

28-29 NOVEMBRE 2025 STAZIONE LEOPOLDA



**ORGANIZING ENTITY**

**MARATONA DI FIRENZE SSDRL** Via Pratese 158 50145 FIRENZE

CCIAA-REA : FI 682952 CF/PIVA 07145260482

[www.maratonadifirenze.it](http://www.maratonadifirenze.it) [www.firenzemarathon.it](http://www.firenzemarathon.it)

[expo@firenzemarathon.it](mailto:expo@firenzemarathon.it) [staff@firenzemarathon.it](mailto:staff@firenzemarathon.it)



**EXPO 2025** by Firenze Marathon is the trade fair event connected to the Florence Marathon race.

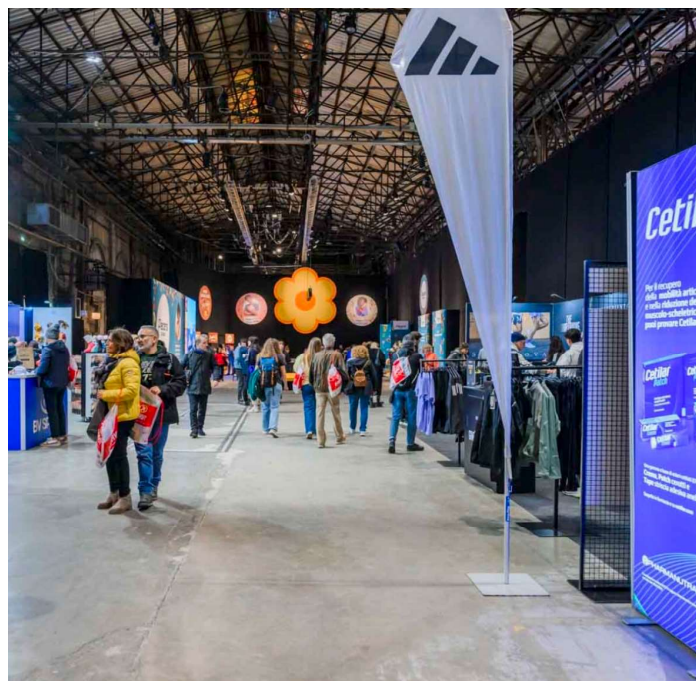
**EXPO 2025** represents an opportunity for meeting and exchanging ideas among enthusiasts of running, trail, biking, endurance, fitness, and sports tourism, both professional and recreational. Leading companies in the industry showcase their products, innovations, and current trends, providing a direct way to test the market.

In addition, there will be conferences, discussions, and interviews with athletes and specialists on various topics such as training, nutrition, and physiotherapy.

**EXPO 2025** is a great opportunity for communication through business meetings between companies and end users, as well as for sports marketing, which is increasingly cross-cutting and impactful.

If you are passionate about or work in the world of sports, running, trail, biking, endurance, fitness, or sports tourism, you can't miss **EXPO 2025** by Firenze Marathon.

In previous years, over 35,000 people from more than 70 countries have visited the Expo during the two-day exhibition. Each participant in the Marathon, who goes to collect their bib number and race bag, is typically accompanied by two people (spouse, children, friends) who, although not participating in the race, take the opportunity to visit Florence and its unique sports-focused fair.





A few steps from the center of Florence, among red brick walls and pavements still marked by railway tracks in some places, there is a place where ancient and modern beauty blend.

The Stazione Leopolda is a captivating and unique venue that, from a railway station in the early 19th century, has transformed into a creative hub and a meeting place for all those who love to unleash their imagination, connect with others, and make their events special.

Protected for its historical and artistic value, the former station spans approximately 6,000 square meters divided into two main areas: the Stazione Leopolda, a single space under a metal roof divided into two wide aisles, and Alcatraz, a two-story space attached to the station, originally used as a warehouse for spare railway parts.

Firenze Marathon, to enhance the image of the marathon event both nationally and internationally, has once again chosen to hold its EXPO at Stazione Leopolda.

