



CME
2nd CHINA MARATHON EXPO

Invitation

-EVENT DATE-

January 4-6, 2018

-VENUE-

Hall C2, C3, C4, C5 of
Xiamen International Conference & Exhibition Center

-EXHIBITION AREA-

25,000 square meters
(including race package pick-up area)

-HOSTED BY-

Chinese Athletic Association

-SUPPORTED BY-

Xiamen Municipal Bureau of Sports

-ORGANIZED BY-

Xiamen Media Group Co., Ltd.

-OPERATED BY-

Xiamen Media Group Sport Co., Ltd.



The Exhibition

-EXHIBITION AREA-
20,000m² with 1,000 standard booths

-THEME ACTIVITY-
Summit Forum
Product Launch
B2B Project Matchmaking
Runners' Interaction

-EXHIBITION SCOPE-



Race Organizing Committees

(marathon, cross country, international races, themed road run races, trekking, etc.)



Race Operators

(well-known race operators)



Race service providers

(timing, logistics, insurance, registration system, photography, travel related)



Derivatives development, venues, brokers, etc.



Running brand owners

(shoes, clothing, accessories)



Running fashion

(fashion accessories, glasses, smart wear, running APP)



Running health

(fitness equipment, health care products, rehabilitation medical, fitness training institutions)



Tourist destinations

(tourist bureaus, resorts & hotels, scenic areas, etc.)



Well-known companies

(marathon sponsors, real estate, automobile, finance, food FMCG, etc.)



Sports media

► 1. What are we?

China's most authenticated, most professional and most influential event of the marathon industry.

The highest level showcase for China's marathon, a significant communication window between the domestic and foreign marathon industry.

An exchange and cooperation platform for relevant governmental offices, race organizers, operators, service providers, sponsors and runners.



► 2. What is going on?

Race display - Representing the highest level of China's marathons and the most unique stage for running races.

Product launch - The races and runners attending the convention will provide these sectors with accurate and specified consumers.

Investment and Trading - Race Intellectual Properties, and newly invented race related products are brought together to bring new blood into the marathon market.

Runners' interaction - Well-known runners and leaders in the industry are invited to share and promote running culture and city tourism.

Review of 1st Expo

► Scale of Exhibition

Exhibition area: 15,000 square meters

Four areas: marathon race area, main exhibition area, whole marathon industry chain and supporting service providers, runners' interaction area.

More than **40** activities were held, covering **5** categories: expo opening ceremony, summit forum, running training races / product recommendation, Olympic champions experience-sharing meeting and interactive experiences.

► Facts & Figures

70 reputable marathon races from 21 provinces and cities of the country,

26 famous running gear brands,

14 domestic and overseas top race operators,

11 domestic marathon sponsors,

17 race service providers

More than **100** well-known companies joined the exhibition

About **80,000** spectators totalled

► Media Promotion

50 domestic authoritative media

124 sports media worker gathered

Influenced over 10 million people through network, television, outdoor advertising, etc.

More than 6.5 million' s Weibo topic readings

Up to 5.5 hours' Sina video live, over **690,000** people watched online



DING CHEN

Olympic Track and Field
2012: Men's 20KM Walk
Medal Winners



The 2nd China Marathon Expo will continue to be held in Xiamen on this basis and made upgraded.



Why Participate?

► A) About the Race

1. China's most authenticated, most professional and most influential event of the the marathon industry.
2. National level expo, geared towards more than 1 million runners of China.
3. Great industrial resources match-making and corporation opportunities.
4. With summit forum opening at the same time, relevant government officials and top professionals of the industries are brought together.
5. China's first IAAF Gold label race Xiamen Marathon going on at the same time. Two international affluent events of the marathon industry brings large number of Sports lovers from all over the world.

► B) Media and Broadcasting

1. All means of media promoting the event, more than ten million transmissions.
2. Access to over 80 000 target groups of potential consumers, and more than 60 000 Xiamen marathon runners at the exhibition.
3. Traditional medias such as CCTV provide full coverage.
4. The top four web portal of China, Sina, Tencent, Net Ease, Sohu will be broadcasting online through live-streaming and news.
5. Xiamen satellite TV, newspaper, bus body advertisement and bill boards will also be used to promote the Expo.

► C) For Cities

1. Boost Sports communications of the two cities.
2. Present to the Chinese market the symbol, idea and culture of your race.
3. Attract Chinese tourists, and boost local tourism industry.
4. Through the communications at the expo, help with each other's sports industry.
5. Held at the beautiful seaside city of Xiamen, at Xiamen International Conference & Exhibition Center, held many world class conferences, such as 2017 BRICS meeting.

China's IAAF Marathon Races



★ Xiamen Marathon(XMM)

Xiamen Marathon(XMM) was founded in 2003 by CAA(Chinese Athletic Association) and Xiamen government. The XMM is a full marathon with more than 30 000 runners. It is the first IAAF Gold Label Road Race of China, and kept the honour for 10 consecutive years. Most of its race course is along the Island Ring Blvd - the beautiful coastal drive circling Xiamen Island.



5
Races



2
Races



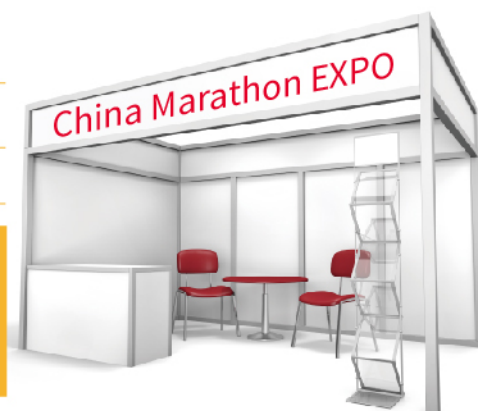
3
Races

Price List

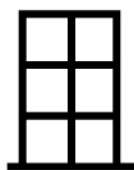
Booth Type	Price	Remark
Raw space*	US \$112/m ²	≥36m ²
Standard Booth**	US \$1123/9m ²	3m×3m

*Raw space start at 36m, prime booth start at 54m.

**All standard booth include Chinese and English facial lintel, 1 table, 2 chairs, 2 spotlights and 220v power outlet.



Contact Us



Organizing committee of China Marathon Expo

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