FEBRUARY 1-3, 2026

RUNNING USA

Industry Conference

PRESENTED BY

haku

ST. LOUIS, MISSOURI

329

RUNNING
USA

RUNNING USA

ABOUT RUNNING USA

Running USA, a 501(c)3 non-profit, is the leading trade organization for the running industry in North America, dedicated to advancing the sport through education, research, and industry best practices.

Mission: To engage, educate and elevate the running industry and its constituents

**Vision:** An inclusive and unified running industry

Strategic Initiatives: Educate, Engage, Elevate

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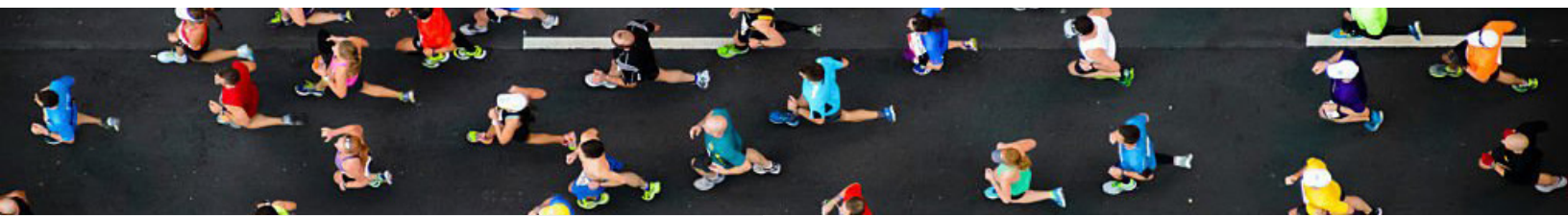
## ABOUT RUNNING USA INDUSTRY CONFERENCE PRESENTED BY haku

Each February, Running USA hosts the nation's premier running industry conference, bringing together event organizers, sponsors, vendors, and athletes from around the world to network, collaborate, do business and share insights.

POST COVID GROWTH

- 2022: 491
- 2023: 531
- 2024: 555
- 2025: 629
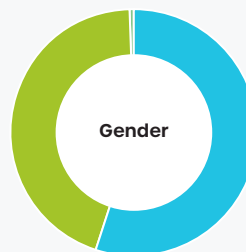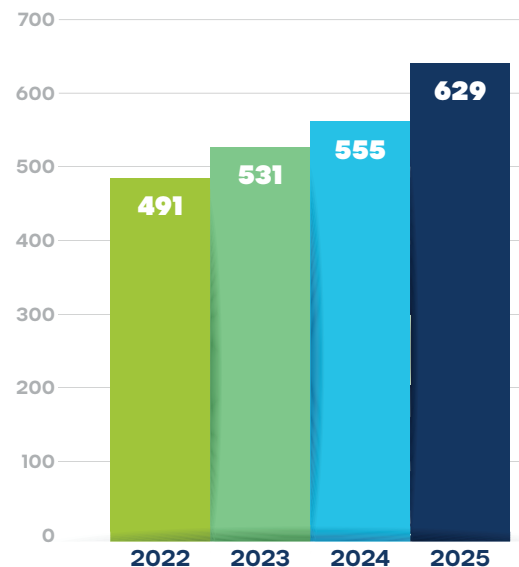
Gender

- 55% male
- 44.7% female
- 0.3% nonbinary
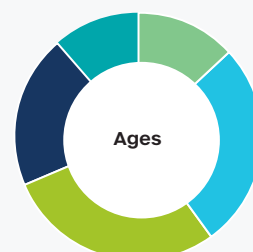
Ages

Ages	
20-29	13.1%
30-39	26.9%
40-49	28.8%
50-59	20.1%
60 and above	11.2%

Running USA Members

72%

First Timers

32%

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Morning Run Sponsor: $5,300/day

Monday & Tuesday available. Category exclusivity applies.

Lace up your shoes and put your brand in front of all attendees as they participate in the morning 5K that kicks off each full day of the conference! As a sponsor, you'll have the opportunity to distribute branded swag, hydration drinks or other products to approximately 300 participants. Plus, your sponsorship will be highlighted in a press release and featured with a push notification on the conference app the day before the event and the morning of the event, ensuring maximum visibility with attendees. Don't miss out on this exciting chance to connect with the crowd and showcase your brand!

Mobile App Presenting Sponsor: $5,300

Gain unparalleled exposure by becoming the exclusive sponsor of the Running USA Industry Conference presented by haku.. With a 95% adoption rate among registered attendees, the app is a primary resource throughout the event. Your logo will be prominently featured at the top of the homepage screen ensuring high visibility every time users open the app. Your brand will also appear in any communications promoting the app to attendees via email, social media and on the website.

