SPORT EXPO 2027

BRING YOUR BRAND TO THE HEART OF INTERNATIONAL RUNNING

SPORT EXPO 19-20 FEBRUARY | RACE DAY 21 FEBRUARY 2027
MOSTRA D'OLTREMARE, NAPOLI

COELMO
NAPOLI CITY
HALF MARATHON

NAPOLI RUNNING

ALL RUNNERS
ARE BEAUTIFUL



An international audience. A real opportunity for your brand.

The Sport Expo brings together runners, companions, families, companies, institutions and industry professionals at the weekend's main hub.

25,759

SPORT EXPO VISITORS

11,015

TOTAL PARTICIPANTS

AN EVEN LARGER AUDIENCE: PARTICIPATION EXPECTED TO INCREASE BY 30% IN 2027

117

COUNTRIES REPRESENTED

52%

RUNNERS FROM ABROAD

*2026 edition data



Taking part means meeting an already engaged audience with a strong interest in sport, travel, well-being, technology and lifestyle.

An audience from across Europe and beyond

The event's international reach increases the quality and variety of contacts available to exhibitors.

13,034 **INTERNATIONAL RUNNERS AND COMPANIONS**
5,728 international runners + 7,306 companions

*2026 edition data

MAIN INTERNATIONAL MARKETS

- A Czech Republic: 1.082
- B Great Britain: 714
- C France: 541
- D Germany: 487
- E Spain: 428
- F Poland: 398
- G Slovakia: 143
- H USA: 138
- I Netherlands: 121
- L Argentina: 117

M Other countries: 1.559



The Expo is the operational hub of the weekend

Race material collection, welcome services and the activity programme generate a continuous flow of visitors within the same venue.









1 — **2** — **3** — **4**

Welcome
Registration and information

Material Collection
Race bib and race pack

Sport Expo
Stands, sales and activations

Main Stage
Talks, presentations and entertainment

FREE ADMISSION

Sport, tourism, leisure, institutions and non-profit organisations in one place

A full weekend, different audiences

Three complementary formats create more opportunities for engagement and enable brands to connect with different audience segments.

