



Canada's Largest
Running Expo!

tcs TORONTO EXPO

WATERFRONT MARATHON



THE ENERCARE CENTRE

October 17 - 18, 2025

torontowaterfrontmarathon.com

#TOwaterfront42k

Get in on the action at the TCS Toronto Waterfront Marathon Expo, Canada's largest marathon!

Scheduled for October 17 - 18, 2025 at the Enercare Centre in Hall D, the Expo is the perfect place to connect with an engaged audience of more than 60,000 active running, health and fitness enthusiasts during the lead-up to Canada's premier big-city running event.

It was an incredible sold-out TCS Toronto Waterfront Marathon last year. The excitement and enthusiasm have continued to build in Toronto, and there's so much to look forward to. This year's show promises to be bigger and better than ever, jam-packed with exciting activations and an inspiring Speaker Series.

Don't just take our word for it - see what some exhibitors had to say in the 2024 Post Event Exhibitor Survey:

"This was our first time at the show, and it exceeded all our expectations. We hit our sales target by Saturday morning! We're already excited for next year's event."

"It gets bigger and better every year, with great energy and lots of foot traffic both days. So well organized. See you next year!"



Our Attendees

#CHOOSE TO CELEBRATE

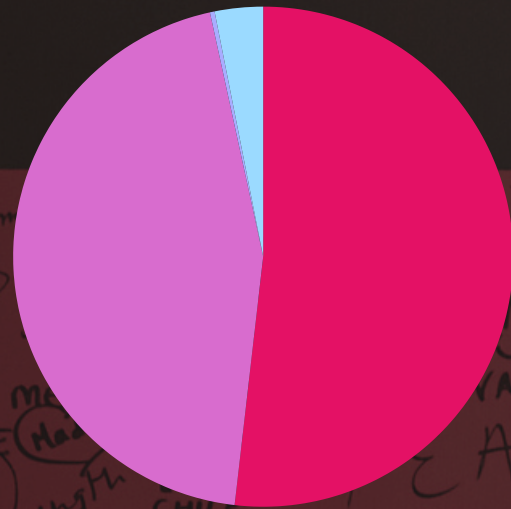
The TCS Toronto Waterfront Marathon has a large audience across various media channels. Our social channels are designed to target key consumers and create impactful engagement opportunities for brands. Exhibitors have an opportunity to connect with runners in the promotion of the Expo.

