

HALF MARATHON EXPO 2027

April 2 - 3, Flughafen Tempelhof

EXHIBITOR BROCHURE

THE WORLD'S LARGEST HALF MARATHON EXPO

Twice a year, Berlin becomes the center of the running and sports community - when SCC EVENTS GmbH hosts the Sports Community Convention as part of the GENERALI BERLIN HALF MARATHON in the spring and the BMW BERLIN-MARATHON in the fall.

With over 60 exhibitors in the spring and more than 100 in the fall, the trade fairs not only offer exciting brand and product worlds, but are also a lively meeting place for up to 100,000 runners, fans, sponsors and sports enthusiasts.



KEYFACTS

DATE	April 2 - 3, 2027
LOCATION	Tempelhof Airport
ADMISSION	Free
VISITORS	More than 60.000 Visitors
EXHIBITORS	> 60 exhibitors from the fields of Running & sporting goods, nutrition & health, sports & tour operators, technology & digital, skating, and much more.

60+
EXHIBITORS

60k+
VISITORS

HISTORICAL LOCATION AIRPORT TEMPELHOF

GENERALI BERLIN HALF MARATHON

The GENERALI BERLIN HALF MARATHON inspires with records, diversity, and a unique energy that spreads throughout the entire city.
It is one of the largest and fastest half marathons in the world.

- ➔ One of six half marathons in the “SuperHalfs” series
- ➔ 42.000 registered participants from more than 135 countries
- ➔ ~ 200,000 spectators along the course
- ➔ ~ 100,000 live stream views
- ➔ New since 2026: The BERLIN MILE as part of the GENERALI BERLIN HALF MARATHON with up to 10,000 registered participants

Race day: Sunday, April 4, 2027



SHOWCASE YOUR BRAND

The HALF MARATHON EXPO offers space for both traditional product presentations and eye-catching brand activations.

- PRODUCT SALES
- BRAND ENGAGEMENT
- PHOTO ACTIVATION
- PRODUCT SAMPLING
- DATA CAPTURE
- CUSTOMER ACQUISITION













YOUR BOOTH OPTIONS

PRICES (2026, subject to change)

	< 20m²	20m² - 79m²	> 80m²
IN-LINE STAND	130,- €	125,- €	-
CORNER STAND	145,- €	140,- €	135,- €
END STAND	150,- €	145,- €	140,- €
ISLAND STAND	-	150,- €	145,- €

All prices per m² plus

- Environmental & disposal fee (€8/m²)
- Service charge (€55)

Booth prices do not include walls, carpeting, furniture, or electricity/Internet. The minimum booth size is 6 m².



ADDITIONAL SERVICES

Additional services can be optionally booked through the EXPO booking portal.

- Electricity
- Water
- Internet
- Parking spaces
- Hanging points

Booth Construction / Furniture

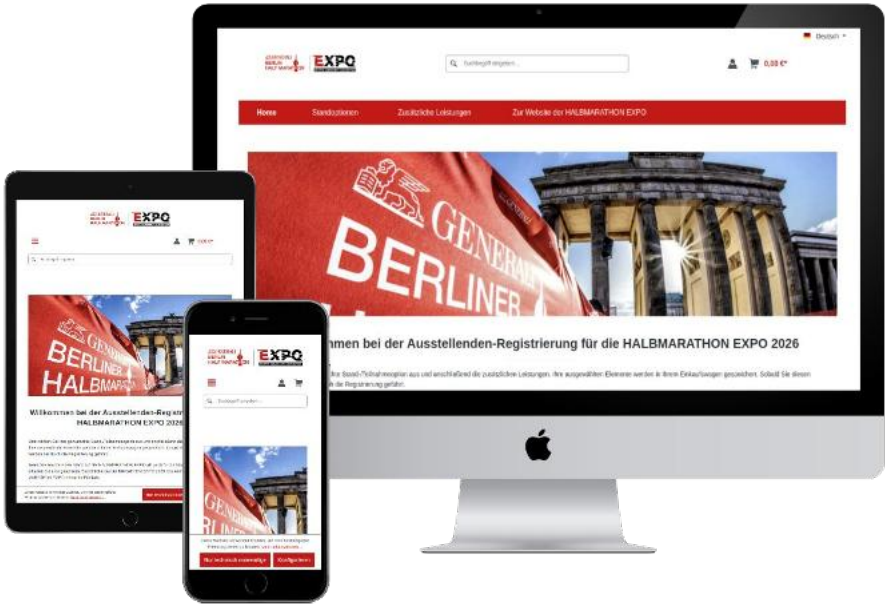
From basic setups to custom exhibition booths, our partner Expofair is here to help.

Logistics

Our logistics partner DSV provides support with transportation, loading and unloading, delivery to the booth, and storage.

REGISTRATION PROCESS

1. Submit a booth request with your desired size via our EXPO booking platform
2. Confirmation of the booth reservation by the EXPO team
3. Assignment of the booth location by the EXPO team
4. You submit your booth layout plans and documentation and book any additional services you need, such as electricity, internet, furniture, or hanging points.
5. The required documentation is reviewed during the technical inspection.