Breakout Sessions: $2,750

Do you have valuable insights to share with the running industry community? A breakout session sponsorship could be a great fit! There are four 45-minute slots available. To ensure the best experience for attendees, topics and content will be reviewed before purchase. This package includes recognition on the conference app and Running USA website, signage at the event, and one push notification prior to the session.

February 1-3, 2026 | Union Station Hotel | St. Louis, Missouri
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Nancy Brandon

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☎ 202-631-8831
🌐 runningusa.org

Keynote Speaker: $10,000

Sponsor a marquee keynote that will captivate, inspire, and spark meaningful conversations. The session will be live-streamed and recorded for extended reach.

Included in the package:

- Branding on all communications and event listings associated with the keynote speaker
- Access to attendee list with contact information (opt-in attendees)
- Branding on stage during session
- Pre- and post conference dedicated email to all attendees
- Link to the livestream of the keynote speaker to share
- An opportunity to introduce Keynote at the conference and a :30 second spot added at the end of the recorded version.

Please note that sponsorship does not include the selection of the keynote speaker.

General Session: $5,000

The speakers in our educational program spark excitement and pack the room. Align your brand with a panel discussion that matches your business goals!

Included in the package:

- Dedicated industry email announcing your presenting sponsorship when your general session is revealed
- Logo recognition on the website and relevant conference signage
- Recognition in the event app with one banner ad
- Access to the conference attendee list with contact details (opt-in attendees)
- One push notification and input on the selection of panelists

If you are a recognized thought leader in the field, we would consider inviting you to join the panel.

Innovation Showcase: $1,500
per session (8 times available)

Take advantage of a 30-minute time slot on Sunday, February 1st, 2026, and showcase your product or host an interactive session. During this time, you'll have the undivided attention of attendees, as no other sessions will be taking place.

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SPONSORSHIP OPPORTUNITIES

Opening Reception: $10,000

Anyone who's anyone (and in town on Sunday) joins the opening reception! It is among the highest added events at the conference. Held in the Midway West room alongside the expo, this lively social event kicks off two days of networking and education.

Included in the package:

- Push notification and recognition in the conference app
- Branding opportunities in the room
- Logo placement on event signage
- Recognition in all opening reception communications
- Access to the conference attendee list with contact details (opt-in attendees)
- Social media tags in all posts about the opening reception
- One meter board and create a drink special and playlist.

Refreshment Break: $2,500

Keep attendees energized and engaged with a coffee or refreshment break sponsorship. Your support ensures they stay refreshed and ready to learn. The package includes signage and a push notification in the conference app, announcing the break time to all attendees.

Monday Night Puppy Happy Hour: SOLD OUT

Wrap up day one with puppies! This tail-wagging happy hour brings attendees together for drinks, networking, and adorable adoptable pups from a local shelter. Plus, Running USA will make a donation in the sponsor's name! The package includes one push notification, recognition in the conference app, logo placement on event signage and access to the conference attendee list with contact details (opt-in attendees).

Farewell Closing Reception: $7,000

And that's a wrap! The closing reception is the perfect way to cap off the conference experience, offering one last chance to connect and network with colleagues. As a sponsor, you'll receive a push notification and special recognition in the conference app, plus your logo featured on event signage and access to the conference attendee list with contact details (opt-in attendees)

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SPONSORSHIP OPPORTUNITIES

2026

Union Station Hotel Bar Sponsor: $6,500

As the Hotel Bar Sponsor, your brand will be strategically positioned in a high-traffic, social setting where attendees naturally gather to network and unwind. This exclusive sponsorship offers a unique opportunity to engage with industry professionals in a relaxed and engaging atmosphere. The package includes branding on the tv monitors, napkins, coasters, table clings and table tents; 100 drink tickets to be used throughout the conference, access to the conference attendee list with contact details (opt-in attendees) and recognition as the sponsor on the app, website and communications.

Conference Branding & Add Ons

Host Hotel Room Key Cards: $5,300

Customize the front and back of hotel key cards with your logo, colors or product images. Send us the design and we'll handle the rest. We print 750 key cards so every guest at the host hotel will carry your brand in their hand!

Mobile App Push Notification: $550

Make an impact with a personalized message sent to all event attendees through the conference app! Craft a catchy message (up to 140 characters, including spaces) with a URL, and we'll deliver it at the perfect time during the event. One notification included per purchase. Elevate your expo booth activation with this impactful addition.

Dedicated Email Send: $2,000/each
(4 available)

Increase your brand's visibility with a dedicated pre-conference email sent to all registered attendees (projected 650–700). With an industry-leading 43% open rate, this strategic communication ensures your message reaches an engaged audience, driving traffic to your expo booth or boosting brand recognition before the event even begins. You supply the creative message, content, outbound links and brand graphics.

