



2022 Exhibitor Deck

October 19-22, 2022, Mukilteo, WA

This year celebrates the tenth anniversary of the annual US Trail Running Conference (USTRC), and will be the first year the event will be held in the Pacific Northwest at Mukilteo, Washington. 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, and was also held in Fayetteville, Arkansas, in 2020 and 2021.

Over the last ten 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.

For the 2020 and 2021 events we adopted a hybrid format, offering participants in-person as well as virtual access due to the impact of the COVID pandemic. More than 330 combined participants were able to enjoy high quality educational and inspirational content. For 2022 participation for the Race Director segment of the Conference will be in person only, and as a result we expect in person attendance to increase. Participant attendance will be further boosted by inviting trail runners from the local area to attend each day over October 19 to the 21. Our professional expo on Thursday October 20 and Friday October 21 will combine exhibitors for both race directors and trail runners in one location, with total exhibitor numbers limited to 25.

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 family of trail runners, race directors and industry leaders working to share best practices with the trail running community.”

Trail Race Directors & Trail Runners - Expo October 20 & 21

Your target market

- ★ Up to 100 trail race directors expected in 2022
 - 2018-2021 - 210 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 150 engaged trail runners
- ★ Additional possible crossover opportunity with local trail race on Conference weekend
- ★ > 34,000 page views on Conference website annually

Your opportunity

Expo booth for trail race directors & trail runners combined

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 investment

\$900

Note - discounts are available for non-profits or public benefit corporations

What our exhibitors have been saying.....

Ape Sportswear was a first time exhibitor at the 2021 Trail Conference. Trail running is a great fit for our apparel, as we offer UV25 and UV50 performance athletic shirts. In addition to this organic fit of exhibitor and conference was this year's theme of trail running being a restorative, and inclusive, sport. Since there was also featured speakers discussing safety on the trail, for ALL racers, Ape Sportswear was also in alignment with this year's theme as we feel that our UV protection event shirt plays an important role in keeping racers safe as well. All around, a win, win, win for us as we placed in an educational arena for Terry to stir the pot and facilitate growth, openness, heightened spirit, collectiveness, inclusivity, and respect for outdoor trail running...and all participants! *Eric Alexon, Sales Director, Ape Sportswear*

Orbiter has exhibited at the US Trail Running Conference each year for the last three years. Each time we have gained a positive return on investment. This is because the attendees are dedicated industry professionals coming from a well educated background with serious industry focus. You can will find top professionals and elite athletes at the Conference. We look forward to next year's conference where Old-growth forests of the Pacific Northwest store more carbon per unit area than any other biome, anywhere on Earth. *Greg Stewart, Owner, Orbiter RFID race Chip Timing System*

GO Sleeves - The US Trail Running Conference was an incredible opportunity for GO Sleeves to meet and learn from a diverse community of runners. Thank you for the invitation and a weekend of meaningful conversation and networking with the trail running community. *Marci Soulakis Orr, GO Sleeves*