

— Extra*sports* —



LA  
**SAINTE  
LYON**

POUR AMATEURS ÉCLAIRÉS

from November 30 to December 2, 2018

— Exhibitors file —



## For light amateurs

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02

We no longer present the SaintéLyon, the race of all superlatives. The oldest with 65 editions on the clock; the most atypical with its winter, nocturnal, luminous, urban and wild character at the same time; the most essential with its 17,000 runners in 2017 which make it the biggest French nature race in number of participants.

So many qualifiers that make the SaintéLyon the rendezvous cult of the end of the season for all runners. The race to do "at least once in a lifetime". In 2018, 17,000 runners from all the French departments and about 60 countries are expected on the various formulas offered.

At the heart of an exceptional arrival site, the prestigious Halle Tony Garnier, more than 120 exhibitors and nearly 40,000 visitors are expected in 2018.

*The Salon  
du Trail Running  
held 2 days before  
the event, is already  
a reference in the  
world of running  
and outdoor.*

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# Saintelyon, a mixed race (60% trail / 40% road)

03

## 7 formulas

SAINTÉLYON — 81 km — solo  
starting: Parc Expos Saint-Étienne  
**23H30 on 01/12/18**

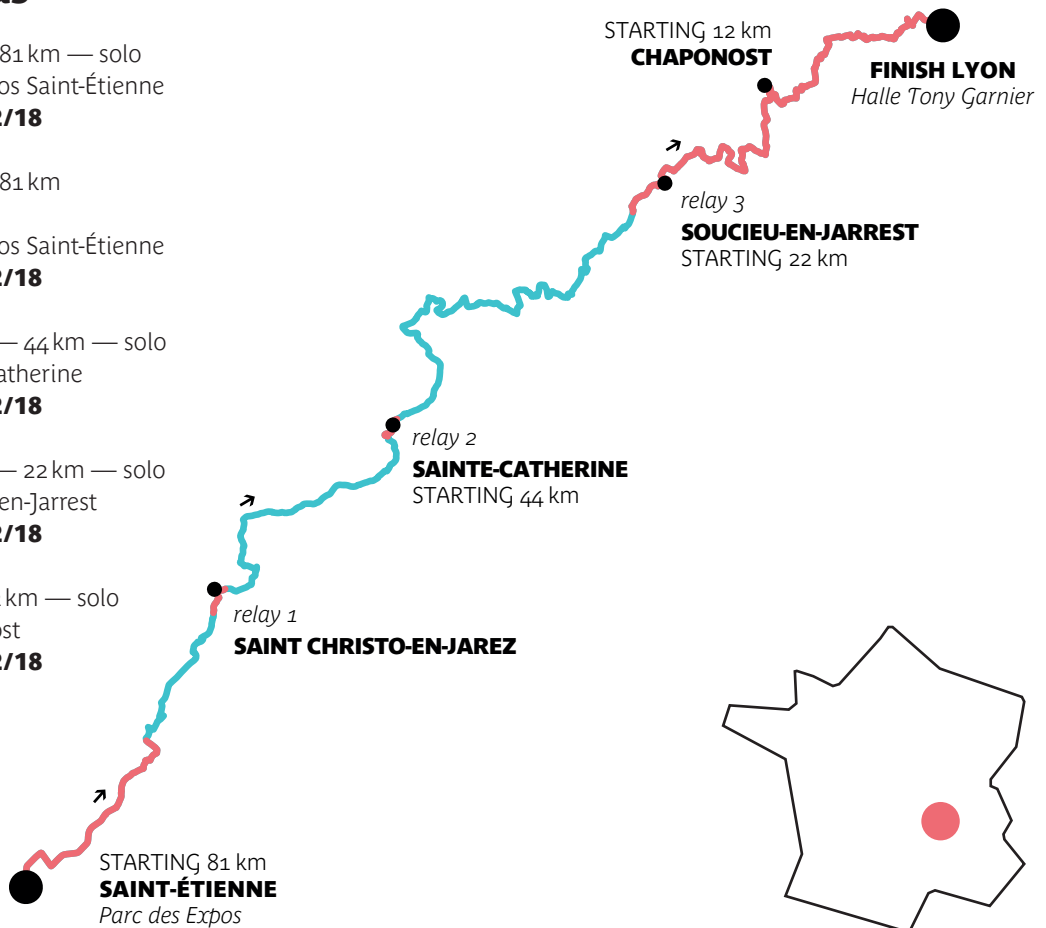
SAINTÉLYON — 81 km  
RELAY 2, 3 or 4  
starting: Parc Expos Saint-Étienne  
**23H30 on 01/12/18**

