RUNNING USA INDUSTRY CONFERENCE

LAS VEGAS
JAN. 31 - FEB. 2, 2027

PRESENTED BY haku

SPONSORSHIP OPPORTUNITIES



THE M RESORT, HENDERSON, NEVADA

presented by haku









RUNNING USA

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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

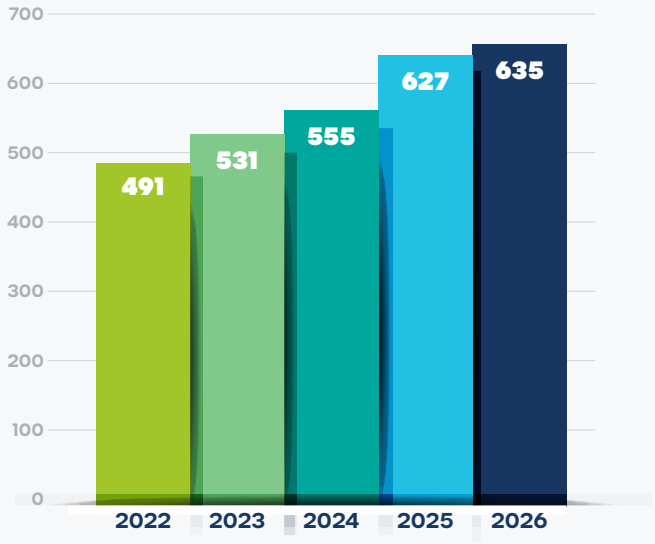


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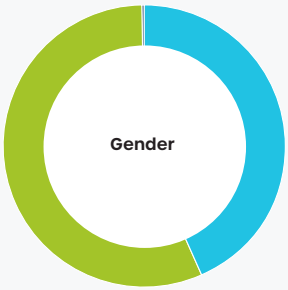
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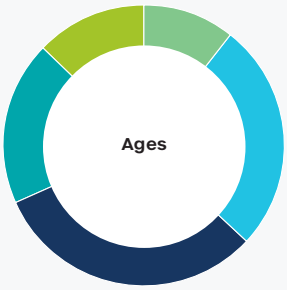
Each February, Running USA hosts the nation's premier running industry conference, bringing together event organizers, sponsors, vendors, and athletes from around the world to network, collaborate, do business and share insights.

POST COVID GROWTH



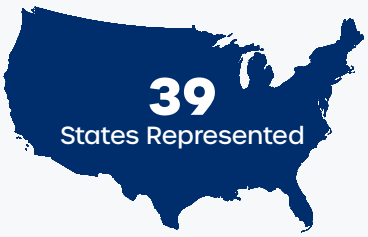
2026 CONFERENCE DEMOGRAPHICS





Gender
- 43.5% male
- 56.3% female
- 0.2% nonbinary

Ages
- 20-29 10.7%
- 30-39 26.3%
- 40-49 31.5%
- 50-59 18.9%
- 60 and above 12.6%





16
Countries Represented



34%
First-Timers



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SOLD OUT

Morning Run Sponsor: $5,500/day

Monday & Tuesday available. Category exclusivity applies.

Kick off each full day of the conference by putting your brand in front of an energized group of attendees during the morning run. As a sponsor, you'll have the chance to connect directly with approximately 300 participants by distributing branded swag, hydration, or product samples before and after the run. Your brand will also gain added visibility through inclusion in a pre-conference press release and push notifications in the conference app the day before and the morning of the event. It's a strong opportunity to create meaningful interactions and keep your brand top of mind throughout the conference.

Event App Presenting Sponsor: $5,500/day

Become the exclusive sponsor of the official app for the Running USA Industry Conference presented by haku and put your brand in front of attendees at every touchpoint. With 95% of participants actively using the app as their go-to event resource, your logo will be prominently featured each time it's opened. You'll also gain added visibility through inclusion in promotional communications across email, social media, and the conference website, keeping your brand visible before and throughout the event.

Sponsored Breakout Sessions: $2,750

Have expertise or insights to share with the running industry community? A breakout session sponsorship offers a platform to lead the conversation and engage directly with attendees. With four 45-minute session slots available, all topics and content will be reviewed in advance to ensure a strong attendee experience. Sponsors receive recognition in the conference app and on the Running USA website, on-site signage, and a dedicated push notification ahead of the session to help drive attendance.



