

A leading event for Trail Runners, Nordic Walkers and Hikers

Competitors will be able to pick up their EcoTrail Paris® race numbers from the Destinations Nature Show (Porte de Versailles) over a 2000 m² area completely dedicated to Trail running, Nordic Walking and Hiking.

A number of professional hiking associations will be represented at the show:

IGN, FFRP, FFCT, the Ile-de-France region, nordic walking clubs, French and international tourism destinations, travel agents and accommodation providers

Destinations Nature: some figures

34th edition
 67,000 visitors
 8000 m²
 270 exhibitors
 20,000 fans on Facebook

New

- Improved signage
- A path leading to where competitors can pick up their race numbers
- Location moved further forward close to the Destinations nature entrance (high footfall area)

EcoTrail Paris® village

The leading urban off-road race continues to grow with 13,000 competitors expected this year

The EcoTrail Paris®: some figures

11th edition
 12 different races
 3 categories of events Trail runs, Hikes and Nordic Walks)
 75% of competitors from the Paris region
 30% of competitors in all events are women
 40 years old – the average age
 10% from abroad

Featured this year
 2 separate days:

One competition day SATURDAY 17 MARCH

- 80 km TRAIL RUN: 2500 trail runners
- 45 km TRAIL RUN: 2000 trail runners
- 30 km TRAIL RUN: 3500 trail runners
- 18 km TRAIL RUN: 3000 trail runners

Race number pick-up:
 Thursday and Friday from the EcoTrail Paris® village

One leisure/discovery day SUNDAY 18 MARCH

- 4 Hikes: 2000 hikers
- 3 Nordic Walks: 1000 walkers

Race number pick-up:
 Thursday, Friday and Saturday from the EcoTrail Paris® village

Arrival of 2000 hikers at the centre of the EcoTrail Paris® Village on Sunday between 12 PM and 2 PM.



2018 layout



5 good reasons to exhibit:

- Take advantage of a unique venue in Paris to showcase your new products, services and exclusive offers among outdoor enthusiasts (Trail Runners, Nordic Walkers, Hikers)
- Option to target competitors in the EcoTrail Paris® race (15,000 people), as well as visitors to the Destinations Nature and Mondial du tourisme Shows (130,000 visitors)
- Boost your sales among customers highly likely to make purchases (half of all visitors to the EcoTrail Paris® made at least one purchase in 2017)
- Optimise your marketing activities and expand your contacts database
- Benefit from all of Comexposium's and the EcoTrail Paris® market expertise

Exhibition packages

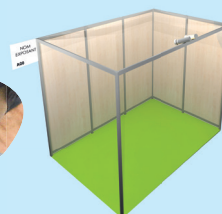
The stands in the EcoTrail Paris® village are reserved uniquely for companies involved in the outdoor / trail-running market (accessories, equipment, nutrition, race-preparation, etc.) and for race organisers.

Prices for modules are as follows:

in € excl. VAT per module excluding connection and spotlights	2 weekdays	2 week-ends days	4 days	Extra module for 4 days
9 m² module for industry professionals	€2410	€2410	€3310	€2760

Additional modules may be booked at discounted rates.

- Furniture will need to be booked in addition
- A €68 insurance policy (not subject to VAT) must be purchased in addition.
- An electrical supply and spotlights (3-spotlight rail) must be purchased in addition (estimated price: €350 + €100 excl. VAT).
- **New:** connections include a professional Wi-Fi account



Example of a 6m² stand.
 Illustration provided as an example only.

Price includes

- Exhibitor pack
- Stand surface area and set-up:
 - > Single-colour carpet
 - > Wooden decorative partitions
 - > Flag banner
 - > Daily cleaning of stand

Registration opens on 24 July 2017.

EcoTrail Paris® village contact

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