SAINTEXPRESS — 44 km — solo  
starting: Sainte-Catherine  
**23H00 on 01/12/18**

SAINTÉSPRINT — 22 km — solo  
starting: Soucieu-en-Jarrest  
**23H00 on 01/12/18**

SAINTÉTIC — 12 km — solo  
starting: Chaponost  
**22H30 on 01/12/18**

.....  
— paths  
— roads





# SaintÉlyon, key figures

04

17,000 participants

**1<sup>st</sup>** Trail Running Event in France

**36** nationalities represented

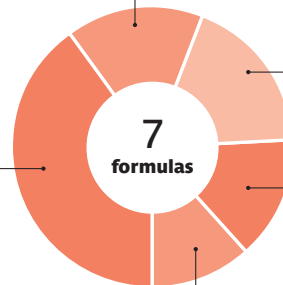
**38** average age

**77%** men

**23%** women

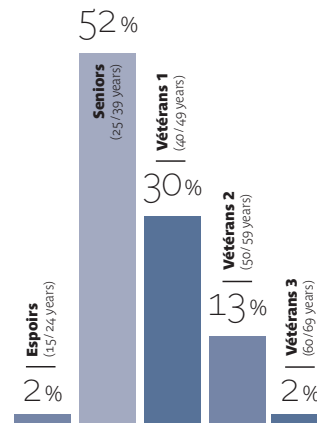
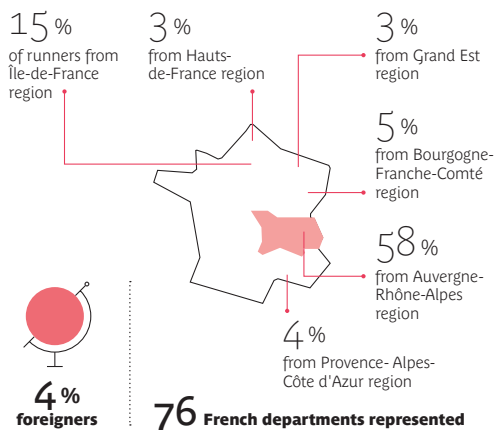
2,500  
**81 km Relay**  
2, 3 or 4  
*SaintÉlyon in Relay*

7,000  
**81 km solo**  
*SaintÉlyon*



3,000  
**44 km**  
*SaintExpress*

2,000  
**12 km**  
*SaintÉlyon*







# A few datas

05

  
800  
VOLUNTEERS

  
77%  
OF PARTICIPANTS  
KNOW SAINTÉLYON BY  
WORD OF MOUTH\*

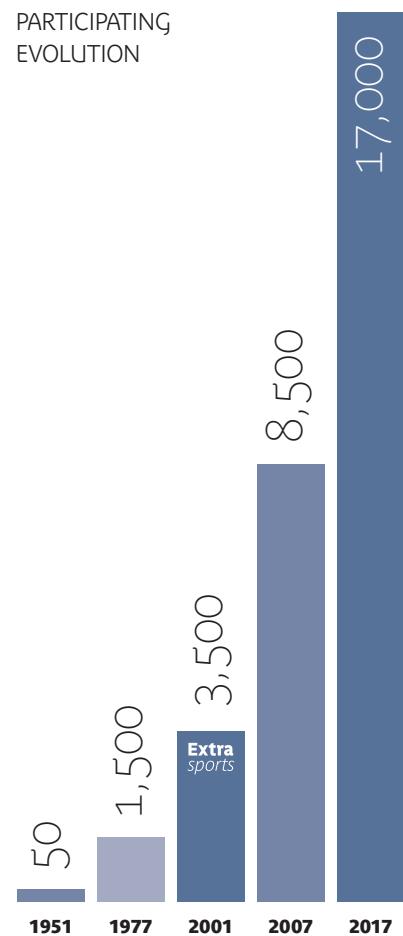
  
77%  
NEW PARTICIPANTS  
each year (2017/2016)

  
69%  
OF PARTICIPANTS  
ARE CSP + \*\*

  
81%  
OF THE PARTICIPANTS  
PUT FORWARD THE  
PERSONAL CHALLENGE  
as the main motivation  
to run the SaintéLyon\*

  
94%  
OF PARTICIPANTS  
ARE SATISFIED  
with the course  
(interest, difficulty,  
markup and  
security)