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Keynote: $7,500



Align your brand with one of the most anticipated moments of the conference by sponsoring a keynote session designed to inspire and energize attendees. This high-profile opportunity extends beyond the room with recorded content for continued exposure. Your brand will be integrated across all keynote-related promotions and event listings, featured on stage during the session, and included in dedicated pre- and post-conference emails to attendees. You'll also receive access to opt-in attendee contact information, a shareable link to the recording post-conference, and the opportunity to introduce the session in person along with a 30-second message included at the end of the recorded session. Please note that sponsor input does not extend to keynote session selection.

General Session: $5,000



Partner with a dynamic main stage panel discussion and connect your brand to the conversations shaping the running industry. These sessions draw strong attendance and generate real engagement, offering a natural fit for brands looking to align with relevant topics and audiences. As a presenting sponsor, you'll be featured in a dedicated industry email announcing the session, receive logo placement on the website and event signage, and gain visibility through a banner ad in the conference app. The package also includes access to opt-in attendee contact information, a push notification to drive attendance, and the opportunity to provide input on panelist selection. If you're a recognized voice in the industry, there may also be an opportunity to join the discussion as a panelist.

Running Industry Showcase: $1,500/session
(6 sessions available)

NEW in 2027, the Innovation Showcase has been transformed into the Running Industry Showcase and upgraded to the main stage on Monday and Tuesday. Use a dedicated 30-minute spotlight to showcase your product or lead an interactive experience with your product or service. With no competing educational sessions scheduled and taking place on the main stage in prime time slots, you'll have a focused audience and the opportunity to showcase your company and engage attendees in a more meaningful, hands-on way. There are 6 total slots, 3 on Monday afternoon and 3 on Tuesday afternoon.

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Opening Reception: $7,500

The opening reception is one of the most well-attended and beloved events of the conference, bringing together industry leaders and attendees for an evening of networking to kick off the week. Held in the Pavillion alongside the expo, it sets the tone for two full days of connection and education. As the sponsor, you'll receive:

- Recognition in the conference app along with a dedicated push notification
- Branding opportunities throughout the event space
- Logo placement on all reception signage
- Inclusion in all opening reception communications
- Access to opt-in attendee contact information
- Social media tags in posts promoting the reception
- One meter board display plus the ability to create a custom drink special and curated playlist



Refreshment Break: $2,500

Keep attendees fueled and focused by sponsoring a coffee or refreshment break, a natural moment to connect as they recharge between sessions. This package includes event signage during the break and a push notification in the conference app announcing the timing to attendees.

Monday Night Puppy Happy Hour: $5,500

Close out day one with a feel-good happy hour that draws a crowd. This popular event pairs networking and drinks with adoptable puppies from a local shelter, creating a memorable experience for attendees while supporting a great cause. Running USA will also make a donation in the sponsor's name. The package includes a push notification, recognition in the conference app, logo placement on event signage, and access to opt-in attendee contact information.



Farewell Closing Reception: $7,000

End the conference on a high note by sponsoring the closing reception, where attendees gather for one final opportunity to connect and reflect on the event. As a sponsor, you'll receive a push notification and recognition in the conference app, along with logo placement on event signage and access to opt-in attendee contact information.

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Host Hotel Room Key Cards: $6,000

Put your brand directly in attendees' hands by sponsoring the hotel key cards. Customize one side with your logo, colors, or product imagery and create a lasting impression throughout their stay. Simply provide your design and we'll take care of production, with 1,000 key cards distributed to guests at the host hotel.

Mobile App Push Notification: $650

Reach attendees instantly with a targeted message delivered through the conference app. Create a short, attention-grabbing message of up to 140 characters with a link, and we'll send it at a strategic time during the event. Each purchase includes one notification, making it a simple and effective way to drive traffic and boost visibility for your expo presence.

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

Reach attendees before they even arrive with a dedicated pre-conference email sent to all registered participants (projected 650–700). With a strong 43% open rate, this is a highly effective way to build awareness, promote your presence, and drive traffic to your booth in advance. You provide the message, content, links, and creative assets, and we'll handle the distribution.

Daily Conference Emails: $1,500
(1 available each day)

Keep your brand visible throughout the event by featuring your logo or banner ad in one or more of the four daily conference emails, including pre-event, Sunday, Monday, and Tuesday sends. With open rates reaching up to 55%, this placement offers consistent exposure and repeated touchpoints with attendees across the full conference experience.

