

SALONPAS HCMC MARATHON 2022 EXPO

VENDOR OPPORTUNITIES

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SALONPAS HCMC MARATHON

THE BIGGEST MARATHON IN VIETNAM

Salonpas HCMC Marathon has always been catering for all abilities and age groups to take part in running

8+ Years of experience

10,000+ Runners join each year

4 Distance: 42KM, 21KM, 10KM, 5KM,
and Ronny Dash - 1.5KM & 500M for kids and parent

72+ Number of nationalities of runners

ONE^AONE^S

MỘT CUỘC ĐUA. MỘT CỘNG ĐỒNG

The essence of Salonpas HCMC Marathon lies in the people. It's the people, who create the mesmerising euphoria at the Start line, who burst with pride for breaking down barriers and records at the Finish Line.

However, our experience doesn't end at the start - finish line. The **Expo at Salonpas HCMC Marathon** brings all people, from the organizer to sponsor, partner, vendors in one place to create a unique experience of runners.

BECOME AN EXPO VENDOR

Together, we'll race as ONE.

WHAT IS SALONPAS HCMC EXPO?



Each year, thousands of participants come to Salonpas HCMC Marathon 2022 Expo to join the variety of vendors featuring the latest sport technology, nutrition, fitness.

This is the perfect engaging touch-point to promote your brands & your products to more than 10,000 people in just a couple of days.

WHEN?



January 08, 2022 | 9:00 AM - 8:00 PM
January 09, 2022 | 5:00 AM - 11:00 AM

The Expo is held 3 weeks away from Tet, which is the peak time for consumer spending.

WHERE?



In the heart of Phu My Hung, District 7, only 15 minutes from the centre of Ho Chi Minh City, 30 minutes from Tan Son Nhat International Airport.

The Expo is steps away from the Start/ Finish line and next to the race kit pick-up area.

A LOOK BACK AT 2021

The 2021 Expo witnessed a rising number of appealing & diverting activities from brands, which brought a euphoria atmosphere to participants. This encouraged participants purchased and kept them stay longer.