HALF MARATHON

9,062
runners

Performance, technical products and the running community

NAPOLI RELAY

734
participants

Teamwork, companies, charities and groups

FAMILY RUN & FRIENDS

1,219
participants

Families, children, companions and the local community

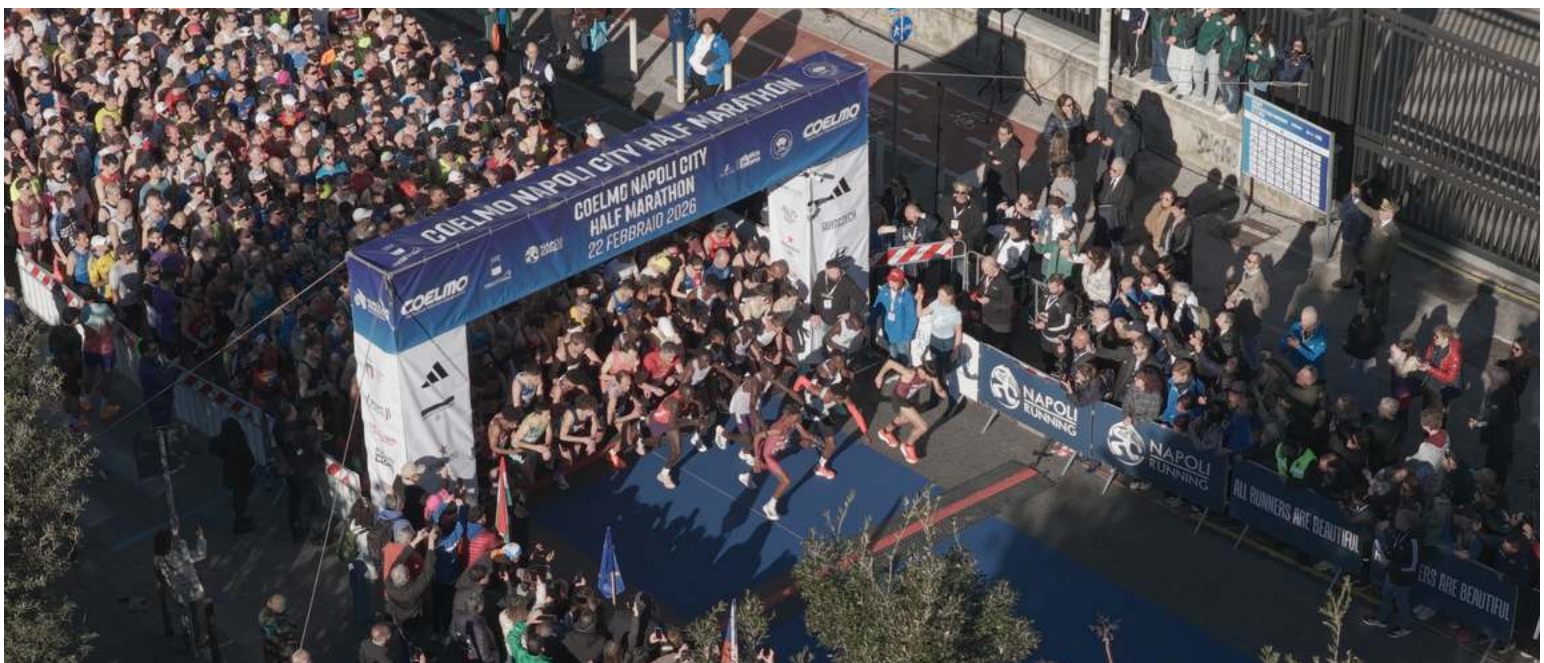
*2026 edition data

11,015 TOTAL PARTICIPANTS DURING THE 2026 WEEKEND

AN EVEN LARGER AUDIENCE: 30% MORE PARTICIPANTS EXPECTED IN 2027







Napoli, the city of records

59:01

NEW ITALIAN MEN'S RECORD

Napoli currently holds both the Italian men's and women's half marathon records.



Yeman Crippa - 22 February 2026



Sofiia Yaremchuk - 25 February 2024
ITALIAN WOMEN'S RECORD - 1:08:27

42
INVITED ELITE ATHLETES

€7.3M
TOTAL ECONOMIC IMPACT

NAPOLI
A EUROPEAN RUNNING DESTINATION

*2026 edition data

For your brand: prestige, an iconic urban setting and strong tourist appeal.

Your space at Sport Expo 2027

3 x 3 m EXHIBITION SPACE

- Carpet flooring
- Lighting
- Power socket
- 1 table
- 2 chairs
- Waste bin
- 2 lunch vouchers for Saturday

WHAT YOU CAN DO

- Direct sales
- Sampling
- Product testing
- Lead generation
- Contests
- Hospitality and networking



BOOK YOUR SPACE

expo@napolirunning.com

Dates and opening hours: Friday 19 February, 15:00-20:00 | Saturday 20 February, 09:00-20:00

Fee and deadline: €790 + VAT | 22 January 2027

SPORT EXPO

SPORT - TOURISM - LEISURE TIME

EXPO SPACE BOOKING FORM

Coelmo Napoli City Half Marathon Expo - 19-20 February 2027

Legal company name				
Address				
City		POSTCODE	Prov.	COUNTRY
Contact person 1	NAME	MOB.	@	
Contact person 2	NAME	MOB.	@	
Tax Code / VAT No.				
Recipient Code (SDI) certified email (PEC)				
Business sector				

EXPO SPACE DETAILS

3 x 3 m space	***€790 + VAT, for the entire event***

Payment must be made by **22 January 2027.** By the same date, this form, completed in full and accompanied by proof of bank transfer, must be sent to **expo@napolirunning.com**. An electronic invoice will then be issued.

Payment must be made by bank transfer to the following account:
Napoli Running S.r.l. c/o **UniCredit S.p.A. IBAN IT95O0200803435000104501680 - BIC/SWIFT UNCRITM1S02**

By signing this form, the exhibitor acknowledges having read and accepted the "**Practical Guide and Participation Terms for Sport Expo 2027 Exhibitors**" set out on the following pages.

Date **Signature and company stamp**

SPORT EXPO

SPORT - TOURISM - LEISURE TIME

PRACTICAL GUIDE AND PARTICIPATION TERMS
Coelmo Napoli City Half Marathon Expo - 19-20 February 2027

These pages contain useful information to help you organise your participation, work safely and provide exhibitors and visitors with a pleasant experience. For any assistance, our team is available before, during and after the event.

VENUE

Mostra d'Oltremare, Via J. F. Kennedy 54 - 80125 Napoli (Fuorigrotta), Italy.

STAND SETUP

On **Friday 19 February,** vehicles may access the venue solely for unloading operations, from **10:00 to 14:00**, via the entrance at **Via J. F. Kennedy 54.**

To ensure that the Expo opens on time, please complete the setup by **14:30.**

OPENING HOURS

Friday 19 February, **15:00-20:00**
Saturday 20 February, **09:00-20:00**

EXHIBITOR PASSES AND LUNCH VOUCHERS

Exhibitor passes will be issued upon first entry, starting on **Friday 19 February**.

T**wo lunch vouchers** for **Saturday 20 February** are included with each booked space. Collection details will be provided on site.

CLOSING AND DISMANTLING

Dismantling may begin after the Expo closes to the public on Saturday, **from 20:00 to 22:30**. From 20:00, vehicle access for final loading will be managed by staff.

Please remove all goods, equipment and materials by 22:30. Any items remaining in the area may be removed and disposed of, and the related costs may be charged to the exhibitor. Each exhibitor remains responsible for their materials until they have been fully removed.

SPORT EXPO

SPORT - TOURISM - LEISURE TIME

STANDARD SETUP (3 x 3 m)

Each space includes:

- carpet flooring, lighting and a power socket;
- one table, two chairs and one waste bin.

