



ENDORSED BY
ĐƠN VỊ BẢO TRÌ



THE ORGANIZER
ĐƠN VỊ TỔ CHỨC

pulse
active

H C M C
MARATHON | **Salonpas**

VENDOR OPPORTUNITIES

SALONPAS HCMC MARATHON 2023 THE 10TH EDITION

pulse
active

pulse
active

**This proposal is intellectual property of Pulse Active*



10 years of running together, Salonpas HCMC Marathon - with the excitement, spirit, comradery and beautiful sceneries along the way; creates an euphonic event atmosphere. It's what we call 'marathon', where people come to race, to conquer, to enjoy and to celebrate.

SALONPAS HCMC MARATHON, ONE OF THE BIGGEST MARATHON IN VIETNAM!

9+

Years of experience

69,000+

Runners

5

Category suitable for everyone to join
42KM, 21KM, 10KM, 5KM,
and Ronny Dash - 1.5KM & 500M
for kids and parents

72

Nationalities of runners

TAKE A LOOK BACK AT THE LAST 9 RACES

THE MILESTONES

1992

The first Marathon of Vietnam was born, which is also known as **forerunner of HCMC Marathon**

2015

- First **Half marathon distance** in HCMC
- First **running timing chips** were used in a race in Vietnam

2018

- Renamed as "**HCMC Marathon**"
- Be listed in the Vietnam National Athletics Championships

2023

10TH

EDITION

Celebrate 10th edition of the race

2013

- Established the **RunClub.vn**
- Organized the first running events named **HCMC RUN** and offered only short distances; 3km, 5km and 10km

2017

- First **Full Marathon** (42.195km) in HCMC Marathon
- Officially recognized as **the city marathon of HCMC**

2022

- Celebrated **30 years** since the **first marathon ever held in Ho Chi Minh city**
- The first **gold plated medals** awarded to runners to honor their achievements

WHAT IS SALONPAS HCMC EXPO?



Each year, thousands of participants come to Salonpas HCMC Marathon 2023 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 15,000 people in just 2-day event.

WHEN?



January 07, 2023 | 8:30 AM - 7:30 PM

January 08, 2023 | 5:00 AM - 10:30 AM

The Expo is held 02 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.

EVENT AGENDA

DATE	TIME	MAIN ACTIVITY
Saturday, January 07, 2023 WARM UP DAY	8:30 – 19:30	EXPO Activities & Race Kit Pick-up
	9:00 - 9:30	Opening Ceremony
	9:00 – 15:00	Ronny Dash Race Kit Pick-up
	15:30- 15:40	Welcome all runners of Ronny Dash
	16:00	Ronny Dash Starts
	17:00 – 17:30	Ronny Dash Award Ceremony
Sunday, January 08, 2023 RACE DAY	3:00	Welcome All Runners
	3:30	Warm-Up
	4:00	42KM Starts
	5:00	21KM Starts
	5:00 – 10:30	EXPO Activities
	5:30	10KM Starts
	8:00	5KM Starts
	9:30 – 10:30	Award Ceremony
	10:00	42KM Cut-off time
	10:30	Ending

*Subject to change by the Organizer

A LOOK BACK AT 2022

The 2022 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.