**94%**

Participants had good experience with the activities of brands

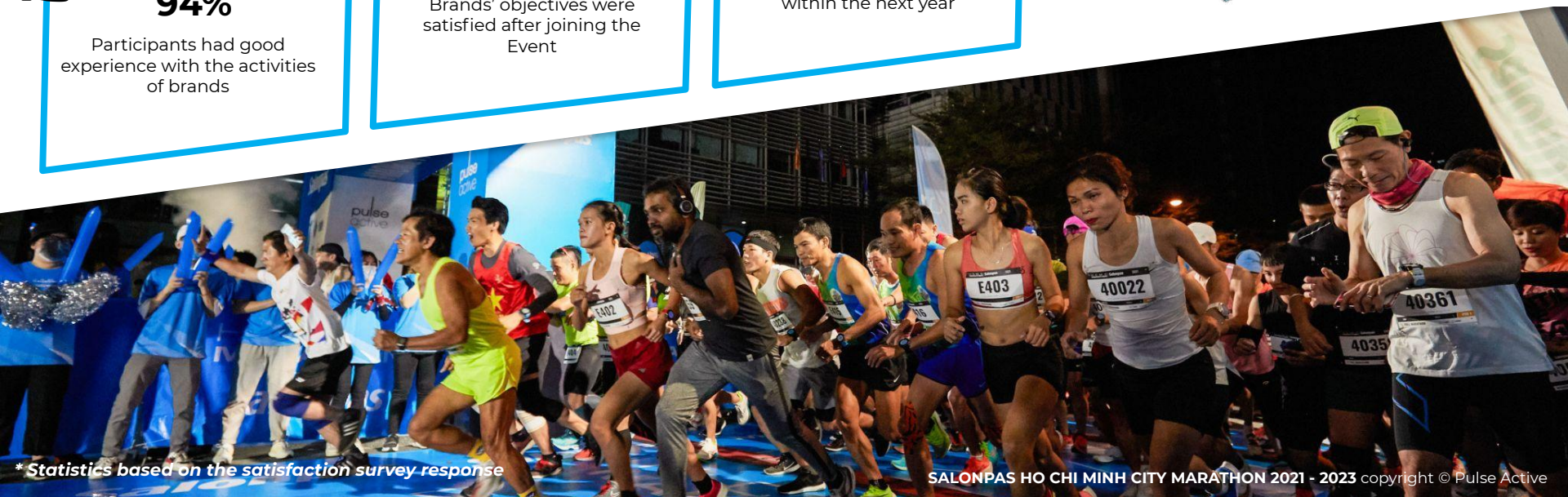
**100%**

Brands' objectives were satisfied after joining the Event

**70%**

Brands said that they would definitely join in our events within the next year

84% of runners is Vietnamese
| 11% Expatriates | 5% Foreigners



* Statistics based on the satisfaction survey response

EXPO PARTICIPANT PROFILE

Who will visit?

- 10,000 runners
- 5,000+ visitors
- 500+ volunteers
- 30+ vendors

Typical participants profile:

- Mid to high-income levels, well-educated.
- Goal-oriented and committed to the active and healthy lifestyle.

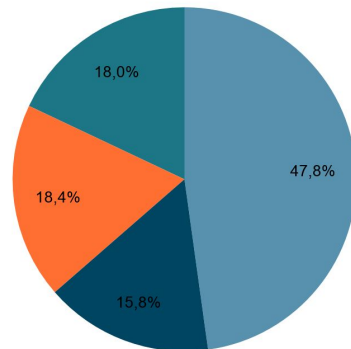
Your actual and potential customers come and visit the Expo to:

- Attend the conferences to discover sport tips and healthcare trend
- Meet expert to consult about healthcare, interested product
- Attend diversity activities by brand such as healthcare activities, minigames, check the body mass index
- Experience and buy healthcare and sport product from reputable brands
- To have food, beverage and enjoy weekend in a moment of genetic and enjoyment with their friends, family members, colleagues
- Together with their children/ family join in kid activities



47.8% Runners join with friends |
15.8% Family members | 18.4% Colleagues

● Friends ● Family ● Colleagues ● Alone



ACTIVITIES AT YOUR EXPO BOOTH

Seize your opportunity to connect with current customers and meet potential new leads by some activities in your Expo booth by:

SELL IT!

Leverage on target specific consumer with over 10.000 people to boost sales during the largest shopping days of the year



SAMPLE IT

Use the Expo to have a sampling of products in a moment of excitement and energetic, instead of during supermarket errands