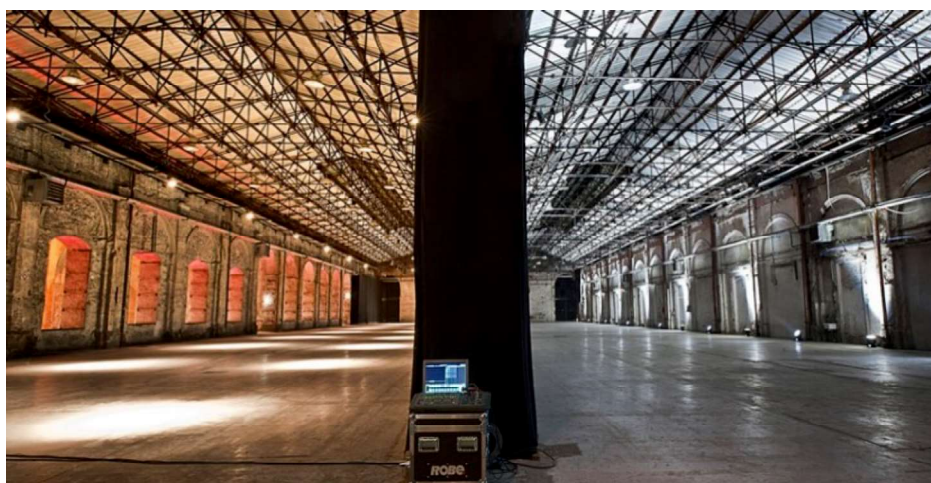
A glamorous space, suitable for all types of events, ideal for the new horizons of sports, contemporary running, and fitness.

Two intense days: Friday, November 28, and Saturday, November 29, with **free entry**.

Stazione Leopolda will also be the main location for all the events related to the Marathon, such as the **Ginky Family Run**, the **Staffetta Charity**, and the brand new **10km** race, moments dedicated to supporters, families, and the entire city.

The exhibition area has been designed to offer visitors a wide range of experiences: sports equipment test areas, stands dedicated to sponsors, and thematic recreational areas reserved for industry brands, food-related interests, and tourism-related brands.

**Stazione LEOPOLDA**  
**Viale Fratelli Rosselli 5**  
**50144 - Firenze**



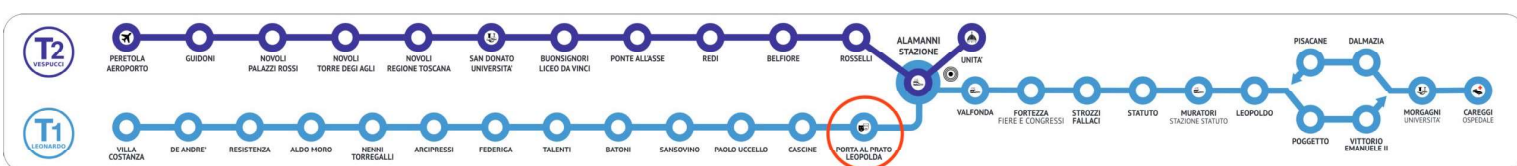


## Stazione LEOPOLDA Viale Fratelli Rosselli 5 - 50144 - Firenze

The Stazione Leopolda is easily accessible by all means of transport.

Once you arrive in Florence, the most convenient mode of transportation is definitely the TRAM. The T1 line has a dedicated station, "Porta al Prato Leopolda," which is just a short walk from the city center. By using the park-and-ride facilities at "Villa Costanza" (T1) and "Guidoni" (T2), both located near the highway exits, you can easily reach Stazione Leopolda.

For all information on the Tram system, [click here](#).



Other ways to reach us:

**BY TRAIN** – Santa Maria Novella Railway Station.

It is about one and a half kilometers away: approximately 10-15 minutes by taxi, about 6 minutes by Tram T1 line, stop "Porta al Prato Leopolda," or about 15-20 minutes on foot.

**BY PLANE** – Florence Amerigo Vespucci Airport.

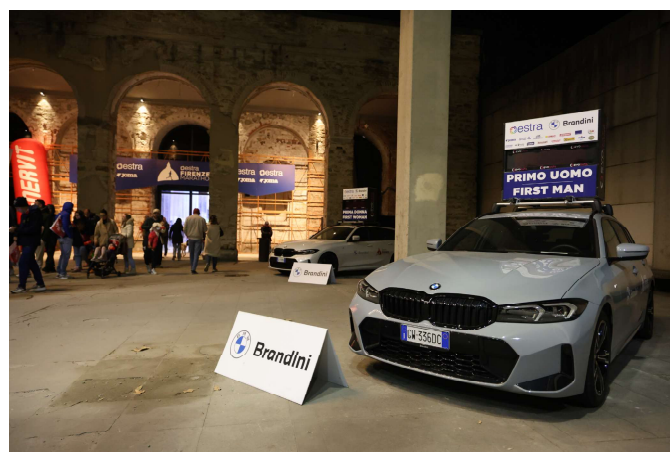
At the exit, turn left to reach the terminal of the Tram T2 line. Get off at "Alamanni Stazione" to transfer to the T1 line, and then get off at "Porta al Prato Leopolda."

**BY CAR** – A11 Florence-Mare Highway: exit at Florence North.

A1 Highway, both from Milan/Bologna and from Naples/Rome: the recommended exit is Florence North. Continue from the exit along Viale Guidoni and Viale Redi, following signs for the city center, towards Porta al Prato.

