

Paris, February 6th 2020

Salon du Running becomes RUN EXPERIENCE in 2020

2 to 4 April 2020

A new concept for a new decade. The Salon du Running has evolved into Run Experience, a massive celebration of the sport in all shapes and colours, from regular running to trail running and triathlon. The new format will set up camp in the heart of Paris Expo Porte de Versailles just a few days before the 44th edition of the Schneider Electric Marathon de Paris.

Key points:

- The no. 1 running event — 95,000 visitors expected
- Over 200 exhibitors
- A unique, ground-breaking place with test areas
- Dates and times:
 - Thursday 2 April from 3 pm to 8 pm
 - Friday 3 April from 10 am to 8 pm
 - Saturday 4 April from 9 am to 6 pm
- Free entry
- Practical information available from <https://www.timeto.com/>

The Salon du Running has evolved into Run Experience to offer visitors a more holistic experience. Run Experience boasts over 200 exhibitors on a surface area of 26,500 m², plunging runners who come to pick up their race numbers and other visitors who practise running into **a new atmosphere focused on testing new products and simply having fun.**

Run Experience has to be THE big event for runners of all levels —from weekend warriors to marathon runners— and all the stakeholders in the world of running. **A forum for exchanges** that brings running to life in every dimension: product tests in real-life conditions, conferences, films, meet and greets with celebrities and a place where running lovers will find equipment, gear, the latest products to hit the market, tips from pros, accessories, services and the newest trends.

The **Running Arena**, a 200-metre track set up in the heart of the venue —half as long as an actual running track— will be the focal point for the activities of Run Experience in 2020. It is a multi-surface test track on which all visitors can discover and get to grips with products from all the brands present at the show free of charge. A DJ will fill the centre of this area with sick beats while visitors enjoy a wide range of activities (yoga, fitness, etc.) and discoveries. *"Five major players will set up shop close to the arena: ASICS, Hoka One One, Salomon, On and Alta. These brands will have direct access to the test track and give visitors an exclusive experience with product tests"*, explains Charles Mabilbe, who oversees Run Experience.

The new version of the event **plunges visitors into the heart of running**, an iconic sport that millions of people in France live and breathe every day! A wide range of well-being areas also awaits, with massages, physiotherapy assessments, chiropractors, coaches and more. There will also be **two dedicated areas**: one for **trail running**, with a test track, and another for **triathlon**, with a transition area featuring a swimming pool. Finally, visitors will get to attend conferences punctuated by numerous talks and inspiring meet and greets with athletes and experts.

QUOTES OF THE 5 MAIN ACTORS OF THE ARENA

"For us, the setting up of the Arena is an opportunity to celebrate the launch of our product innovations on a 250-metre-long track with ups and downs and different surfaces..."

All the new technologies will also be on display during the Run Experience, an authentic benchmark in the Running industry. That is why we will put the emphasis on testing our products, encouraging as many runners as possible to test our range on this track installed near our stand, which visitors can access from our fine ASICS space via a reserved entry point"

Arnaud Leroux, Marketing Director of ASICS for Southern Europe

"As a sports equipment brand, we want to give visitors an authentic and unique experience in the image of our technology. HOKA continuously develops and launches new, innovative products. The tests are appreciated by our users because they allow them to feel the effects of our technology immediately. In this way, the tests reassure the consumer in his/her purchasing process and give credibility to our products. It is an important and complementary approach to usual sales (either in stores or online). We are happy with the new concept developed by A.S.O. and we are convinced that it not only responds to our expectations but also to those of the visitors to the fair".

Antoine Berthoud, EMEA Events Manager for HOKA ONE ONE

« The Run Experience concept is fully in tune with our approach of running and runners. At Salomon, we do not want to label the sportives as road runners, trailers or triathletes. We see each one as a passionate of sport and outdoor activities. We develop specific products for several practising, and we speak to passionate people that are not mono-discipline. Our ambition is to allow everyone to play, discover new sports, progress and surpass themselves through experiences and programs. »

Véronique Remy, SALOMON Marketing Director for France and Belgium

"As a sports equipment manufacturer, the Running Arena is very promising. With the Experience as a motto, A.S.O. has been able to take into account everyone's needs to create a proposition in what will undoubtedly be one of the best Running Fairs".

Paolo Cortelazzi, Marketing Manager EMEA – VF Corporation ALTRA

"We are delighted to be able to present our different ON models to all the visitors to the fair. We love creating new sensations for runners, and it's a bonus for us to have a specific track for the test!"

Fanny Rubin – Marketing Manager ON

More information on www.timeto.com/

Press Contacts
presseathle@aso.fr

Stéphanie Protet
Anne Cros
anne@agencestephanieprotet.com
06 77 30 10 54

Stéphanie Protet
Stéphanie Protet
stephanie@agencestephanieprotet.com
06 11 11 25 32

A.S.O.
Anne Guinot
aguinot@aso.fr