## PARTICIPATING EVOLUTION



arrival  
of Extra Sports

\* Source: 2017 Participant Satisfaction Survey  
 \*\* Professional / managerial occupations (42%); Intermediate occupations (19%); Craftsmen, tradesmen and entrepreneurs (8%)



# SaintéLyon, a concept and a unique image

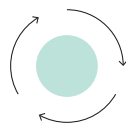
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06

*SaintéLyon is the oldest and the largest french nature race. It links two metropolises to the historical rivalry, Lyon (69) & Saint-Étienne (42).*



SaintéLyon is an event which, by its atypical winter and nocturnal configuration, differs from the vast majority of running events. With its history, this strong personality and the different formulas on offer, SaintéLyon has become the ultimate end of season event. This event develops true values of surpassing oneself, solidarity and sharing, while remaining accessible to the greatest number.



Like the world of natural running, the SaintéLyon conveys a virtuous image in environmental matters and sustainable development. Many actions, in collaboration with the Auvergne-Rhône-Alpes region, are put in place on the event: preventive communication, green brigade, eco-responsible cup system, organized waste sorting with dedicated team on all sites, "Green ballad" to clean the race...



The mixed nature of the event (60% of trails and 40% of road) allows to touch at the same time the universe of the Trail but also more widely Running.

Sometimes, the extreme conditions (night, cold, snow, mud...) of the event also create a gateway to the world of Outdoor and Mountain.





# SaintéLyon, digital – key figures

07

## Website

778,600

VISITS\* including

432,300

UNIQUE VISITORS\*

2,490,900

PAGES VIEWS\*

 New website in 2018



\* From 05/12/16 to 04/12/17

## Newsletter



140,000

QUALIFIED CONTACTS



## Réseaux Sociaux



30,000

FANS



2,900

FOLLOWERS

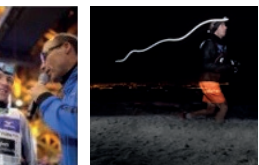
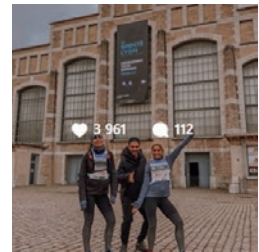
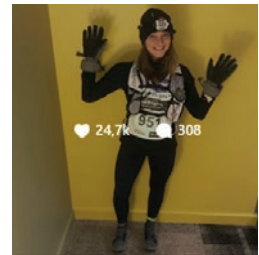
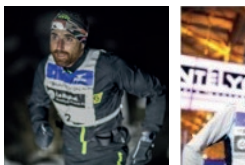
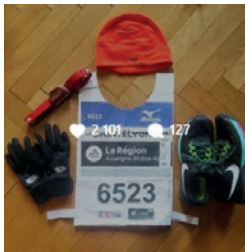
1,650,000

REACH\*\*

470,000

VIDEO VIEWS\*\*

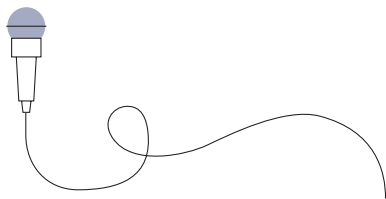
\*\* From 29/11/17 to 05/12/17





# SaintéLyon, media – key figures

08



80

ACCREDITED  
JOURNALISTS/  
MEDIA

€817,330

SPARE PURCHASE  
EQUIVALENT\*

9,720,000

CONTACTS GENERATED  
by a media spin-off\*

\* Source: Kantar Media  
SaintéLyon 2017 study









# Le Salon du Trail Running, key figures

10

  
4<sup>th</sup> EDITION

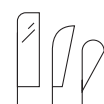
  
1 EXCEPTIONAL PLACE:  
the Halle Tony Garnier

4,000 m<sup>2</sup>  
DEDICATED

  
2 DAYS  
of exposure

  
40,000  
VISITORS  
(open to all,  
free access)

*Nov. 30  
from 12 am  
to 8 pm &  
Dec. 1<sup>st</sup> 2018  
from 9 am  
to 7 pm*

  
120  
EXHIBITORS:

- 80 BRANDS  
(Equipment suppliers,  
Accessories, Services,  
Dietetics, Care)
- 40 ASSOCIATIONS  
& COMMUNITIES  
(Race Organizers,  
Territories, Stations)



# Le Salon du Trail Running, an opportunity for brands and associations

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Participants seek to complete their equipment for the event and to benefit from advice.

Visitors are looking for novelties and opportunities for Christmas shopping or pre-season shopping (upstream of winter sales).

