

OFFER FOR EXHIBITORS



**RUNNING EXPO
BELGRADE MARATHON**

**20
26**

**CONNECTING
THROUGH RUNNING**

Connecting Through Running

Where Sport, Brands And The Energy Of Belgrade Meet.

PowerAde Running Expo of the Belgrade Marathon 2026 is the central meeting point for the running community, sports brands and everyone who lives and loves an active lifestyle. From April 16–18, 2026, Hall 4 of the Belgrade Fair will become the epicenter of sports excitement, inspiration and new business opportunities.

The Belgrade Marathon – A Growing International Event

The Belgrade Marathon brings together tens of thousands of participants and visitors from Serbia and around the world every year, confirming its position as one of the most important sporting events in the region.

The Running Expo further elevates the experience by expanding the event's organization, content and visibility for partners and exhibitors. It offers a powerful platform for direct communication with a highly targeted and engaged audience.

Where Brands Meet Runners

Running Expo is where brands connect with runners before the race even begins.

It is a dynamic space for showcasing new products, organizing test runs and activations, engaging with visitors and building meaningful, long-term partnerships with the running community.

A Unique Business Opportunity

Over the course of three days, more than 30,000 visitors from Serbia and abroad, strong media coverage and carefully designed zones within Hall 4 of the Belgrade Fair create a unique environment for brand visibility and interaction.

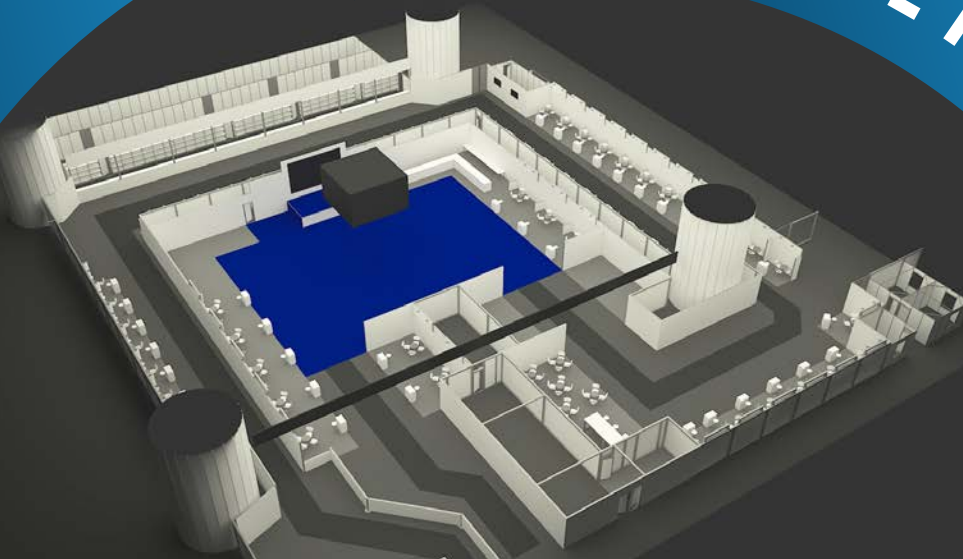
For companies looking to be part of the largest international running event in Serbia, Running Expo represents an outstanding business and marketing opportunity.

Join Us

We invite you to become part of the PowerAde Running Expo of the Belgrade Marathon 2026 and, in the spirit of our slogan "Connecting Through Running," take advantage of the unique opportunity to connect directly with the sports community in a professionally organized and inspiring environment.

HALL 4

BELGRADE FAIR





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FLOOR PLAN WITH STAND POSITIONS