The space may be used for product displays, sales, sampling, product testing and promotional activities consistent with the event.

CUSTOMISING YOUR STAND

The space may be customised with graphics, display units and freestanding structures.

To protect the surfaces of Mostra d'Oltremare, only removable adhesive tape may be used. Glue, nails, drawing pins or materials that may leave marks may not be used.

Substantial changes must be agreed with the Organiser in advance. Custom stand design plans must be submitted by **20 January 2027**, together with a visual rendering and technical data sheet.

SAFETY AND CARE OF THE SPACE

Materials, furnishings and equipment must be stable and comply with all applicable safety and fire prevention regulations.

Each exhibitor is responsible for their own setup, the activities carried out at the stand, their staff and appointed suppliers, as well as any damage caused during those activities.

If any element is deemed unsuitable or unsafe, the Organiser may require it to be modified or removed.

ALLOCATION OF SPACES

Stands will be allocated in booking order.

For technical, safety or visitor-flow management needs, the Organiser may adjust the floor plan or stand location, informing the exhibitor as soon as possible and seeking to ensure an equivalent solution and the booked services.

BRANDS AND PARTNERS AT THE STAND

The space is reserved for the exhibitor who made the booking. The presence of any additional companies, brands or partners must be agreed with the Organiser in advance.

The stand may not be transferred or sublet without authorisation.

SPORT EXPO

SPORT - TOURISM - LEISURE TIME

TOGETHER FOR A WELCOMING AND SAFE EXPO

The Sport Expo is a shared space. A few simple considerations help everyone work better, keep passageways clear and provide visitors with a pleasant experience.

SPACES AND AISLES

Goods, display structures and promotional activities must remain within the booked space, while aisles, exits and common areas must be kept clear at all times.

Your brand's materials may be distributed within the stand. Leafleting in the Expo's common areas is permitted only with prior authorisation from the Organiser. Without authorisation, it may take place only outside the Expo area.

OPENING HOURS AND ACCESS

During closed hours, access to the Expo is restricted to authorised staff.

Vehicles may enter only during the scheduled loading and unloading periods. To ensure a prompt start to the day, at least one representative wearing an exhibitor pass must be present at the stand 30 minutes before opening.

COMFORT AND CONSIDERATION FOR OTHERS

The entire Expo area is smoke-free.

Music, demonstrations and audio activities are welcome, provided the volume remains compatible with the activities of neighbouring stands. The use of amplification must be agreed in advance.

SAFETY AND CONTENT

For safety reasons, open flames, explosive or pyrotechnic products, hazardous materials or substances that produce persistent odours may not be brought into the venue.

Content, images and activities must respect individuals, applicable legislation and the principles of respectful coexistence, avoiding offensive or discriminatory messages.

Professional or television filming, or any filming requiring dedicated equipment, must be agreed with the Organiser.

MUSIC AND SIAE LICENCES

Exhibitors wishing to use music, video or other protected content must independently obtain any required SIAE licences. If in doubt, please contact us before the event.

SAFEKEEPING AND INSURANCE

During opening, setup and dismantling, each exhibitor is asked to supervise their space and safeguard goods, materials and personal belongings.

Overnight security is provided for the common areas. However, this does not constitute individual custody of property. We therefore recommend appropriate insurance coverage for the value of the materials and the activities carried out, including third-party liability insurance.

Except for events directly attributable to the Organiser, goods and equipment remain the exhibitor's responsibility.

IF PLANS CHANGE

Cancellations received at expo@napolirunning.com by **3 February 2027** will entitle the exhibitor to a full refund.

For later cancellations, 50% of the amount paid will be refunded. The remaining 50% will be retained to cover organisational costs already incurred.

GETTING THERE

The **Mostra d'Oltremare** exhibition centre is close to the following stops:

- Trenitalia Line 2, "Campi Flegrei" station;
- EAV Cumana, "Mostra" station;
- bus services stopping at "Campi Flegrei";
- Metro Line 6, "Mostra" station - weekend service may be subject to restrictions; check the latest timetables at anm.it.

By Car: From the A1 Milan-Napoli or A3 Salerno-Napoli motorway, take the Tangenziale di Napoli towards Pozzuoli. Exit at Fuorigrotta, Exit 10.

By Train: From Napoli Centrale station, take Metro Line 2 towards Pozzuoli and get off at "Campi Flegrei". Alternatively, take Metro Line 1 from Garibaldi to "Municipio", then change to Metro Line 6 and get off at "Mostra", subject to the applicable operating hours.

By Plane: From Capodichino International Airport, Mostra d'Oltremare can be reached by taxi. Alternatively, take the Alibus and get off at Piazza Garibaldi. Once at the station, follow the directions above.

CONTACTS - For organisational questions or special requirements: expo@napolirunning.com

I declare that I have read and accepted this "Practical Guide and Participation Terms":

Read, accepted and signed on... **Company stamp and signature**