Daily Conference Emails: $1,800
(1 available each day)

Boost your brand's visibility by featuring your logo or banner ad in one or more of the four daily emails sent throughout the event (pre-event, Sunday, Monday, and Tuesday distributions). With open rates as high as 55%, this is a prime opportunity to ensure your brand stays front and center for all attendees.

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Name Badge Lanyards:

SOLD OUT

Attach your company name, logo and/or special message to all attendee badges. You choose the color of the lanyard and we'll get them made. Running USA requires all attendees to wear their name badges at all scheduled activities each day of the event so your name will be front and center. 700 or more lanyards will be produced.

Back of Badge: $7,000

Get your logo or message front and center by printing it on the back of attendee and exhibitor badges (projected 650–700). These badges are required for entry to all Running USA events and activities, meaning attendees will be sporting your brand every day as they make their way through the conference!.

Meter Boards (2-sided): $875/each or 3 for $2,500

Make a bold statement with a double-sided 79" x 38" board, placed in a prime spot along the main hallway. With your eye-catching design on both sides, attendees won't miss your brand. Add a QR code to create an interactive brand experience or guide attendees straight to your expo booth.

Host Hotel Room Drops: $525 base + $20 a room

Have your product or swag bag hand delivered to the hotel rooms of your choice at the Union Station hotel. We will supply a list of attendees for you to choose from. This is a great opportunity to get in front of your customers in a personal way! Minimum of 10 drops is required to participate.

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SPONSORSHIP OPPORTUNITIES

2026

Hotel Branding

Make a big impression around the hotel and have your brand take over the halls. From hanging banners to wall, escalator, and stair clings, the hotel is packed with prime spots to showcase your brand. Pricing varies by size and location, and score a discount when you purchase three or more!

Email nancy@runningusa.org for specs and details!

Main Elevators:
Costs range from $249-$299
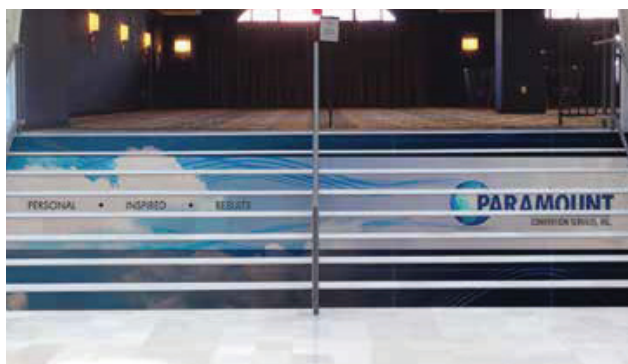Both Inside and Outside available

Stairs: Hotel Reg to Midway
Cost $899/each
Can purchase one or both of the landings

Stairs: Midway to Pegram
Cost $99/per step

SPONSORSHIP OPPORTUNITIES

2026

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Midway Rafter Signs:
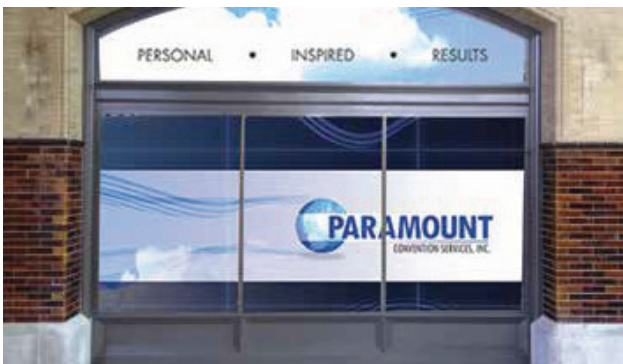**Cost:**
$699 Small
$849 large
A lift is required and will be billed at cost
Two sizes available

Midway Windows by Head House:
Costs range from
$249 to $349

Midway Windows by Parking Lot Doors:
Costs range
from $249 to $349

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MIdway Arch to Ballrooms:
Cost $299
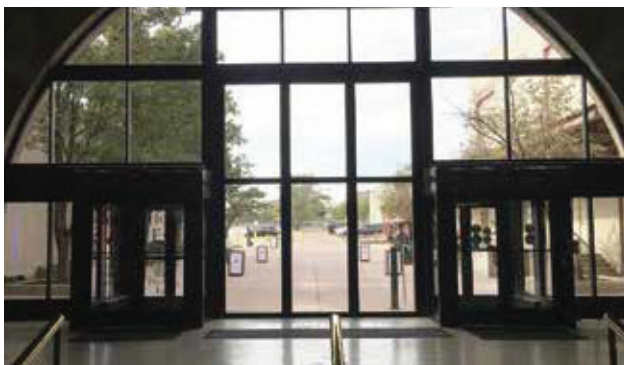
Doors to Parking Lot:
Costs range from $149 to $299
27 window totals
Extra discount for purchasing 5 or more. T row windows require a lift that will be billed at cost

