

Issy-les-Moulineaux, March 11th 2008

## MARATHON EXPO FROM APRIL 3<sup>rd</sup> TO THE 5<sup>TH</sup> : THE EVENT FOR ALL RUNNERS

*An absolute must for the 37 000 entered for the Paris Marathon, the Marathon Expo is also the yearly rendezvous for amateur runners in France. Marathoners, extreme runners or joggers can, over three days, at the Parc des Expositions at the Porte de Versailles, in Paris, get advice and information adapted to their individual level. In 2007, Marathon Expo welcomed nearly 60 000 visitors free of charge.*

### **Getting Equipped**

The largest suppliers, as well as the most specialised meet with the runners at the Marathon Expo. In search of a pair of running shoes or a textile material made from specific properties, the most accomplished competitor can take advantage of the largest choice imaginable. The beginner or the occasional runner, guided by expert vendors can also find the product that best suits them.

In addition to running apparel, runners can also check out and procure the latest products: from the most sophisticated stopwatches to energetic gels destined to battle fatigue, the Marathon Expo stands offer a full range of products.

### **Getting informed**

For many runners, the definition of a mid or long term objective depends on an individual's intestinal fortitude and pleasure procured in training. With nearly 70 race organisers, Marathon Expo is an opportunity to gather information on possible options, whether it be an ideal climate to reach a specific performance level or a voyage destination combining sport and tourism. In addition to providing detailed documentation, the representatives of the many races provide practical recommendations and detailed information concerning their specific events to all the runners.

### **Getting ready...**

The challenge of a marathon or even a half-marathon, demands a training period and a more or less lengthy time to get into proper shape. Depending on ones ambitions and abilities, a runner will put in a certain number of training sessions per week or per month as his prepares. Advice from specialists is always useful for establishing a coherent training programme. At the different stands at Marathon Expo, several categories of experts offer advice to runners. The training advice is also complemented with important tips when it comes to diet and sleep patterns.

### **Getting started...**

Marathon Expo is also the entry into the world of running, open to all those interested in the adventure a marathon represents or even a 10K race. Numerous exhibits allow them to become more familiar with running: trying out a treadmill, meeting champions, participating in contests and drawings, runway shows of the spring and summer lines, etc...

### **The Marathon Expo in Numbers**

- 135 exhibitors
- 15 000 m2 of expo space
- Nearly 60 000 visitors in 2007

### ➤ **Expo hours**

- Thursday April 3 : 15h00 – 20h00
- Friday April 4 : 10h00 – 20h00
- Saturday April 5: 9h00 – 20h00

### Press Contact

Martine Laurent  
[mlaurent@aso.fr](mailto:mlaurent@aso.fr)

+33 (0)1 41 33 15 67 / +33 (0)6 07 52 49 28