ACTIVE IT

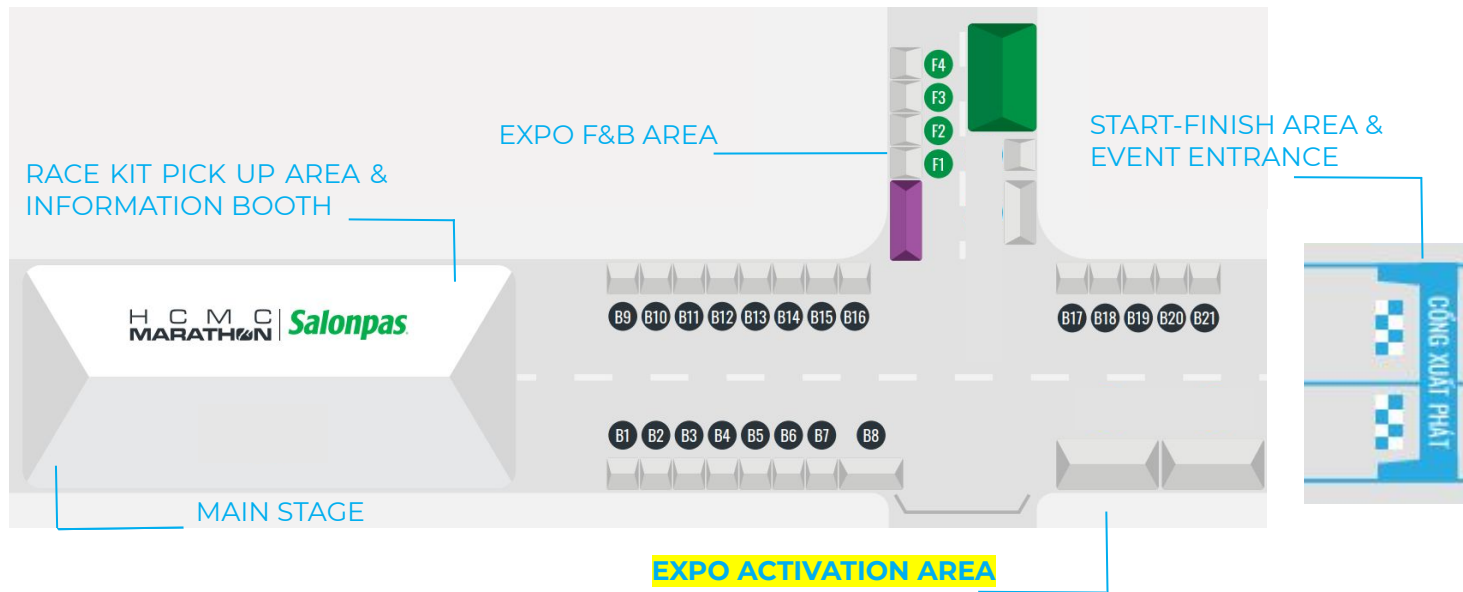
Act on-site with target audience to bring the brand and products closer to the potential consumers



DISPLAY IT

Introduce your product and increase brand awareness and associate product to active, healthy & positive vibes

KNOW WHERE YOU STAND



VENDOR PROFILES

SPORTSWEAR

Sports Garment & Textile
Sports Footwear & Materials
Sports Accessories

HEALTH AND FITNESS

Fitness & Gym Equipment
Stretch Machines/ Massage
Supplies
Health Food / Supplements
Technology, Gadgets & Mobile App

OUTDOOR AND LEISURE

Water Sports
Mountain Sports & Camping
Golf, Tennis, Football Equip & Services
Bikes and Accessories
Sport Tourism Business

FOOD AND BEVERAGE

ACTIVATION SPACE AT THE EVENT SITE

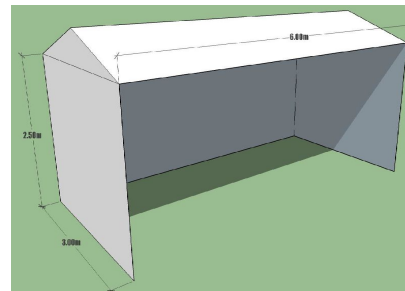


In Salonpas HCMC Marathon 2022 Expo, we limit the quantity of booths to around 30 to increase exposure and create a memorable experience for participants and vendors alike.

Pulse Staff works closely with each vendors to ensure an effective execution.

Expo easy concept booth includes:

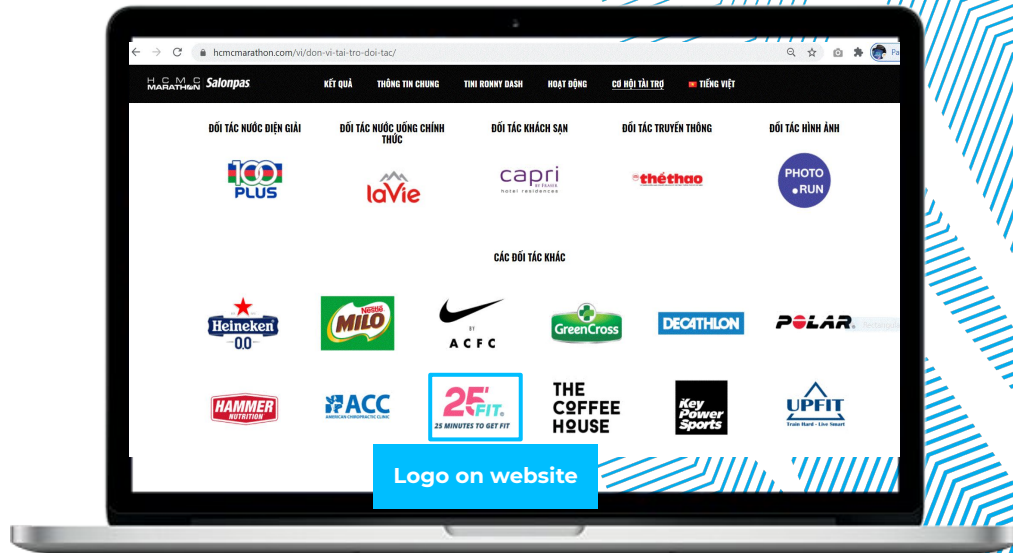
- 3x3 or 6x3 space
- Venue rent
- Booth banner
- White booth backdrop
- Desk
- Chairs
- Lighting
- Fan
- Power supply
- Basic Branding Benefits



MARKETING OPPORTUNITIES

BASIC BRANDING BENEFIT - VENDOR LOGO ON EVENT WEBSITE

The official website of the event will be gather all information about the event and more than **344,000** reach.



MARKETING OPPORTUNITIES

BASIC BRANDING BENEFIT - VENDOR LOGO ON E-RACE GUIDE

E-race guide is an notification with needed information sent to all runners before event day.

Channel: Electronic Digital Mail, Event Facebook Fan Page and Event Website

YOU ARE BENEFITING FROM

Size of Database: **165,300++**

Event Facebook Fan Page **++58,000** followers and monthly reach of **4,600,000** reaches.

Event Website with **++344,000** reach.



Logo on e-race guide

Salonpas HCMC Marathon 2021 | 37

MARKETING OPPORTUNITIES

BASIC BRANDING BENEFIT - VENDOR LOGO ON EVENT BACKDROP

Having logo on the event backdrop which is placed at the high-traffic area will help Vendor elevate brand identity and exposure.

FACTS:

Taking photo at the event backdrop is one of the must-not-missed activities of runners at the event site.

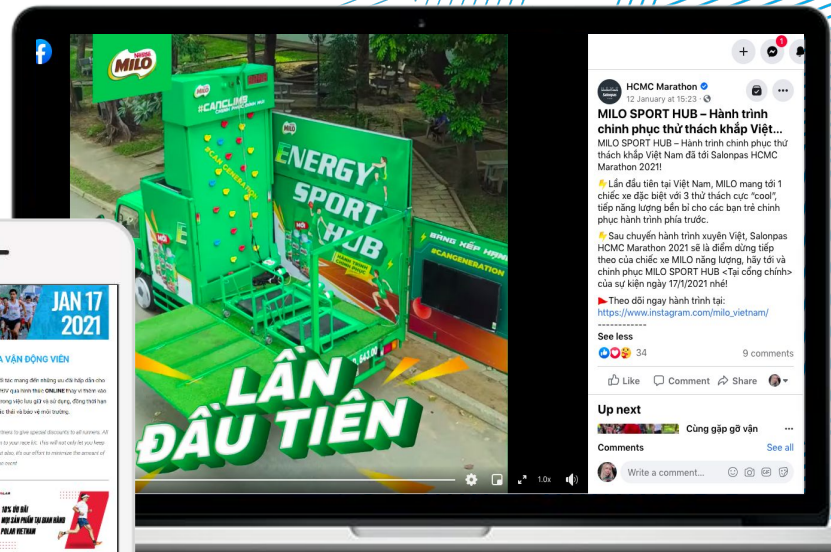
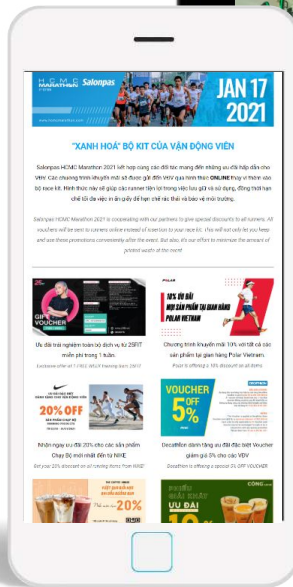