**98.2%**

Participants had good experience with the activities of brands

**17,700+**

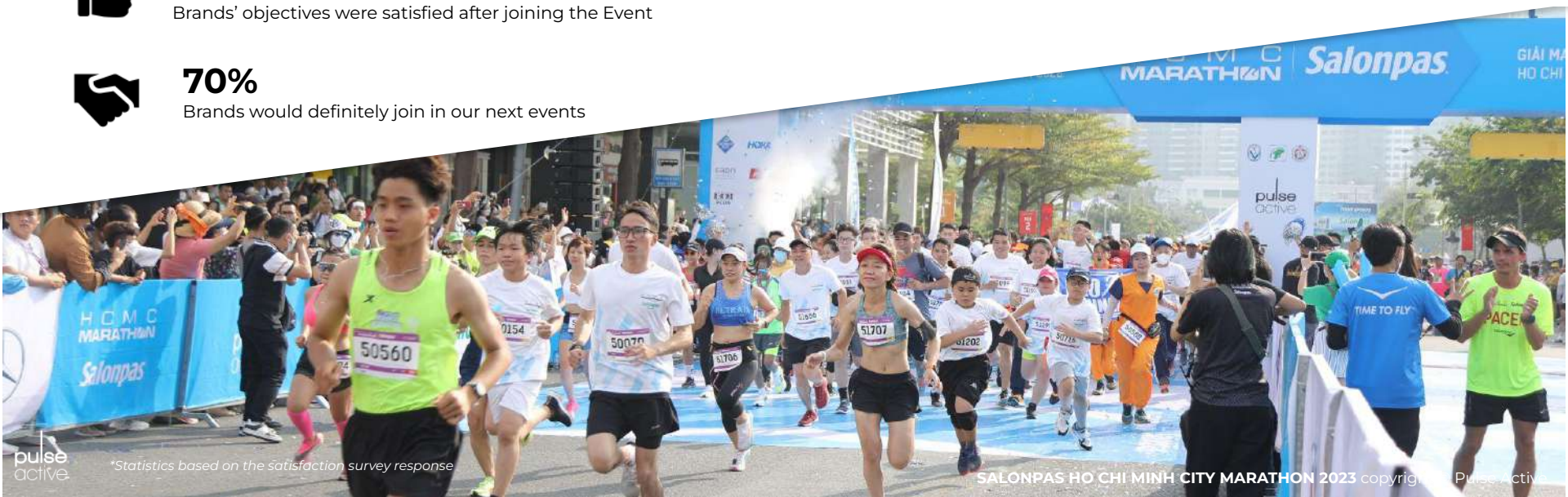
Visitors on 02 event days

**100%**

Brands' objectives were satisfied after joining the Event

**70%**

Brands would definitely join in our next events



EXPO PARTICIPANT PROFILE

Who will visit?

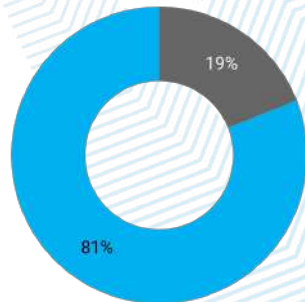
- 10,000 runners
- 5,000+ visitors
- 500+ volunteers
- 30+ vendors

Typical participants profile:

- 23 to 50 years old
- 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:

- Visit, shopping and experience products and services at brand's booths
- Learn more about running, health knowledge and sport product by sharing sessions, consultants by experts
- Attend diversity activities by brand such as healthcare activities, minigames, check the body mass index
- To have food, beverage and enjoy weekend in a moment of genetic and enjoyment with their friends, family members, colleagues



**81% Runners join with friends, Family members or Colleagues |
19% Come 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

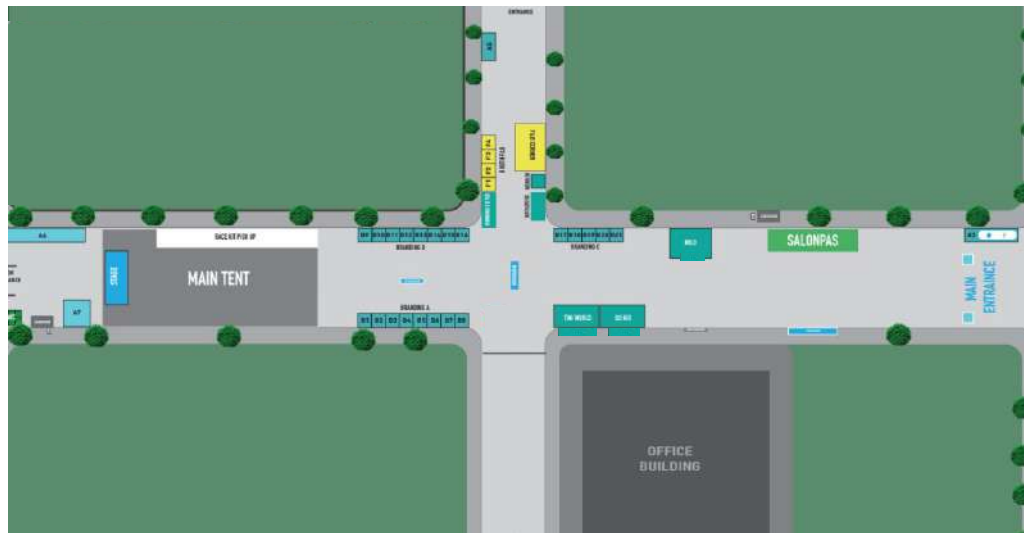
Act on-site with target audience to bring the brand and products closer to the potential consumers



