



# US Trail Running Conference

October 23 - 25, 2024

Knoxville, TN

## Exhibitor Deck

# The industry-leading event for the Trail Running Community

The US Trail Running Conference is the only Conference of its kind dedicated to the sport of trail running. It is attended by the top talents in the sport, enthusiastic runners, along with sponsors and exhibitors from across the United States.

The 2024 edition of the US Trail Running Conference is presented by Marathon Printing Inc., and is held in Knoxville, Tennessee.

The US Trail Running Conference is the place to engage in lively discussion on how we can all shape the sport to become more diverse, equitable, and carbon neutral, along with good old-fashioned networking.

Whether you're a race director, an exhibitor or sponsor, a trail runner, or a fan of the sport looking to soak in the content, you need to be at the **US Trail Running Conference 2024**.

---

## Benefits of Sponsoring, Exhibiting or Attending the US Trail Running Conference - limited to 15 places!

**Showcase your products or services directly to your target market**



Up to 75 race directors expected - >250 RD's or event organisers 2019-2022, representing >730,000 runners



Up to 100 trail runners per day expected during the event

**Educate the trail running community on your latest innovations**



**and future plans**

Engaged and enthusiastic trail runners make great test subjects

**Opportunity to engage in lively and open discussion that will help**



**shape the future of the sport**

We encourage sponsors and exhibitors to get involved in all discussion sessions during the Conference, giving you a unique opportunity to learn about the particular challenges that trail races face, and contribute to meaningful actions that will bring about a more diverse, equitable, and carbon neutral sport

# Exhibitor Benefits - Expo Thursday October 24 & Friday October 25

Brand awareness	Standard \$1095
Exhibitor booth in expo area	✓
Logo with link & blurb on exhibitor page	✓
Regular social media posts on FB, IG & Twitter	✓
Race director exhibitors have 2-3 minute elevator pitch opportunity	✓
Attendee list post event	✓
Displayed as exhibitor on exclusive Conference app	✓
Share Conference specific offers via the Conference app	✓
Expo is in main meeting room at Conference, with direct access to attendees	✓
2 Conference passes + unlimited 20% discount for additional passes	✓
2 free Conference passes to offer to your VIP or prospective clients	✓
Lunch Thursday October 24 & Friday October 25	✓
Networking evening Thursday October 24	✓
Invite your clients to the Conference with a custom discount code	✓

<b>Brand awareness</b>	<b>Standard \$1095</b>
Opportunity to upgrade with exclusive sponsor opportunities	✓

## Additional Sponsor Opportunities

Opportunity	Investment
USTRC Session sponsor	\$500
USTRC Fun Run sponsor	On application
USTRC Meal sponsor	\$1000
USTRC Custom Sponsor Package	On application

For further details, contact USTRC Event Director, Terry Chiplin, at [terry@ustrailrunningconference.com](mailto:terry@ustrailrunningconference.com) or +33 06 79 76 31 53

*“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.”*

### What our exhibitors have been saying.....

**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.

**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**

**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**

### **What our race directors and event organisers have been saying.....**

"Thank you so much for orchestrating such a great conference, one that I will long remember!!!" **Lin Gentling, USATF**

"Thanks for a great conference. Lots of great conversations, impulses and connections were made." **Mathias Eichler, Singletrack Podcast & Trail Running Film Festival**

"Thank you for having me out Terry! I had to boogie before lunch but I'm really glad I attended--lots of good connections were had." **Porter Bratten, Evergreen Trail Runs & Orca Running**

"I very much enjoy meeting and talking with other race directors and vendors each year at the US Trail Running Conference." **Craig Thornley, WSER 100**

"I wanted to say thank you for hosting an amazing trail conference. I made great connections and would love to be more involved in the future conferences." **Kim Field, All Things Fun Sports!**

"You won't be disappointed by attending this amazing conference that provides a gathering of industry leaders, race directors and trail runners from around the country and across the globe to share ideas, educate and learn about all relevant subjects in this sport from diversity and inclusion to the importance of sustainability and ongoing ecological responsibility in the sport. I've attended many running conferences and this one is the warmest and most welcoming of all.

This is a conference you can attend alone and when you leave you've made many new friends that will welcome you into one big family of conference attendees. Many kudos to Terry Chiplin, founder and promoter for working to make this happen. Hope to see you in October!"

**Paulette Odenthal, Run the Ritter, and RRCA MN state representative**