Prefer Not To Disclose
3.1%

Women
44.8%

Men
51.8%

Gender



93%

Employed

85% Post-secondary
completed

Employment & Education

< \$50k

\$50k-\$74k

\$75k-99k

\$100k-\$149k

\$150k-\$199k

\$200k +

Household Income

7000
6000
5000
4000
3000
2000
1000
0



< 17

18-29

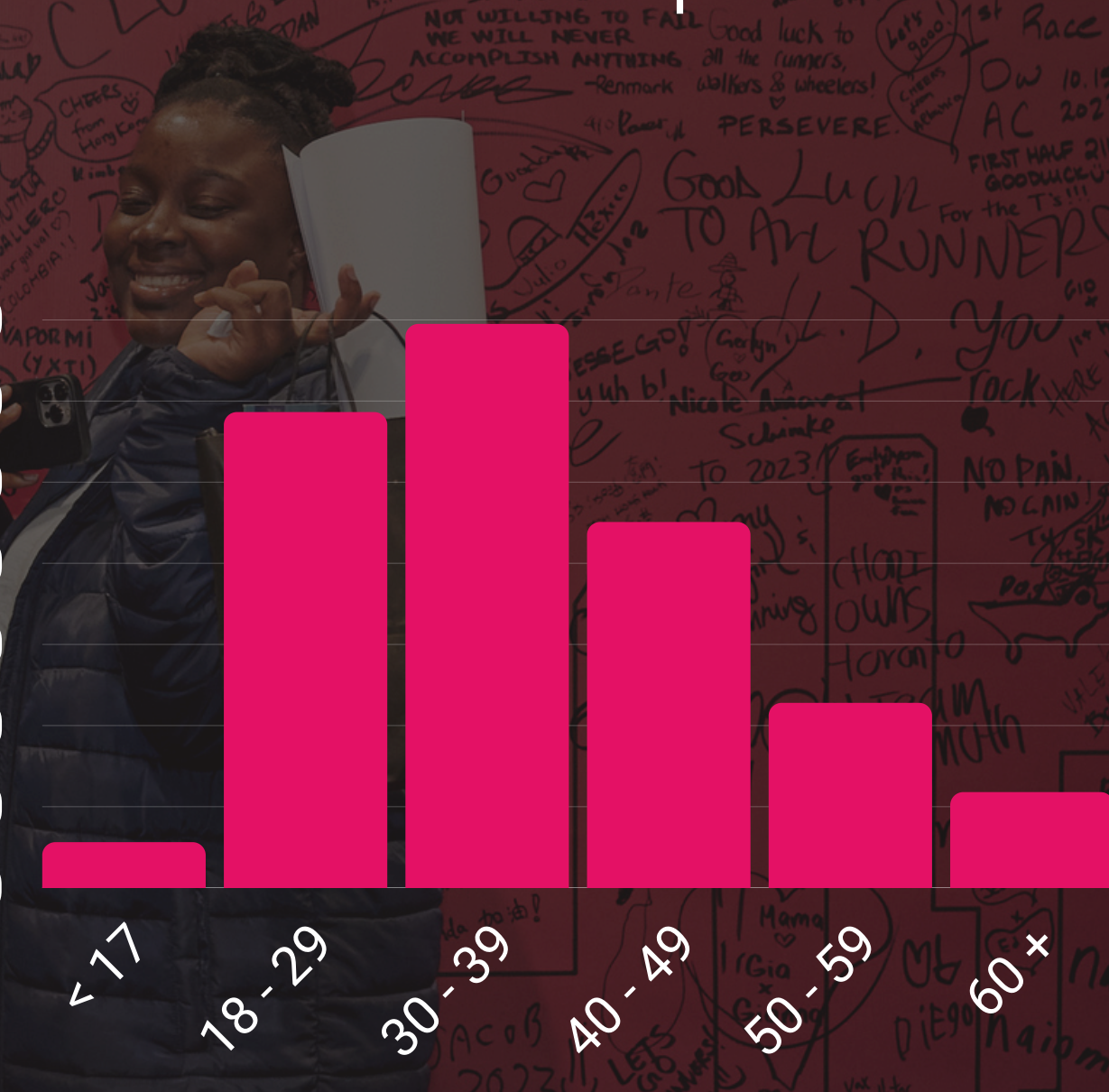
30-39

40-49

50-59

60+

Age





Biweekly Newsletters

Over 85,000 Subscribers



torontowaterfrontmarathon.com

323,000 unique visitors | Over 1 million page views



@T0waterfront42k/@runCRS

18,100 Followers



@towaterfront42k/@runcrs

32,600 Followers



@T0waterfront42k/ @CanadaRunningSeries

70,000 Likes

SOCIAL MEDIA REACH | 77.5 Million Impressions

Exhibitor Opportunities

The 2025 TCS Toronto Waterfront Marathon Expo provides exhibitors with an opportunity to:

- Face-to-face interaction with thousands of runners from around the globe
- Increase sales
- Launch new products and market existing ones
- Raise brand and product awareness
- Sample products, perform demonstrations and receive in-person customer feedback
- Conduct market research and data collection
- Exhibit alongside other brands in Canada's running industry

Booths are limited so don't miss your chance to generate leads, drive sales and meet face-to-face with thousands of new and engaged customers!

BOOTH TYPE	EARLY BIRD PRICE DECEMBER 16, 2024 TO FEBRUARY 28, 2025	PRICE BREAK MARCH 1, 2025 TO JUNE 30, 2025	FINAL PRICE BREAK JULY 1, 2025 TO OCTOBER 10, 2025
10 x 10 Standard Booth	\$1,900	\$2,100	\$2,300
10 x 10 Premium Booth	\$2,000	\$2,200	\$2,400
10 x 20 Standard Booth	\$3,800	\$4,200	\$4,600
10 x 20 Premium Booth	\$4,000	\$4,400	\$4,800

Custom booth configurations are available! Contact Brenden Williams to discuss. All bookings include complimentary WiFi, 1 x 6ft table and 2 chairs.

As an exhibitor, you will receive our official TCS Toronto Waterfront Marathon Expo digital graphics. The images can be used to promote your participation at the expo across your social channels.

Exhibitors can participate in the Virtual Event Bag at reduced rates.

To reserve your booth, [Click Here!](#)

Contact Us

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TCS Toronto Waterfront Marathon

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www.torontowaterfrontmarathon.com

If your target market consists of running, health, and fitness enthusiasts, make sure the TCS Toronto Waterfront Marathon Expo is on your calendar!

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