EXHIBITION STANDS

- TYPE A
- TYPE B
- TYPE C

ZONES

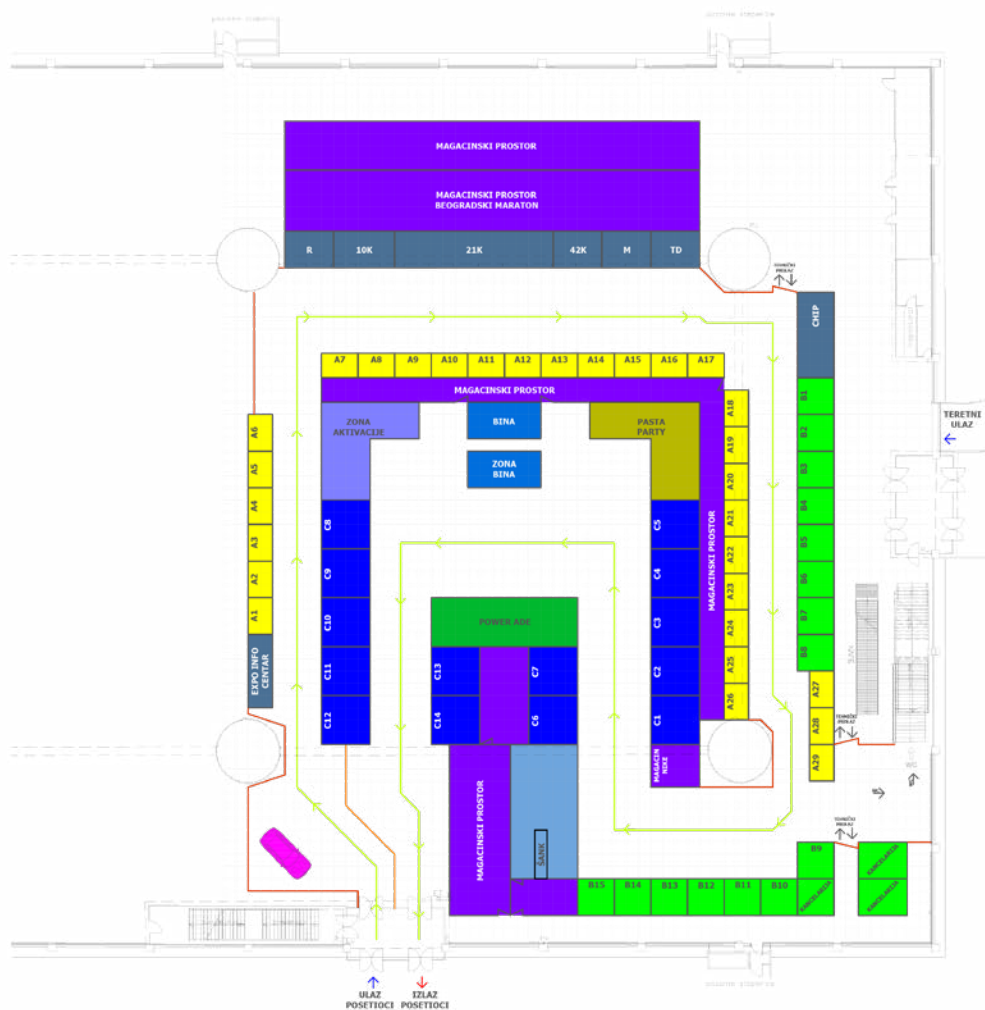
- Registration Center
- Pasta Party
- Bar / Café
- Official Vehicle
- Stage Area
- Storage Area
- Activation Zone

