from brands both on-stage and off-stage, which brought a euphoric atmosphere to visitors. This encouraged purchases and kept them stay longer.



MORE INFORMATION

- The HCMC Marathon Expo is where the registered runners collect their race kit.
- The Expo happens on the same day with Kids Dash race day, which will attract hundreds of parents & kids to the event site alone.
- The Expo is steps away from the Start/ Finish line.

VIRTUAL GOODYBAG

What: Weekly digital placements allow brands to promote/offer an item of value with an image, logo, text and a hyperlink to website.

Who: Digital touchpoint for HCMC Marathon registered participants.

Size of Database: 9,2000 participants

Purpose:

- *For brands:* to raise awareness; promote their products directly on a different channel.
- *For runners:* create excitement and bring more beneficial contents to runners.

Channel: Email.



BONUS OPPORTUNITIES

- **On-stage Activity:** Opportunity to engage with the crowd at Race kit pick up area and draw major attention to the brands from visitors.
- **F&B sit-down area sponsorship:** Opportunity to elevate planned booth activation and raise awareness of presence with logo integration on hanging aisle banners and custom signage at intersections.
- **Message Board Sponsorship:** Positive, meaningful touchpoint and photo activation featuring every runner's name. 61% of attendees visited the Message Board Backdrop in 2019.
- **Cool Down:** Opportunity to have a relaxing area for 42km and 21km finishers fully branded by you.





TYPES OF ACTIVATION

- Retail Sales
- Brand Engagements
- Photo Activation
- Product Sampling
- Service Demonstration

PAST EXHIBITORS



**THANK
YOU**

**H C M C
MARATHON**

For more information, please contact:

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