SOLD OUT

Name Badge Lanyards: $6,000

Put your brand front and center throughout the entire event by sponsoring the official name badge lanyards. Customize the lanyards with your logo, messaging, and preferred color, and we'll handle production. With all attendees required to wear their badges at every conference activity, your brand will have constant visibility, with 700+ lanyards in circulation.

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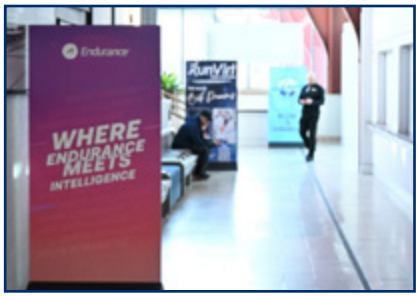
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Back of Badge: $6,000

Extend your brand's visibility throughout the conference with placement on the back of attendee and exhibitor badges (projected 650–700). Required for entry to all Running USA events and activities, these badges are worn all day, giving your logo or message consistent exposure as participants move from session to session.

Meter Boards (2-sided): $1,000/each or 3 for $2,500



Stand out in a high-traffic area with a double-sided 79″ x 38″ display placed along the main hallway. With visibility from both directions, your design will capture attention as attendees move throughout the conference space. Incorporate a QR code to create an interactive touchpoint or direct traffic to your expo booth.

Host Hotel Attendee Room Drops: $550 base + $20 per room

Create a more personal touchpoint by having your product or swag bag delivered directly to attendee hotel rooms at the M Resort. You'll receive a list of attendees to select your preferred recipients, allowing you to target the right audience. A minimum of 10 room drops is required to participate.

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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 conference@runningusa.org for specs and details!

Elevator Clings
$2,500



Full Size Window Graphics (58”x93”)
$900 per graphic



Floor Graphic (18”x18”)
$120 per graphic



Wall Graphic (34.5”x60”)
$350 per graphic

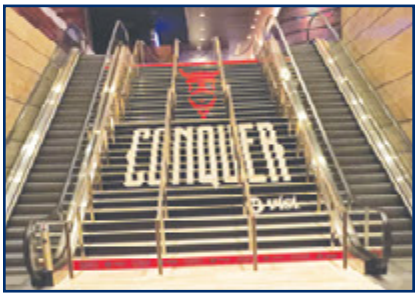


Window Graphics (36”x48”)
$300 per graphic



Stair Clings
$5,000 for all steps

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Expo Booths

The Expo is the central hub of the conference experience, designed to maximize visibility and interaction between brands and attendees. Located in a high-traffic, central area of the M Resort, the Expo sits along the natural flow between programming and guest spaces, ensuring consistent foot traffic throughout the event. Meals and key gathering moments take place within or adjacent to the Expo, creating repeated opportunities for engagement.

Enhanced Expo Experience Includes:

- Dedicated time in the agenda for attendees to visit the Expo
- Added A/V elements to create an energetic atmosphere
- Pre-conference webinar with best practices to maximize ROI

Single Booth

$3,800 for non-members

Member rate based on membership tier

Provided:

- 10x10 booth space
- Wireless internet access
- Listing in the official conference app
- Attendee list with emails*
- One full conference registration
- One vendor registration (sessions and meals not included)



Premium Booth - Limited availability

$4,400 for non-members

Limited availability | Member rate varies by tier

Provided:

- 10x10 booth in a high-visibility location (corner, near bar/food areas)
- Wireless internet access
- Listing in the official conference app
- Attendee list with emails*
- One full conference registration
- One vendor registration (sessions and meals not included)



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Double Booth - Limited availability

$7,500 for non-members

Limited availability | Member rate varies by tier



Provided:

- 10x20 booth in a prime location (corner, near bar/food areas)
- Wireless internet access
- Listing in the official conference app
- Attendee list with emails*
- Two full conference registrations
- One vendor registration (sessions and meals not included)

Lounge Activation - Exclusive

$15,000



Provided:

- 16x30 premium space for a branded lounge experience
- Power and wireless internet access
- Listing in the official conference app
- Opt-in attendee contact list (3 references)
- Three full conference registrations
- One vendor registration (sessions and meals not included)
- Social media promotion of your activation
- Inclusion in one pre-conference attendee email

**Attendee lists include available email contacts in accordance with opt-in preferences.*

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