BARRIER AND ROUTES

- High Barrier
- Low Barrier
- Movement Route

ENTRANCES AND EXITS

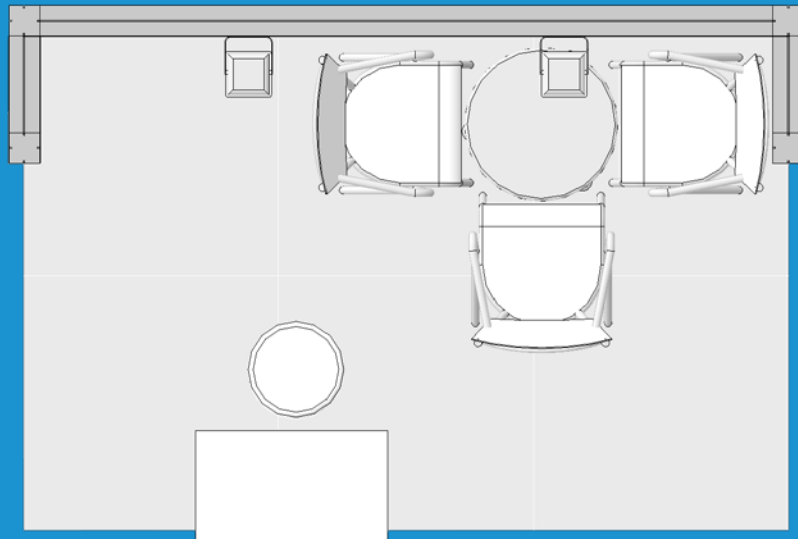
- Entrance
- Exit
- Technical Passage



TYPE A

3x2m - 6m²

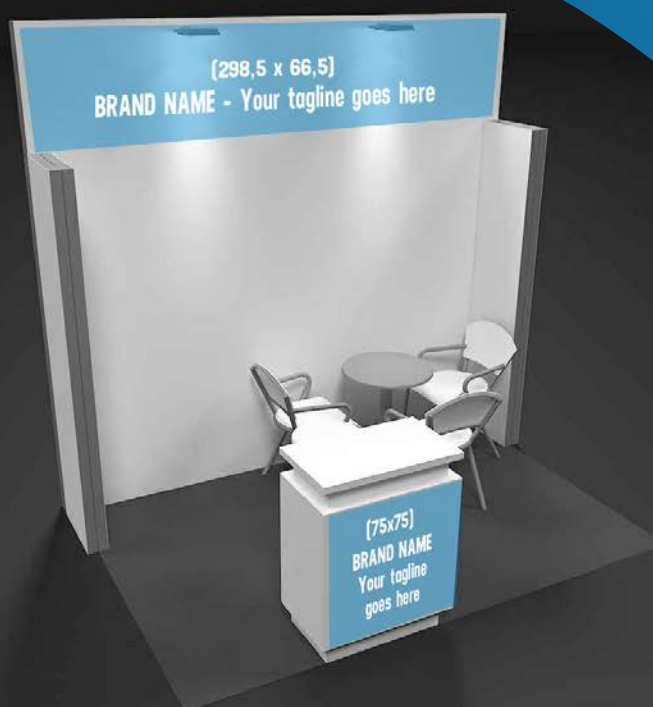
Optional: Complete branding of exhibition stands is also available. For more information about the conditions and possibilities for full stand branding, please send your inquiry to: expo@bgdmarathon.org



- Exhibition space 3 x 2 m
- 3 x 2 m fair carpet
- Construction of a back wall (dimensions: 298.5 x 286.5 cm)
- Construction of two side walls (dimensions: 49.7 x 220 cm)
- Stand branding in the areas indicated in the visual layout
- Rental of a display counter (made of laminated board) with front graphic print (dimensions: 75 x 75 cm)
- Table rental: 1 unit
- Chair rental: 3 units
- Stand lighting: 2 LED spotlights
- Electric connection: one standard power socket located at the counter

850 eur + PDV

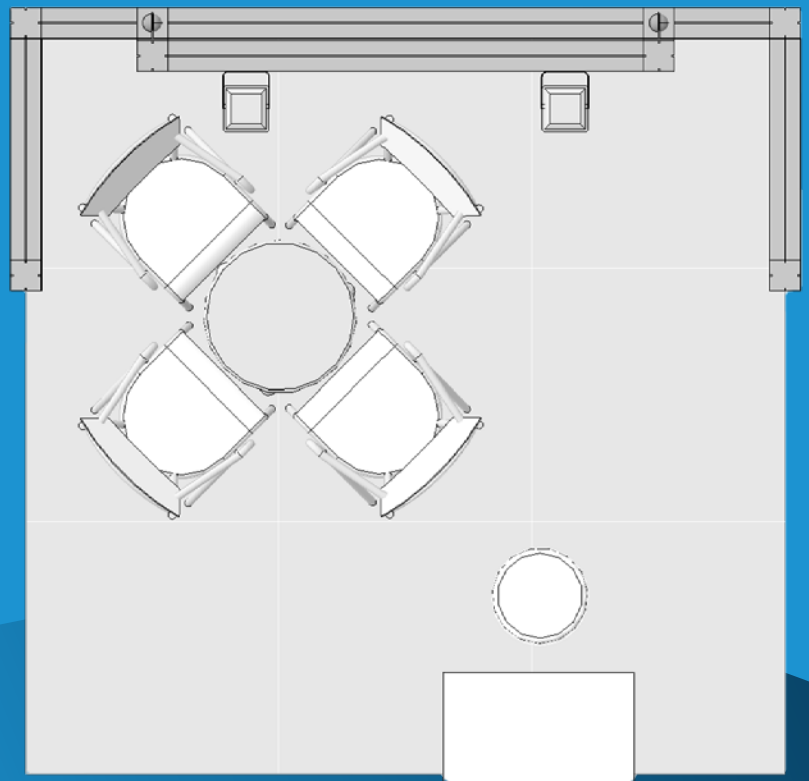
Optional: Exhibitors also have the possibility to rent additional storage space. For all information and rental conditions, please contact: expo@bgdmarathon.org.



