



**MOHAWK HUDSON RIVER
MARATHON
AND
HALF MARATHON**

10TH ANNUAL

**EXPO
& PACKET
PICK-UP**



Saturday, October 12, 2019 ■ 10am-5pm
ALBANY CAPITAL CENTER
55 Eagle Street, Albany

RUNNING ■ WALKING ■ BIKING ■ TRIATHLON
HEALTH ■ FITNESS ■ TRAVEL ■ GREEN LIVING

Vendor Registration Now Open!



- 60 exhibitor spaces and 4,000 attendees including 2,500 marathon/half marathon runners with friends and family.
- One-day, free admission Expo kicks off the marathon/half marathon weekend and is open to the public.
- Runners are required to attend to pick-up their race packets and they spend time visiting the exhibitors.
- Great opportunity for sales and to promote your company, organization, destination or event.



**Save Time and Money,
Register Now!**

Regular Booth* – Tier 1=\$295, Tier 2=\$325, Tier 3=\$350
Non-Profit Booth* – Tier 1=\$195, Tier 2=\$225, Tier 3=\$250
**Inventory-based pricing and will increase when 25% and 50% capacity has been filled
Booth includes: 10' x 10' booth with 8' back pipe/drape,
8' x 2.5' table (bring tablecloth), two chairs, Wi-Fi and security*

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

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



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





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

EXPO ATTENDEES

The Expo attracts 4,000 attendees, including 2,500 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

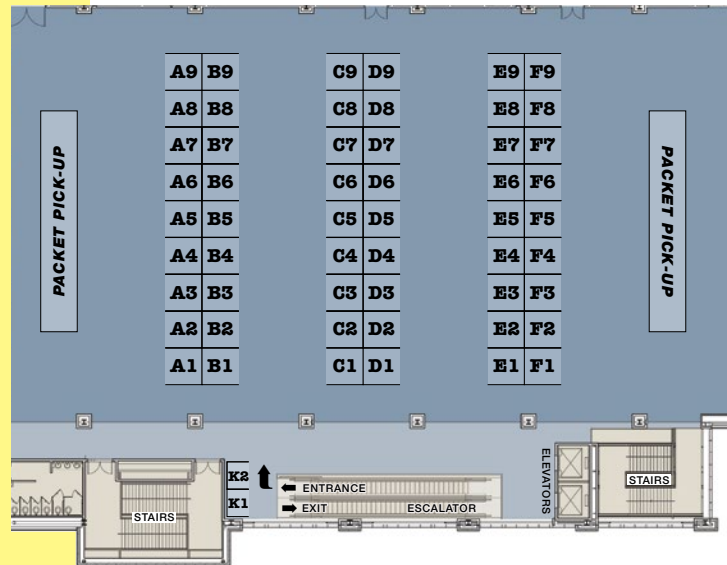
- **Gender** – Male: 45%, Female: 55%
- **Age** – 24-under: 10%, 25-44: 40%, 45-64: 40%, 65+: 10%
- **Household** – Children 18-under: 35%, Married Couples: 55%, Individuals: 30%
- **Income** – \$125K+: 25%, \$75K-\$125K: 40%, \$25-\$75K: 25%
- **Education** – Post-Grad: 20%, College Grad: 60%, High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

EXPO MARKETING

The 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 2019 issue). An Expo Attendee Guide special section will be published in the October 2019 issue. The magazine, AdkSports.com, Weekly e-newsletter, and Facebook.com/AdirondackSports will have event coverage.

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).



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