**BY BUS** – Bus lines: 1, 9, 12, 16, 17, 26, 27, 29, 30, 35, C2, C1.

Bus stop: Porta al Prato.





## EXHIBITOR PASS

Exhibitor passes can be collected after accreditation at the expo/info point desk on the setup days (Wednesday, 26th with prior reservation, and Thursday, 27th) by a representative of the exhibiting company. Each stand is allocated 2 PASSES. For additional requests, please contact the secretariat at [expo@firenzemarathon.it](mailto:expo@firenzemarathon.it).

Each stand will also receive 1 CAR PASS (included in the exhibitor kit) for parking in the dedicated area near EXPO 2025.

## EXHIBITOR PARKING

A reserved, but not supervised, parking area is available for exhibitors near Stazione Leopolda.

## EXHIBITOR ACCESS HOURS

During EXPO 2025, exhibitors can access the venue 30 minutes before opening to the public (Friday from 10:00 AM, Saturday from 9:00 AM). Exhibitors should enter via [Via Elio Gabbuggiani, 7, 50144 Florence FI](#). On setup days, exhibitors can access the venue starting from 8:30 AM.

**Note:** Access with vehicles from Via Gabbuggiani will only be allowed for loading and unloading purposes. Parking along the internal road is strictly prohibited.

## SETUP

Wednesday 26 (by reservation) Thursday 27, from 8:30 AM to 7:30 PM.

Access via [Via Elio Gabbuggiani, 7, 50144 Florence FI](#)

All stands must be set up by Thursday 27 at 7:30 PM.

Any requests for exceptions must be agreed upon with the Organization by contacting the email address [expo@firenzemarathon.it](mailto:expo@firenzemarathon.it).

## DISMANTLING

Saturday 29, from 7:30 PM to 12:00 AM - The work must be completed strictly by 12:00 AM.

No exceptions will be granted by the Organization regarding the dismantling time and date.

In case there are materials to be returned/shipped to their original locations, prior request and specific communication with the Expo organization ([expo@firenzemarathon.it](mailto:expo@firenzemarathon.it)) must be made. These materials will be stored by the exhibitor in a dedicated area, which will be communicated later. They must be picked up on Wednesday 3rd or Thursday 4th December 2025, only in the morning, at our logistics office in Florence, at Via dei Cattani 57 - 50145 Florence.

Any materials left at Stazione Leopolda or not collected within the established time will be treated as waste and disposed of as such, with the exhibitor being charged for disposal costs.

The organization will not be responsible for the storage of materials within the stand during the entire dismantling process or during storage waiting for pickup.



# EXHIBITION SOLUTIONS

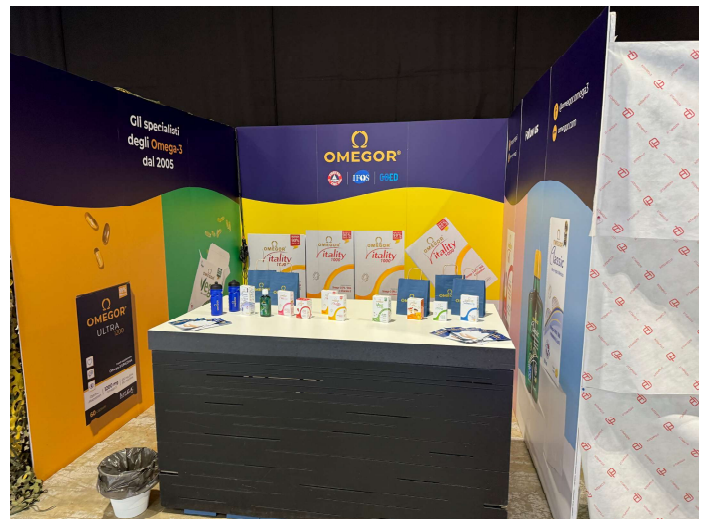
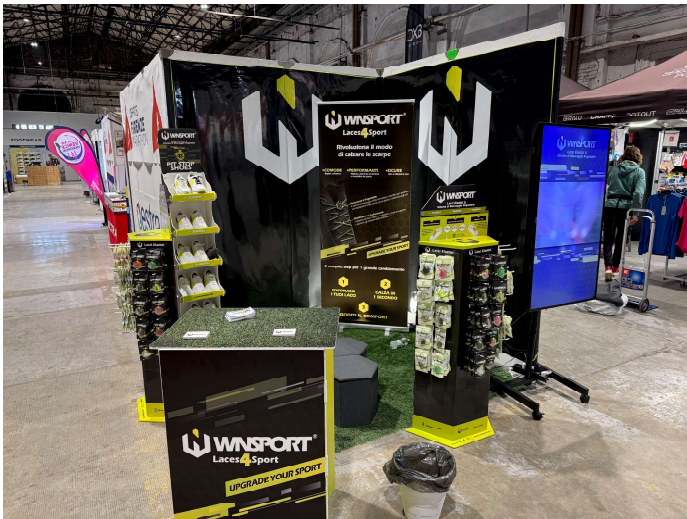
## MARATHON

A solution exclusively reserved for sports associations to promote their events. It includes white perimeter panels, a desk, two stools, and basic electrical supply.