REGISTRATION PLATFORM

OPENING TIMES EXPO

VISITORS

Freitag, April 2	11:00 am - 8:00 pm
Saturday, April 3	09:00 am - 7:00 pm

EXHIBITORS

Setup times	
Wednesday, March 31	12:00 pm - 5:00 pm
Thursday, April 1	9:00 am - 8:00 pm
Friday, April 2	7:00 am - 9:00 am
Dismantling times*	
Saturday, April 3	7:00 pm - midnight
Sunday, April 4	9:00 am - 1:00 pm

All times subject to change



HISTORICAL LOCATION





Flughafen Tempelhof, Hangar 5 / 6

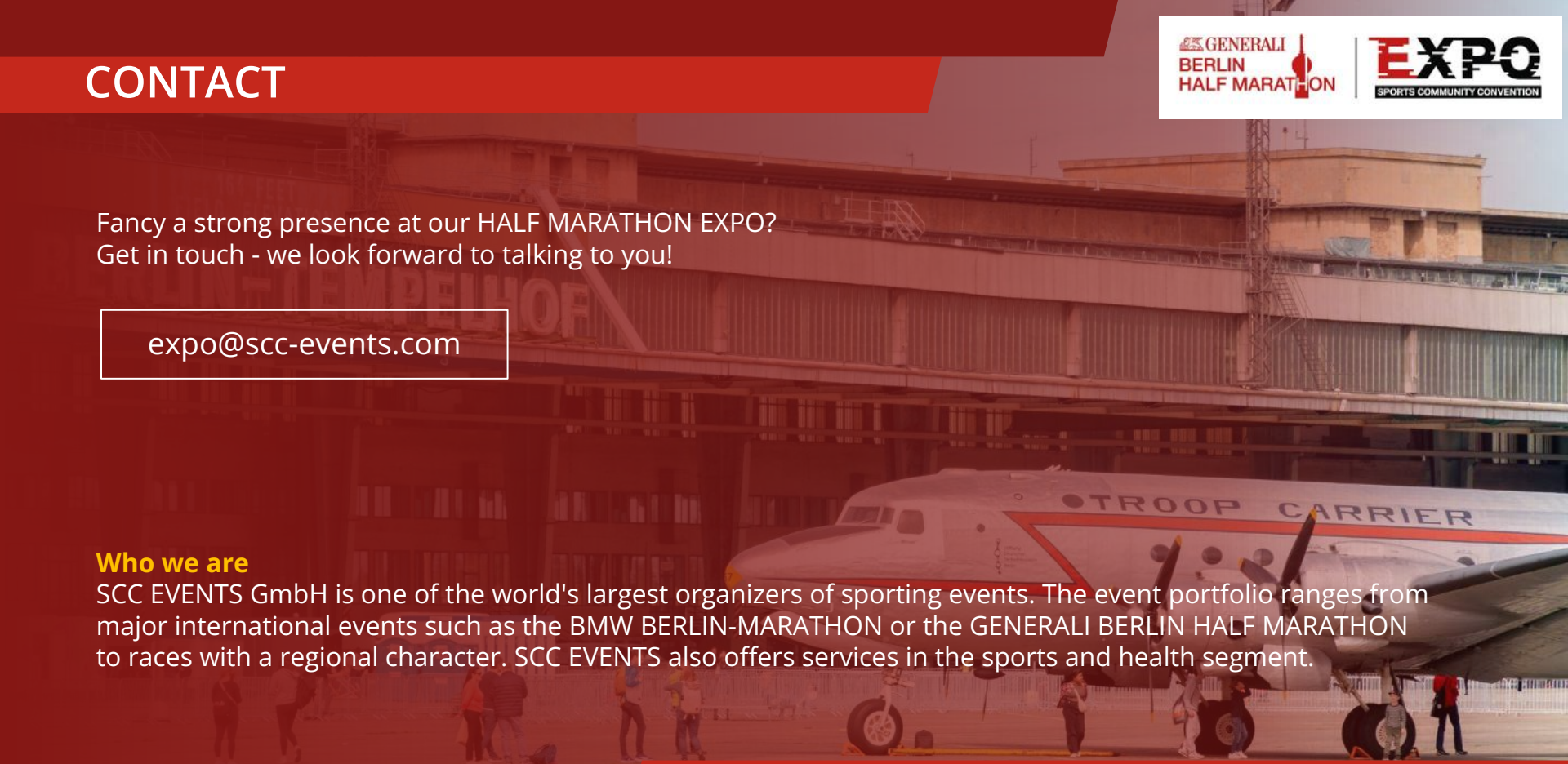
Platz der Luftbrücke 5

12101 Berlin

CONTACT

Fancy a strong presence at our HALF MARATHON EXPO?
Get in touch - we look forward to talking to you!

expo@scc-events.com



Who we are

SCC EVENTS GmbH is one of the world's largest organizers of sporting events. The event portfolio ranges from major international events such as the BMW BERLIN-MARATHON or the GENERALI BERLIN HALF MARATHON to races with a regional character. SCC EVENTS also offers services in the sports and health segment.