

US Trail Running Conference



Exhibitor Deck

October 27-30, 2021



American
Trail
Running
Association





This year celebrates the ninth annual US Trail Running Conference (USTRC), and is the second consecutive year the event will be held in Fayetteville, Arkansas. From 2012 through 2017, and in 2019, the Conference was held in Estes Park, Colorado. For 2018 the Conference moved to the West Coast in San Luis Obispo, California.

Over the last nine years, the USTRC has grown to become an industry leading professional event that showcases the rapidly growing sport of trail running in the US. Thanks in part to the many sponsors, partners, volunteers and staff, the USTRC makes valuable contributions to the continued growth of our sport. The USTRC is also grateful for the passionate support of the American Trail Running Association. The USTRC is acknowledged as an innovative leader advocating for diversity and inclusion, valuable and relevant content, and climate action leadership and sustainable and restorative best practices for our sport.

The 2020 USTRC was the first year that the event offered participants in-person as well as virtual access due to the impact of the COVID pandemic. More than 170 combined participants were able to enjoy high quality educational and inspirational content. As a result of the success of opening up virtual access options, future Conferences will continue to offer virtual access options in order to achieve organic growth for the event. This applies to exhibitors as well as participants, so businesses and organizations interested in exhibiting can choose from in-person or virtual booth options. We expect the COVID situation to have greatly improved by the time of the Conference, so also expect an increase in in-person attendance. This exhibitor deck details the incredible and unique opportunities that the US Trail Running Conference provides for exhibitors in the trail running market. Please reach out to Event Director, Terry Chiplin, if you have any questions regarding any aspect of these opportunities - terry@ustrailrunningconference.com, or 303-304-9159. We look forward to working with you.

“The mission of the US Trail Running Conference is to lead, educate, connect and empower an inclusive tribe of trail runners, race directors and industry leaders working to share best practices with the trail running community.”

Trail Race Directors & Trail Runners

Your target market

- ★ Up to 100 trail race directors expected in 2021
 - 2018-2020 - 160 attendees
 - Represented >700,000 runners
 - 27 states and Canada
 - Previously race directors from Brazil, Iceland & The Azores
- ★ Race Directors actively seeking services or products that will help them produce successful, financially viable, sustainable races
- ★ Race Directors attending manage both trail and road races, or enterprise level road races seeking to add trail to their portfolio
- ★ Up to 500 engaged trail runners
- ★ Additional crossover opportunity with local trail race on Conference weekend
- ★ >20,000 page views on Conference website annually

Your benefits

- ✓ Activation options prior to Conference
- ✓ Impeccable exhibitor fulfillment
- ✓ Direct potential client contact as part of professional expo
- ✓ Logo and hyperlink on exhibitor page on website
- ✓ Welcome on social media and regular posts across channels
- ✓ Positions your brand at the forefront of trail running & the rapidly growing active outdoor lifestyle market
- ✓ Exclusive branding for each opportunity
- ✓ Displayed as exhibitor on Conference event app
- ✓ Opportunity to share Conference specific special offers via app
- ✓ Opportunity to donate products or services to any auctions or draws

Your opportunity

Expo booth for trail race directors

Virtual expo booth for trail race directors

Expo booth for trail runners

Virtual expo booth for trail runners

Your investment

\$800

\$400

\$400

\$200