Atrium Doors:
Costs range from $99 to $249
Four sizes available

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Midway Arch to Ballrooms:
Cost $299
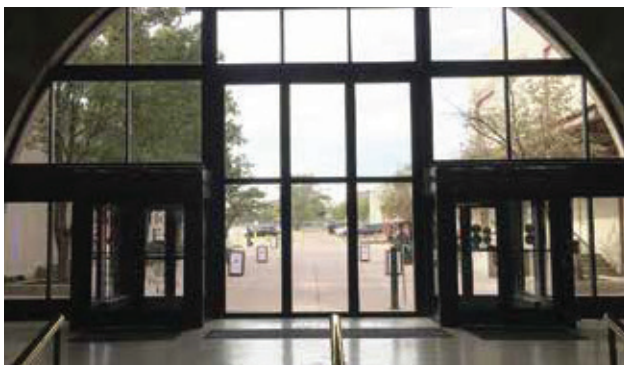
Lobby Windows at the end of Ballroom:
Costs $249 higher row
$349 for the lower row
12 windows available
Extra discount for purchasing six windows

Elevator to Ballroom:
Cost $299/each
Both the inside and outside are available.

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Pegram

Elevator

Station Master Room

Conductor Room

Stairs

Foyer

MEN

St. Louis Union Staton Hotel
Curio by Hilton
St. Louis, MO

DOOR

Midway

6 **5**

8

3

2b **2a**

4

7

1

Regency Ballroom

Foyer B

REGISTRATION

Outdoor Atrium

11

Foyer A

12

9

10

Grand Ballroom

1 - Main Elevators
2 - Stairs: Hotel Reg to Midway
3 - Stairs: Midway to Pegram
4 - Midway Rafter Signs
5 - Midway Windows by Head House
6 - Midway Windows by Parking Lot Doors
7 - MIdway Arch to Ballrooms
8 - Doors to Parking Lot
9 - Atrium Doors
10 - Atrium Sides
11 - Lobby Windows at the end of Ballroom
12 - Elevator to Ballroom

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EXHIBITOR BOOTH OPPORTUNITIES

Expo Booths

The Expo at the 2026 Running Industry Conference presented by haku is the epicenter of the event. Held in the center of the historic Union Station Hotel in St. Louis, the expo hall is a heavily trafficked, central location awash in natural light from an atrium-style ceiling. The expo is situated on the pathway between conference programming and guest rooms meaning all attendees will pass through several times per day. All meals will be served in the expo hall and the dining area will be adjacent to the main entrance.

New in 2026, the following features have been added to the Expo vendor experience:

- Dedicated time in the agenda for attendees to visit the expo
- Music and entertainment options in the expo space
- Pre-conference webinar with best practices to ensure the best return on your investment

Also new in 2026, Running USA will be hosting its inaugural Best of the Expo contest. Attendees will vote and prizes will be awarded for:

- Most creative booth
- Best activation
- Friendliest booth
- Best giveaways

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Michael Clemons

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Single Booth $3,800 for non-members

Member rate based on membership tier

Provided:

- 10x10 space
- Wireless Internet access
- Inclusion in official Running Industry Conference app
- Conference attendee list with contact details (opt-in attendees)
- One full registration for the Running Industry Conference presented by haku
- One vendor registration for the Running Industry Conference presented by haku (attendance to sessions not included)

Premium Booth - Limited availability $4,400 for non-members

Member rate based on membership tier

Provided:

- 10x10 space in a prime location such as a corner or near bar and food areas
- Wireless Internet access
- Inclusion in official Running Industry Conference app
- Conference attendee list with contact details (opt-in attendees)
- One full registration for the Running Industry Conference presented by haku
- One vendor registration for the Running Industry Conference presented by haku (attendance to sessions not included)

Double Booth - Limited availability $7,500 for non-members

Member rate based on membership tier

Provided:

- 10x20 space in a prime location such as a corner or near bar and food areas
- Wireless Internet access
- Inclusion in official Running Industry Conference app
- Conference attendee list with contact details (opt-in attendees)
- Two full registrations for the Running Industry Conference presented by haku
- One vendor registration for the Running Industry Conference presented by haku (attendance to sessions not included)

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EXHIBITOR BOOTH OPPORTUNITIES

Lounge - Only one available $15,000

Provided:

- 16x30 space in a prime location
- Power
- Wireless Internet access
- Inclusion in official Running Industry Conference app
- Conference attendee list with contact details (opt-in attendees)
- Three full registrations for the Running Industry Conference presented by haku
- One vendor registration for the Running Industry Conference presented by haku (attendance to sessions not included)
- Social media post promoting activation
- Inclusion in 1 pre-conference attendee emails
- Conference attendee list with contact details (opt-in attendees)

Click Here to view Expo Layout

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