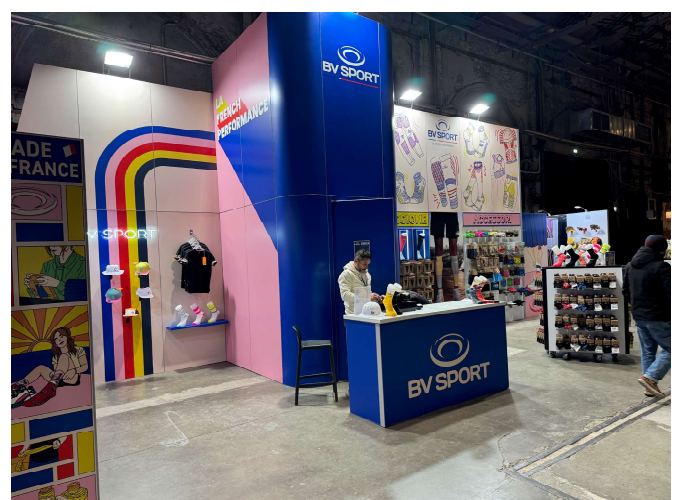
## STANDARD

A solution reserved for companies, provided with perimeter panels for the agreed-upon space and basic electrical supply.



## NUDE

A solution reserved for companies, offering only the agreed-upon space and basic electrical supply.



All exhibition solutions can be accessorized with graphic design and setup, desks and stools or tables and chairs (where not included), enhanced electrical supply, TVs, and furniture. For information, pricing, and reservations, please contact the email address [expo@firenzemarathon.it](mailto:expo@firenzemarathon.it).



# EXHIBITION SOLUTIONS INFORMATION

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## **ELECTRICAL SUPPLIES AND CONSUMPTION**

Each stand is equipped with 1 power outlet with a power strip per stand (maximum allowed consumption: 1kW); any connection to the electrical panel is the responsibility of the exhibitor (for NUDE and STANDARD areas).

It is possible to request a connection with a maximum allowed consumption of 3kW for an additional fee. The connection to a personalized electrical panel is the responsibility of the stand setup provider.

## **DESIGN AND SETUP**

The floor is smooth concrete, and carpet installation is not included.

For those who wish to use it, the supply, assembly, and disposal of carpet are the responsibility of the exhibitor.

The same applies to any self-designed graphics, for which assembly and disposal are also the responsibility of the exhibitor.

### MARATHON Stand - Small Pre-built

White perimeter panels are provided (96cm x 242cmH, for a 3x2 stand consisting of a backdrop of 3 panels, measuring 288cm in length and 192cm in depth). A desk and two stools are provided, as well as one power outlet. No modifications to the provided solution are allowed.

Any internal posters can be applied with double-sided tape, handle clips, push pins, or chains.  
NO NAILS.

### STANDARD Stand - Standard Pre-built

White perimeter panels are provided (96cm x 242cmH, for a 3x3 stand consisting of a backdrop of 3 panels, measuring 288cm in length and 192cm in depth). A desk and two stools are provided, as well as one power outlet. No modifications to the provided solution are allowed.

Any internal posters can be applied with double-sided tape, handle clips, push pins, or chains.  
NO NAILS.

### NUDE Stand - Space Only

The setup within the NUDE area is the responsibility of the exhibitor, who must submit the design to the Organization by November 11, 2025, complete with renders and a full technical sheet, to verify compatibility with neighboring stands and the general area.

The maximum height allowed in the NUDE areas is 4.00 meters.

All materials used for setup (technical, furniture, or graphics) must comply with current fire safety regulations in Europe. If the materials do not meet these standards, their use and introduction into the EXPO 2025 area will be prohibited.

General information or requests for quotes for additional services beyond the basic setup (such as electrical supply, graphics, furniture, etc.) can be requested by email at

[expo@firenzemarathon.it](mailto:expo@firenzemarathon.it) **no later than November 11, 2025.**

The payment for the services provided will be charged in addition to the agreed cost of the stand.

All exhibition spaces are located in covered areas.

Unless internal spaces are fully booked, no external solutions are available.

Please refer to the regulations available on the website for the proper conduct of the event.