



Community Running Festival
#C50 Australia



2024 Cairns 50

Expo Exhibitor Prospectus

Calling all events, clubs, health/wellness retailers and businesses

WHEN:

Friday April 5, Cairns Esplanade, 5pm - 8pm

Saturday April 6, Glenoma Park, 3pm-7pm

Sunday April 7, Glenoma Park, 6am - 12pm

WHERE:

Cairns Esplanade - The Friday evening will see Cairns 50 host the inaugural COLOUR FOR COUCH Charity Run. This will enable great exposure to not just the running community, but also the wider community along the Cairns Esplanade

Glenoma Park - Located in Brinsmead, Cairns, Glenoma Park is the host venue for Cairns 50. With an expected 2,500 attendees including runners, supporters, spectators and volunteers, you can reach a wide demographic of health enthusiasts





BENEFITS AND OPPORTUNITIES

Being Far North Queensland's only road ultra, and one of only two road ultra's in all of Queensland, Cairns 50 presents a unique opportunity to promote your business, club, events or products to a wide range of people.

- **Promote your products, events and services direct to a large health and wellbeing market**
- **Sample your product/s to over 2,500 runners and spectators**
- **Promote your event to runners from across Queensland and Australia**
- **Multiple opportunities in different settings to promote your product/s to a wide audience**
- **Inclusion of your information and contacts in our Athlete Guide**
- **Check-in occurs at the expo, meaning a captured audience to view your products, services and events**
- **No or low cost options**

Present to a wide demographic of health conscious people

Runners

2024 will attract over 800 runners of all ages from 2 years old to 80, both male and female

Inter and Intrastate

55% of our entrants are local to Cairns, with 30% attending from intrastate and 15% from interstate

Reach

Over 2,500 people will attend the 3 day running festival with many more incidental visitors in addition to this

Demographics

56% of our entrants are female and 25% of our entrants are within the 30-39 years age group



GET INVOLVED

Be part of the expo!

SPACES

3m x 3m AND 3m x 6m tent spaces available

COST

\$0 if providing your own tent and no need for electricity

\$100 if requiring tent or electricity

\$200 if requiring both tent and electricity

WEATHER

The expo is held outside. In 2022 and 2023 we had hot conditions with no rain

BOOK YOUR SPOT

You can book a spot at www.cairns50.com.au/cairns-endurance-sport-expo/

OR

Get in touch with Josh

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