

NINTH ANNUAL
ADIRONDACK
SPORTS
EXPO

| & |

MOHAWK HUDSON RIVER
MARATHON
HALF MARATHON
PACKET PICK-UP



Saturday, October 6 ■ 10am-5pm
ALBANY CAPITAL CENTER
55 Eagle Street, Albany

**Expo space
will sell out so
book yours
today!**

- ▶ **RUNNING • BIKING • TRIATHLON • PADDLING • HIKING**
▶ **ALPINE & NORDIC SKIING • SNOWSHOEING**
▶ **HEALTH • FITNESS • TRAVEL • GREEN LIVING**

At the new Albany Capital Center including summer and winter sports!



The Expo features 80 exhibitor spaces and attracts 5,000 sports and health enthusiasts, including 3,500 Mohawk Hudson River Marathon/Half Marathon runners with their friends and family.

The one-day, free admission Expo kicks off the Marathon/Half Marathon weekend, and is open to the public. Runners are **required** to attend the Expo to pick-up their race packets, and they spend time visiting the exhibitors. It's a great opportunity for sales and to promote your company, organization, destination or event.

Join the Adirondack Sports Expo & Mohawk Hudson River Marathon/Half Marathon – “Albany’s Ultimate Sports & Fitness Weekend!”



Book your space today!

- **Booth fee:** \$295 • **Non-profit organizations:** \$195
- **Booth space:** 10' x 10' with 8' back drape, covered/skirted table, two chairs and Wi-Fi
- **Terms:** full payment due by August 31

Join us to make sales, launch new products, build brand awareness and grow your clientele

Contact Darryl or Mona Caron today to secure your space

(518) 877-8788 or Info@AdkSports.com

AdkSports.com • [Facebook.com/AdirondackSports](https://www.facebook.com/AdirondackSports)

ADIRONDACK
SPORTS

Adirondack Sports & Fitness, LLC • 15 Coventry Drive, Clifton Park, NY 12065
Race directed by Hudson Mohawk Road Runners Club

HMRRC

ADIRONDACK SPORTS EXPO

MOHAWK HUDSON RIVER MARATHON HALF MARATHON PACKET PICK-UP



A High-Energy Gathering of the Running, Sports and Fitness Community!

EXPO ATTENDEES

The Expo attracts 5,000 sports and health enthusiasts, including 3,500 Mohawk Hudson River Marathon/Half Marathon runners with their friends and family. They are committed to a lifestyle that involves outdoor sports, healthy living and travel activities of all kinds. They are doers, not watchers. Our attendees are quality of life enthusiasts and are in the prime of their spending years. Whether beginner or expert, they spend substantially on clothing, gear and services.

EXPO DEMOGRAPHICS

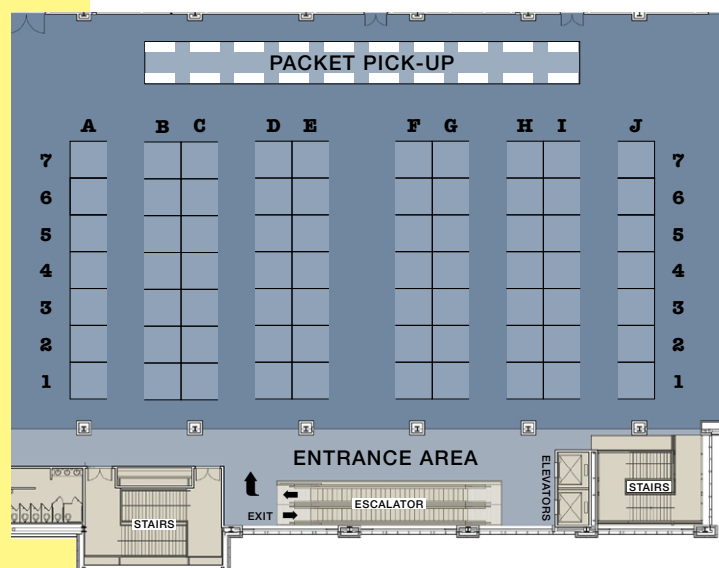
- **Gender** – Male: 50%, Female: 50%
- **Age** – 24-under: 10%, 25-44: 40%, 45-64: 40%, 65+: 10%
- **Household** – Children 18-under: 35%, Married Couples: 55%, Individuals: 30%
- **Income** – \$125K+: 25%, \$75K-\$125K: 40%, \$25-\$75K: 25%
- **Education** – Post-Grad: 20%, College Grad: 60%, High School: 20%

EXPO MARKETING

The Adirondack Sports Expo will be promoted through advertising, promotion and editorial coverage in Adirondack Sports magazine (circulation: 18,000 monthly with 50,000 readership in-print, online, e-news, social media) beginning with the May 2018 issue). An Expo Attendee Guide special section will be published in the October 2018 issue. The magazine, AdkSports.com, Weekly e-newsletter, and Facebook.com/AdirondackSports will have event coverage. A Capital Region ad/promo campaign will be conducted in daily/weekly newspapers, monthly magazines, websites, social media, radio and TV. This will include display ads, press releases, feature articles, interviews and special events.

ALBANY CAPITAL CENTER

This convention center in downtown Albany opened March 2017, across from the NYS Capitol. The Capital Center provides all event amenities in a beautiful glass structure with 22,500 square feet of exhibit space. It's connected to the Renaissance Albany, two blocks from the Hilton Albany, and walking distance from restaurants and the marathon finish line. The ACC has 130 underground parking spaces, and is connected to the Times Union Center garage with 950 spaces (both \$5 parking fee).



ALBANY CAPITAL CENTER FLOOR PLAN



Adirondack Sports & Fitness, LLC

15 Coventry Drive ▲ Clifton Park NY 12065
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info@AdkSports.com ▲ AdkSports.com
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