DISPLAY IT

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

KNOW WHERE YOU STAND



**Layout are for reference purposes only*

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

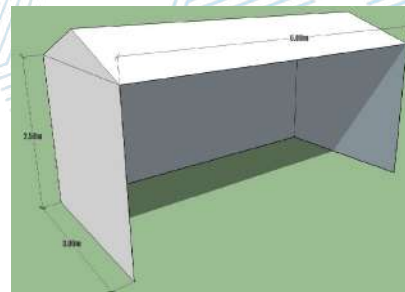


In Salonpas HCMC Marathon 2023 Expo, we limit the quantity of booths to increase exposure and create a memorable experience for participants and vendors alike.

Pulse staffs work 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
- Table
- Chairs
- Lighting
- Fan
- Power supply
- Basic Branding Benefits



BRAND EXPOSURE

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

- Vendor logo on event website
- Vendor logo on E-race guide
- Logo on photo booth backdrop at EXPO

YOU ARE BENEFITING FROM

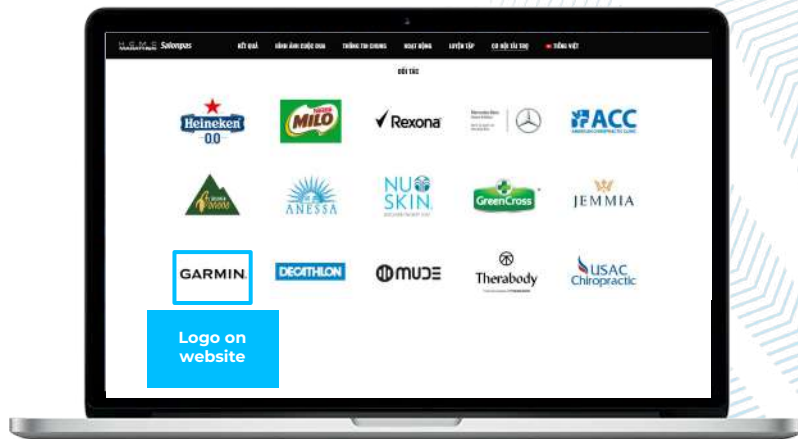
Size of EDM Database: **+10,000**

Event Facebook Fan Page **+63,000** followers

Event Website with **+394,000** views.

Logo appearance on event production displayed at EXPO Area with **+10,000** spectators per day.

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



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 21th November 2022.

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 form here](#)

PARTNERS TESTIMONIAL

Read why our partner select the Salonpas HCMC Marathon 2023 Expo as part of their event marketing strategy.



"The prize is a testament to the vibrant new everyday life and healthy and active lifestyle in Ho Chi Minh. Naturally Plus Vietnam will continue to accompany the HCMC Marathon in the following years to encourage the movement of health and fitness for all Vietnamese people. Our company guideline is also "Your Health, Our mission."

- Naturally Plus Vietnam-

"Congratulations to all the runners who finished the race today! You guys have surpassed yourself and reached a memorable milestone! HOKA is very pleased to be one of your companions in this milestone."

- HOKA -

"Tự hào là Nhà Tài Trợ đã cùng HCMC Marathon qua nhiều mùa giải, đội ngũ y tế gồm BS. Wade Brackenbury và chuyên viên của ACC đã có những trải nghiệm vô cùng vui vẻ và khó quên khi được đồng hành cùng tất cả các chiến binh trên đường chạy."

- Phòng Khám Chuyên Khoa Trị Liệu Thần Kinh Cột Sống Hoa Kỳ -

JOIN US TO CELEBRATE THE 10TH EDITION OF **SALONPAS HCMC MARATHON!**

Over 9 years, we're proud to partner with great brands to bring the participants an incredible experience





A CLEAN CITY IS A LOVED CITY

One of the event objectives is to promote “RUN GREEN”, which to educate runners to protect our environment and minimize the event impacts on the environment.

Many of our Marcom efforts to reach this objective are:



Virtual Goody Bag to reduce unnecessary printed materials and alternate with online promotions across all channels.



Use **compostable race kit bag** for packing race kit, which leaves no impact to the planet after using.

No use of plastic bags in race kit pick up.



Recycle all of our previous **hiflex backdrops** into new products.

THANK YOU

H C M C
MARATHON | *Salonpas*
10TH EDITION

For more information, please contact:

sponsor@pulse.vn