Visitors are sensitive to the discovery of new events or territories.



84%

OF THE EXHIBITORS are satisfied with the listening and the receptivity of the visitors\*

76%

OF EXHIBITORS are satisfied with the business conducted at the Salon du Trail Running\*



+ de 50%

OF PARTICIPANTS made a purchase at the Salon du Trail Running in 2017\*\*

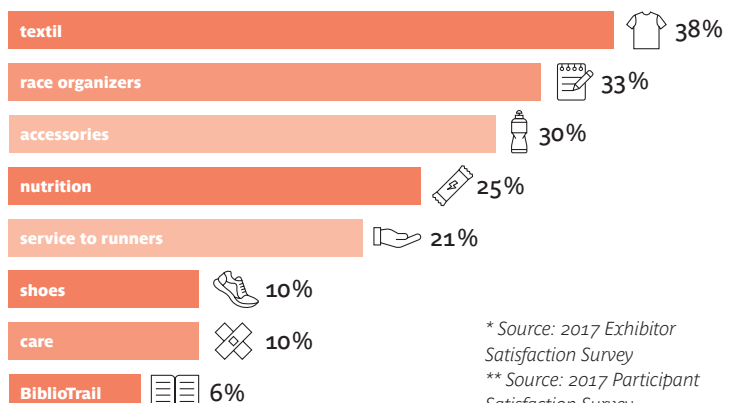
+ de 15%

OF PARTICIPANTS made a purchase ≥ 50 euros\*\*

38.7 EUROS

of average basket\*\*

PRODUCTS OR SERVICES THAT HAVE BEEN USEFUL TO PARTICIPANTS\*\*



\* Source: 2017 Exhibitor Satisfaction Survey

\*\* Source: 2017 Participant Satisfaction Survey



# Le Salon du Trail Running, an exceptional site: the Halle Tony Garnier

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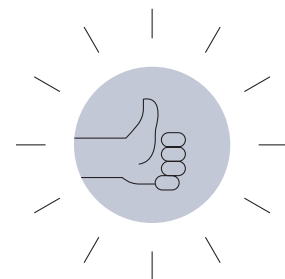
*The Halle Tony Garnier of Lyon and its 17,000 m<sup>2</sup> offer an exceptional quality of welcome for visitors, partners and exhibitors:*

- A prestigious site in the heart of the city, easily accessible by public transport (metro, tramway, bus) and by car (near the motorway, underground parking)

- Building closed, heated and secure with a uniform surface and an easily passable unloading area

- 800 m<sup>2</sup> dedicated exhibitor / press area ideal for catering and your BtoB appointments

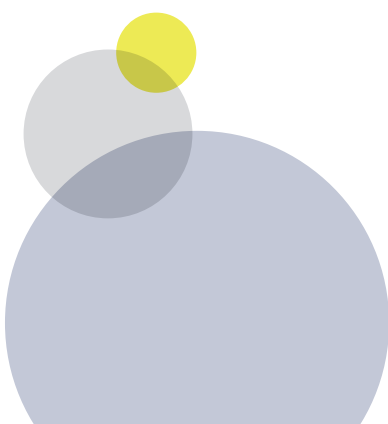
The main aisle, reserved for partners and equipment manufacturers, has a double pass, round trip, for all visitors.



