



Community Running Festival
#C50 Australia



2026 Cairns 50

Expo Exhibitor Prospectus

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

WHEN:

Saturday March 28, Glenoma Park, 4pm-7pm

Sunday March 29, Glenoma Park, 6am - 11am

WHERE:

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

2026 will attract over 600 runners of all ages from 3 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 2 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 2022-2025, we had hot conditions with no rain

BOOK YOUR SPOT

You can book a spot at www.cairns50.com.au/expo/

OR

Get in touch with Josh

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