MARKETING OPPORTUNITIES

OPTIONAL MARKETING ACTIVITIES (WITH CHARGES)

Besides basic marketing benefits, we encourage brands to consider other offers that will motivate more participants to visit your booth and increase brand awareness, exposure & engagement.

Please reach out to set up a time to discuss our events, and how we can help create a successful activation together.



ON-SITE OPPORTUNITY

Vendor's on-site activities are not limited within a booth. We bring other opportunities for your branding and communication included but not limited to:

- Logo on photo booth backdrop expo
- Vendor is given a slot (maximum 15 minutes) for stage or expo booth site activity
- Your product will be inserted into the race kit given to participants



WHY BOOK AN EASY CONCEPT BOOTH?



- Low organization costs
- Cost-efficient complete package including facilities and basic branding
- Open and inviting exhibition area
- Strong presence thanks to good positioning in the area
- Increased interest by putting multiple vendors together
- Specifically targeted audience

RESERVATION BASED ON A FIRST-COME, FIRST SERVED BASIS

Reservation is now available and will end on 30th November 2021.

Slot will run out fast! Take yours NOW for the best position.



HOW TO JOIN

**FILL IN VENDOR
REGISTRATION FORM
AND EMAIL US AT
sponsor@pulse.vn**

OR CONTACT US AT

sponsor@pulse.vn

Vendor Registration Form

Company Information

Company Name: _____

Address: _____

Website: _____

Representative Information:

Contact Name: _____

Title: _____ Contact Phone: _____ Email: _____

Vendor Opportunities Selection:

- BOOTH: ☐ 3mx3m ☐ 3mx3m BOOTH NUMBER: _____
- SPACE: ☐ 3mx3m ☐ 6mx3m ☐ Other, please note your space dimension: _____
- I'M INTERESTED IN ADDITIONAL OPPORTUNITIES: ☐ YES ☐ NO
- MY OBJECTIVES WHEN JOIN IN THE EXPO: _____
- OTHER COMMENTS: _____

[Download here](#)

BE SAFE, STAY HEALTHY!

As your safety is our top priority, we're working our best to ensure adequate event experience. In order to do that, we also need your coordination. At the moment, each of us has a responsibility to protect others by complying with the 5K rules recommended by Vietnamese Health Ministry as below:

**To wear mask:**

All participants are required to wear a mask when entering the event area, the Organizer reserves the right not to allow athletes to enter the Event site if you do not wear a mask.

**To disinfect**

During the 2-day event, we will place hand sanitizers at the entrances and around the event area so that all people can easily access and utilise. You are suggested to wash hands regularly, especially after blowing their nose, coughing or sneezing

**To declare health status:**

Please declare your health status before joining the race.



PARTNERS TESTIMONIAL

Read why our partner select the Salompas HCMC Marathon 2022 Expo as part of their event marketing strategy.



"This sponsorship creates a strong connection between our pain-relieving products with sports"

- Mr. Okuno Masaya, Former Chief Executive Officer of Hisamitsu Vietnam



"Thank you very much for giving a chance to be part of this great marathon event"

- Mr. Seiji Hosaka, Director of Naturally Plus Vietnam



"If we have a chance to work together again, Upfit very willing to provided our service to support your event"

- UPFIT

OUR PARTNERS

We're proud to partner with these great brands to bring the participants an incredible event experience.



THANK YOU

H C M C | ***Salonpas***
MARATHON

For more information, please contact:

sponsor@pulse.vn