96 %  
OF EXHIBITORS  
are satisfied with  
their location\*

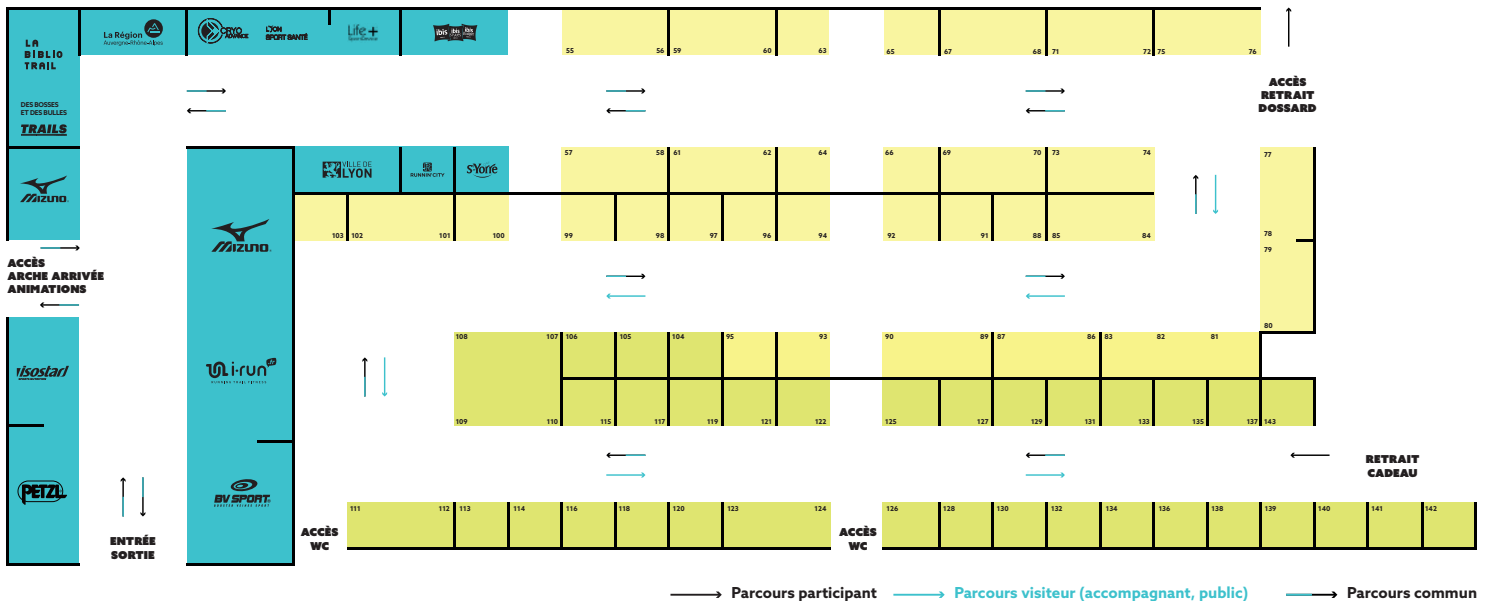
100 %  
OF EXHIBITORS  
are satisfied with  
the Salon du Trail  
Running homepage\*

\* Source: 2017 Exhibitor Satisfaction Survey



# SALON DU TRAIL-RUNNING 2017

Halle Tony Garnier — Lyon



→ Parcours participant → Parcours visiteur (accompagnant, public) → Parcours commun

## PARTENAIRES

1 à 3	PETZL
4 à 9	BV SPORT
10 à 12	ISOSTAR
13 à 18	I-RUN.FR
19 à 30	MIZUNO
31	TRAILS ENDURANCE MAG
32	DES BOSSSES ET DES BULLES
33 à 43	LA BIBLIOTRAIL
44-45	RÉGION AUVERGNE-RHÔNE-ALPES
46	CRYOADVANCE
47	LYON SPORT SANTE
48	LIFE+ SPORTDEVICE
49-50	VILLE DE LYON
51-52	IBIS
53	RUNNIN' CITY
54	ST-YORRE

## ÉQUIPEMENTIERS • ACCESSOIRES • SERVICES • DIÉTÉTIQUE • SOINS

55	CRAFT
56	SALMING
57-58	NIKE
59-60	CIMALP
61-62	LI-NING
63	DOUZALEUR
64	TOMTOM

65	LA CHAUSSETTE DE FRANCE
66	KIWAMI TRAIL INNOVATION
67-68	KARI TRAA
69-70	KALENJI
71-72	UGLOW
73-74	RAIDLIGHT
75	SIGVARIS SPORTS
76	SUPRABEAM
77-78	HOKA ONE ONE
79	ON RUNNING
80	OVERSTIM.S
81	ODLO
82	NATHAN SPORTS
83	MELTONIC
84-85	EPITACT SPORT
86	EZYSHOES
87	FITLETIC
88	NATURAL PEAK
89-90	POWERBAR
91	COMPTOIR DES BORNES
92	OXSITIS
93	GU ENERGY
94	TAPING STORE
95	NUTONIC
96	ERGYSPORT
97	RUNCOLLECT
98	YOUTHDRINK
99	BIERES GEORGES
100	EST IMPRIM
101-102	NJUKO
103	DOTVISION

