



HCMC MARATHON



**TAIWAN
EXCELLENCE**

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**HCMC MARATHON 2020 powered by TAIWAN EXCELLENCE EXPO
VENDOR OPPORTUNITIES**



VENDOR OPPORTUNITY

With thousands of runners joining every year, the HCMC Marathon 2020 powered by Taiwan Excellence Expo is the perfect engaging touch-point to promote your brands & your products to a wide range of customers.

- **10,000+** attendees in 2019 (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 4, 2020 | 9:00 a.m - 8:00 p.m
- 🏃 Race day: January 5, 2020
- 📍 Location: Tan Trao Street, Phu My Hung, District 7

HCMC Marathon 2020 powered by Taiwan Excellence

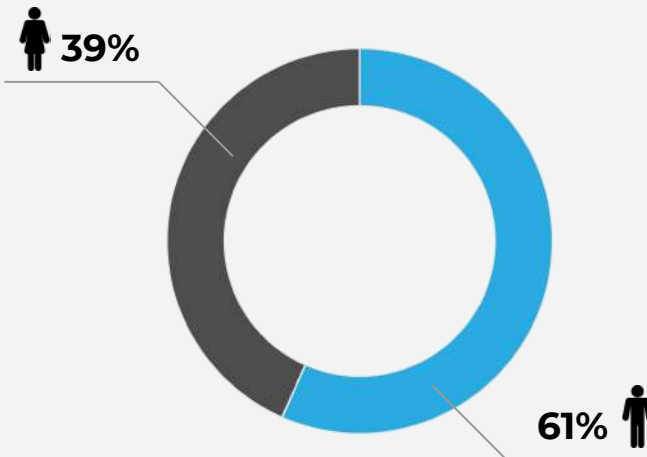
- Over 6 years, Taiwan Excellence HCMC Marathon has welcomed **over 50,000 participants** to run the City.
- It is one of the biggest marathon in Vietnam.
- Registered runners are from all parts of Vietnam and **59 other countries** (Top 5 highly-participated countries: Vietnam; China; Japan; South Korea & USA).
- **1.378 million reach & 94,000 engagements** across all social media.



2019 FACTS & FIGURES

In 2019, **97%** of runners were impressed by the brands' activation at HCMC Marathon powered by Taiwan Excellence Expo.

75% Vietnamese | **16% Expatriates** | **9% Foreigners**





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.

BONUS OPPORTUNITIES

- **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

7TH EDITION



TAIWAN
EXCELLENCE

For more information, please contact:

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