



JANUARY 15-17, 2026

SECURE YOUR SPACE IN HOUSTON

2027 EXPO QUICK FACTS

CONTACT

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2027 EXPO DATES

EXPO Hours

Friday, January 15

10 a.m. - 6 p.m.

Saturday, January 16

8:30 a.m. - 5 p.m.

THE EXPO

The EXPO is located at the George R. Brown Convention Center in downtown Houston with a skywalk connecting to the host hotel. Admission to the EXPO is free. Exhibitors are expected to have personnel attending their booths at all times during the EXPO hours.

ABOUT

Established in 1972, the Houston Marathon Committee, Inc. annually organizes the nation's premier winter marathon, half marathon, and 5K. Over 300,000 participants, volunteers and spectators make Chevron Houston Marathon Race Day the largest single-day sporting event in Houston. Today, with over 61,000 attendees, the Health & Wellness EXPO is home to Packet Pick-Up for all Chevron Houston Marathon, Aramco Houston Half Marathon, We Are Houston 5K and Run for a Reason participants.

Best of all, admission to the two-day EXPO is free and open to everyone.

DEMOGRAPHICS

61K
EXPO Attendees

40K
Registered Participants

39
Median Age

TOP PARTICIPANT STATISTICS

52% Men
47% Women
1% Nonbinary/Genderqueer



25% First Half Marathon
23% First Marathon





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2027 EXPO RATES

10' x 10'

Standard Rate **\$2,200**

Includes (1) 6' skirted table and (2) chairs.

End Cap Rate **\$2,500**

Includes (1) 6' skirted table and (2) chairs.

10' x 20'

Standard Rate **\$3,600**

Includes (2) 6' skirted tables and (4) chairs.

End Cap Rate **\$4,200**

Includes (2) 6' skirted tables and (4) chairs.

20' x 20' Island

Standard Rate **\$8,100**

Includes (4) 6' skirted tables and (8) chairs.

Booth space is available on a first-come, first serve basis. Each booth will be supplied with 3' high side drapes, 8' high back drape, and an identification sign. Exhibitor is responsible for all add-ons, including carpeting, parking fees, health permits, etc.

Booth payment must be paid in full by January 1, 2027, or your space will be released.

2027 EXPO MARKETING DELIVERABLE DETAILS

All EXPO Partners booth registration includes the following:

- EXPO Race Day Program Thank You
- 1 complimentary parking pass

Additional marketing deliverables can be secured through the following 3 marketing bundles:

ELITE EXPO PARTNER

\$500

- EXPO Race Day Program Thank You to 40,000 recipients
- 2 complimentary parking passes
- Social media mention on Race Week or immediately following Race Weekend

CHAMPION EXPO PARTNER

\$1,000

- EXPO Race Day Program Thank You to 40,000 recipients
- 2 complimentary parking passes per day
- Social media mention on Race Week or immediately following Race Weekend
- Race Day Program feature story must be submitted for approval and collaboration no later than December 5th
- Inclusion in Virtual Goodie Bag to 40,000 recipients
 - o 4 sends to participants pre-race and 1 send post-race
 - o Must be submitted by December 5th

RECORD HOLDER EXPO PARTNER

\$2,000

- EXPO Race Day Program Thank You to 40,000 recipients
- 2 complimentary parking passes per day
- Social media mention on Race Week or immediately following Race Weekend
- Race Day Program Feature Story must be submitted for approval and collaboration no later than December 5th
- Inclusion in Virtual Goodie Bag to 40,000 recipients
 - o 4 sends to participants pre-race and 1 send post-race
 - o Must be submitted by December 5th
- Newsletter spotlight mention
 - o Must be submitted by December 5th