## ORGANISATEURS DE COURSES • TERRITOIRES • STATIONS

104	ULTRA MARIN RAID GOLFE DU MORBIHAN
105	ÉCOTRIL PARIS
106	ÉCOTRIL FLORENCE – FIRENZE URBAN TRAIL
107 à 110	JURA TOURISME
111-112	TRAIL DES FORTS DE BESANÇON – GRAND TRAIL DU SAINT-JACQUES – ARDÉCHOIS TRAIL
113	ULTRA TRAIL CÔTE D'OR
114	O'XYRACE
115	ULTRA 01 XT EXPERIENCE
116	TRAIL DES ALLOBROGES
117	LES PORTES DU SOLEIL
118	6000D
119	LES 2 ALPES SNOW RUNNING CHALLENGE
120	TRAIL NIVOLET REWARD
121	RÉSEAU DES STATIONS DE TRAIL
122	UT4M
123-124	TRAIL DES PASSERELLES DU MONTEYNARD

125	LES DRAYES DU VERCORS
126	CAPRI RAID
127	LA FOULÉE DES MONTS D'OR – EKIDEN DE LYON
128	TRAIL DES COURSIÈRES
129	SANG POUR SANG SPORT
130	VOLVIC VOLCANIQUE EXPERIENCE
131	CORRÈZE DESTINATION TRAILS
132	GRAND RAID DES PYRÉNÉES
133	TRANS AUBRAC
134	LOZÈRE TRAIL
135	FESTA TRAIL PIC SAINT LOUP
136	TRAIL DE HAUTE PROVENCE
137	SERRE CHEVALIER SNOW TRAIL
138	AZUR RUNNING TOUR
139	RESTONICA TRAIL
140	COUREURS SANS FRONTIÈRES
141	MONTREUX TRAIL FESTIVAL
142	LE PAIN DU MONTAGNARD



# saintelyon

LA SAINTÉ LYON  
POUR AMATEURS ÉCLAIRÉS



# Brand rates – Salon du Trail Running 2018

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## Opening hours of the salon du trail running 2018

Friday, Nov. 30  
**12AM – 8PM**  
& Saturday, Dec. 1<sup>st</sup>  
**9AM – 7PM**

INSTALLATION:  
Thursday, Nov. 29  
**5PM – 10PM**  
& Friday, Nov. 30  
**8AM – 11AM**

DISMANTLING:  
Saturday, Dec. 1<sup>st</sup>  
**7PM – 10PM**

### SERVICES INCLUDED:

- 1 table et 2 chairs
- 1 electrical connection: 1kW (bring an extension cord of 5 m)
- 1 LED rail
- 1 parking access
- Melamine panels and nameplate (tent structure is not allowed)
- Presence of the exhibitor's references on the website and in the Official Program.

### OPTIONS:


- Reception desk (102 L x 52 l x 110 H) ..... **120 € HT**
- Stool Z white ..... **20 € HT**
- LED track lighting ..... **50 € HT**
- Carpet ..... **8 € HT /m<sup>2</sup>**
- Wifi connection ..... **50 € HT**
- Reserve 1 m x 1 m ..... **250 € HT**
- Electrical box from 3 kW to 10 kW (**contact us**)

## RATES FOR BRANDS

Until 30/06/2018



	Price excluding taxes	20% VAT	Price All Taxes Included
<b>Stand 9 m<sup>2</sup></b> 3m x 3m	990 €	198 €	1 188 €
<b>Stand 18 m<sup>2</sup></b> 6m x 3m	1 780 €	356 €	2 136 €
<b>Stand 27 m<sup>2</sup></b> 9m x 3m	2 530 €	506 €	3 036 €

 From 1/07/2018 to 1/10/2018

	Price excluding taxes	20% VAT	Price All Taxes Included
<b>Stand 9 m<sup>2</sup></b> 3m x 3m	1 140 €	228 €	1 368 €
<b>Stand 18 m<sup>2</sup></b> 6m x 3m	2 050 €	410 €	2 460 €
<b>Stand 27 m<sup>2</sup></b> 9m x 3m	2 900 €	580 €	3 480 €



# The partners of Saintélyon 2017

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## TITLE PARTNERS



## MAIN PARTNERS



## OFFICIAL SUPPLIER



## MEDIAS PARTNERS



## OFFICIAL SUPPORTERS



## SOLIDARITY PARTNER



## ORGANIZER



## COORDINATOR





# LA SAINTÉ LYON

POUR AMATEURS ÉCLAIRÉS

## Contacts

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### **PARTNERS AND EXHIBITORS**

**Fanny KRETZ**

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**Baptiste GUILLOT**

*Sales Manager and Partner Relations*  
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### **ORGANIZER**

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**Romain HOUZÉ**

*Deputy director*  
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**Extrasports**

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*Organization, coordination  
and marketing of the event*

### **EXTRA SPORTS**

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04 72 75 92 45 • [extralagence.com](http://extralagence.com)

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