TYPE B

3x3m - 9m²

Optional: Complete branding of exhibition stands is also available. For more information about the conditions and possibilities for full stand branding, please send your inquiry to: expo@bgdmarathon.org



- Exhibition carpet: 3 × 3 m
- Construction of the back wall: Dimensions: 298.5 × 286.5 cm + 211 × 87.5 cm
- Construction of two side walls: Dimensions: 99.5 × 87.5 cm
- Stand branding in the zones marked in the layout
- Rental of a display counter (made of laminated board) with front graphic print (dimensions: 75 x 75 cm)
- Table rental: 1 unit
- Chair rental: 4 units
- Stand lighting: 2 LED spotlights
- Electric connection: one standard power socket located at the counter

1150 eur + PDV

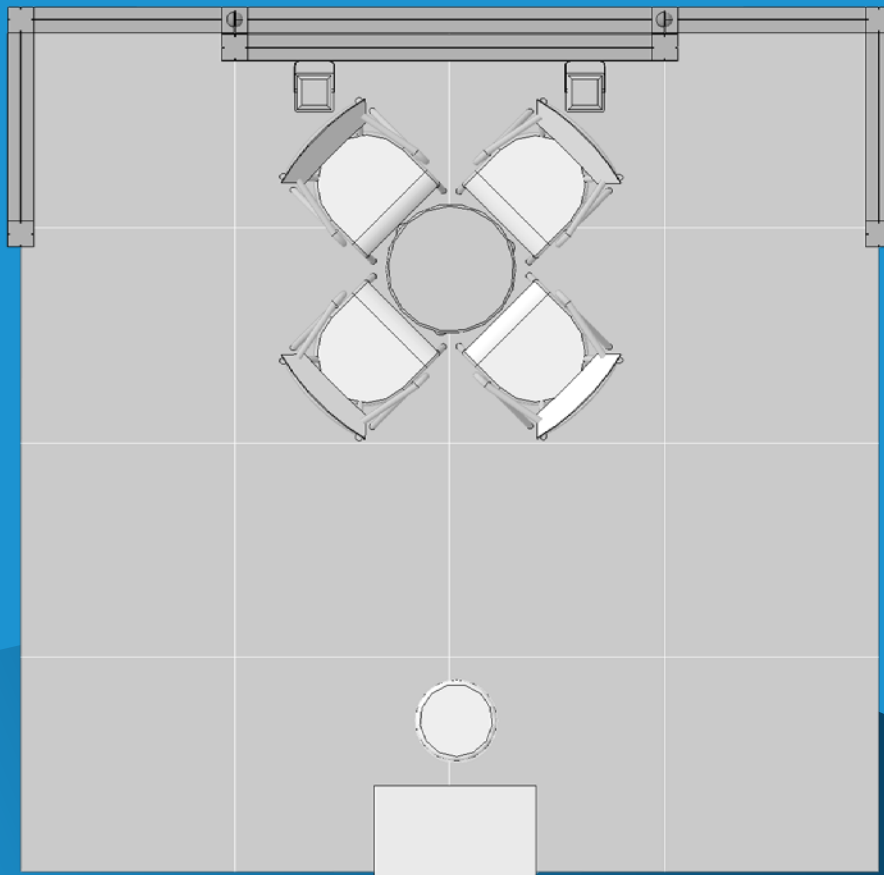
Optional: Exhibitors also have the possibility to rent additional storage space. For all information and rental conditions, please contact: expo@bgdmarathon.org.



TYPE C

4x4m - 16m²

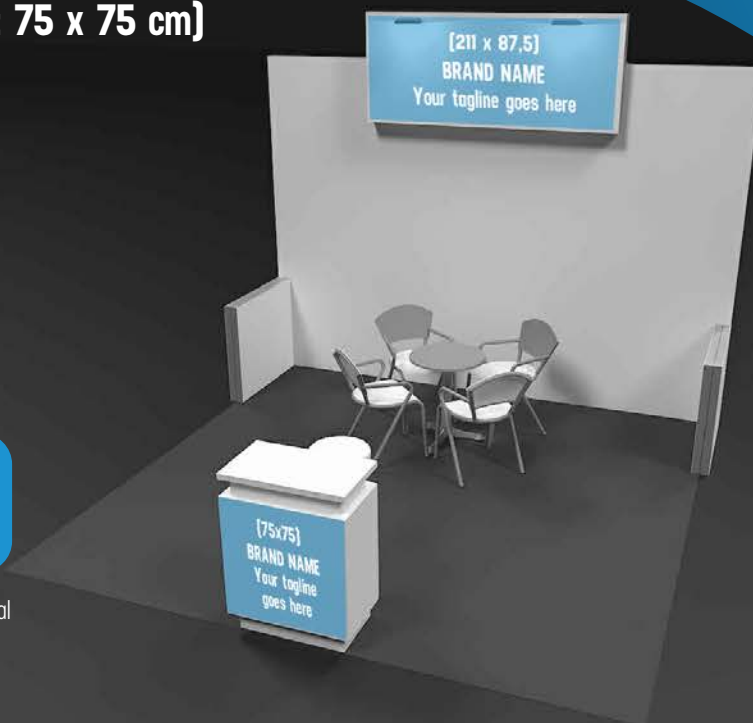
Optional: Complete branding of exhibition stands is also available. For more information about the conditions and possibilities for full stand branding, please send your inquiry to: expo@bgdmarathon.org



- Exhibition carpet: 4 × 4 m
- Construction of the back wall:
Dimensions: 398.5 × 286.5 cm + 211 × 87.5 cm
- Construction of two side walls - dimensions: 99.5 × 87.5 cm
- Stand branding in the zones marked in the layout
- Rental of a display counter (made of laminated board) with front graphic print (dimensions: 75 x 75 cm)
- Table rental: 1 piece
- Chair rental: 4 pieces
- Stand lighting: 2 LED spotlights
- Power connection: one power socket located at the counter

1900 eur + PDV

Optional: Exhibitors also have the possibility to rent additional storage space. For all information and rental conditions, please contact: expo@bgdmarathon.org.



Visitor Opening Hours

Thursday: April 16, 2026 **12:00 – 22:00**

Friday: April 17, 2026 **12:00 – 22:00**

Saturday: April 18, 2026 **12:00 – 22:00**

Kontakt

Email: expo@bgdmarathon.org

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Phone: **+381 69 3263 196**



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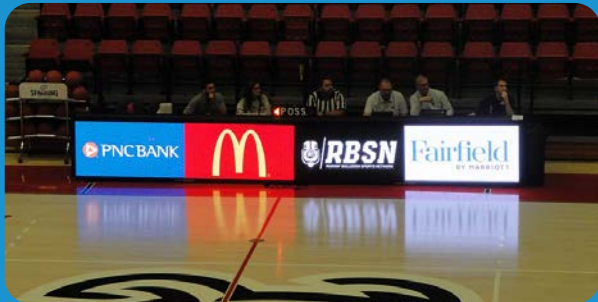
**CONNECTING
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LED POSITION RENTAL



MEDIA CUBE

- Format 5x3m
- Price: upon request



LED SCREEN

- Format 35 x 1m
- Price: upon request



LED TOTEM

- Price: upon request