

# MARATHON SWIMS

**The Swim Show Guide**  
**Saturday 10 and Sunday 11 November 2018**  
**London Aquatics Centre**



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Version 1.0



18 October 2018

Dear Swim Show exhibitor,

Thank you very much for agreeing to display at Marathon Swims 2018. Last year The Swim Show was a great addition to the event and we are hopeful of growing the show this year.

As an event, Marathon Swims 2017 was an incredible success. We sold out in our first year, delivered a fantastic event experience for our amazing participants and we were recognised for our excellence in delivery and innovation.

We were very proud to be shortlisted for two major industry awards: BT Sport Industry Awards (Event of the Year) and New Concept of the Year at the UK Active Awards.

Of course, we are aiming to exceed the levels of delivery achieved last year and you will play a major part in the continuing development of this exciting event.

Due to demand, we have increased the event to a two-day event and we have some exciting developments to include in this year's event.

I hope you enjoy reading this Swim Show Guide. Thank you again for your help and support and we all look forward to working with you 10/11 November.

Diccon Loy

Marathon Swims Founder

## INTRODUCTION AND EVENT OVERVIEW:

**EVENT:** [www.MarathonSwims.com](http://www.MarathonSwims.com)

**SOCIAL MEDIA:** **Twitter:** @MarathonSwims

**Facebook:** Facebook.com/MarathonSwims

**Instagram:** @MarathonSwims

**Hashtags:** #UltimateSwim #MarathonSwims

**EVENT OWNER:** Participation Sport Ltd ([www.participationsport.com](http://www.participationsport.com))

### KEY CONTACTS:

Name	Company / Organisation	Position	Tel. Number	email
Diccon Loy	Participation Sport Ltd	Event Director	07974240762	info@marathonswims.com

**EVENT:** **Saturday 10 and Sunday 11 November 2018**

**KEY TIMINGS:** **Friday:** The centre is available for The Swim Show companies to drop off equipment from 7.30pm but this must be approved first and at the direction of the Marathon Swims team.

**Saturday:** Install start 6am, Venue open to public 7.45am, Event Start 9am, Event ends 8.30pm

**Sunday:** Venue open to public 7.45am, Event Start 9am, Event ends 8.30pm, De rig from 8.30pm

**VENUE:** **London Aquatics Centre, Queen Elizabeth Olympic Park, Stratford, E20 2ZQ**

Parking at the venue is £20 per day (if you use the ticket machines inside the venue). Public transport is recommended.

Stratford is the nearest station and is served by National Rail, Eurostar (Stratford International), London Overground, DLR, Central Line, Jubilee Line

**THE SWIM SHOW:** The Swim Show takes place in the main event entrance of the London Aquatics Centre and on the balcony overlooking the main competition pool

**MARATHON SWIMS:** The Marathon Swims event takes place in the main competition pool (not including diving pool)

**Maximum no. of pax:** **500 per day (1,000 in total)**

**Maximum no. of spectators:** **750 per day (1,500 in total)**

Marathon Swims and The Swim Show are owned by Participation Sport Ltd. Marathon Swims is designed to be a global series of premium swimming events in the world's best swimming arenas.

The event has four different challenges:

1. Marathon 10k (individual) – 10 course loops of the pool
2. Half Marathon 5k (individual) – 5 course loops of the pool
3. 1k Challenge (individual) – 1 course loop of the pool
4. Marathon 10k (team of two) – 10 course loops of the pool (between the two participants)

### FORMAT: MARATHON SWIMS

To see some footage of last year's event – please watch this short video:

<https://www.youtube.com/watch?v=cWHmQWsVEWw&t=2s>

To see the format, please watch the You Tube link below: The format of the event is demonstrated in this 30 second animation: <https://youtu.be/rU7duZqovqM>



### START TIMES:

The likely start times (for both event days):

Time	Challenge	Speed	Start time	Finish time	Number of pax	Total bather load
09:00	1k Challenge	Medium	9.00am	9:30am	24	24
09:30	Marathon 10k	Slow	9.30am	2:30pm	45	45
09:45	Half Marathon 5k	Slow	9:45am	1.00pm	38	83
11:30	1k Challenge	Slow	11:30am	12:30am	24	107
12:30	Marathon 10k	Medium	12:30am	4:30pm	45	45
12:30	Marathon 10k Team	Slow	12:30am	6:00pm	12	57
12:30	Marathon 10k Team	Medium	12:30am	4:30pm	12	69
13:00	Half Marathon 5k	Medium	1:00pm	3:00pm	38	107
15:00	1k Challenge	Fast	3:00pm	3:30pm	24	93
15:30	Marathon 10k Team	Fast	3:30pm	7:00pm	12	81
16:30	Marathon 10k	Fast	4:30pm	8:00pm	45	69
18:00	Half Marathon 5k	Fast	6:00pm	8:00pm	38	95

### BASIC EVENT TIMELINE:

#### Timeline Saturday 10 November 2018:

- 05:45 Key Race Team meet outside venue
- 06:00 Venue opens. Set up begins
- 06:30 General Race Team arrival
- 07:30 Partners set up complete for The Swim Show
- 07:00 General Race Team briefing

- 07:15 All Race Team ready in position
- 07:45 Event opens to the public (Event Entrance)
- 08.00 Recommended time of first wave participants/spectators to arrive at registration
- 08:15 First Chaperone briefing begins
- 08:30 First poolside briefing of participants begins
- 09:00 Start of Wave 1 (1k Challenge Medium)
- 09:30 Start of Wave 2 (Marathon 10k – slower)
- 09:45 Start of Wave 3 (Half Marathon 5k – slower)  
Wave starts continue until 6pm
- 20:00 Final finisher expected
- 20:30 Event closed to public

## **CLIENT & STAKEHOLDER MANAGEMENT**

### **Sponsor Management:**

- GLL/Better are the Venue Partner for Marathon Swims 2018
- Cancer Research UK are an official Charity Partner of Marathon Swims 2018
- Swim Quest are the official swimming holiday provider for Marathon Swims 2018
- Swim for Tri are the official swim training provider for Marathon Swims 2018
- Outdoor Swimmer are the official swimming media partner for Marathon Swims 2018

### **The Swim Show:**

Other brands may also be present on the day as part of a The Swim Show. The Swim Show will provide brands (Partners and non-Partners) the opportunity to connect with the Marathon Swims audience on race day. The Swim Show will be positioned on the main balcony overlooking the main competition pool and in the Events Entrance area.

All promotional material and displays will be the responsibility of the brands and supplied by themselves. All participating brands must comply with the rules of the venue and will have valid and up to date public liability insurance.

The brands involved in the Swim Show are likely to be:

- Cancer Research UK
- GLL/Better
- Deakin and Blue
- SwimQuest
- Sea Lanes Brighton
- Selkie Swim
- Ultimate Ear
- Swimovate
- Swim Secure
- Others tbc

### **Participant Recruitment:**

The Marathon Swims event is SOLD OUT of Marathon 10k and Half Marathon 5k places. There are just a few Marathon 10k team (Sunday only) and 1k Challenge places remaining. As an exhibitor you have the opportunity to take part in the 1k Challenge. Places must be requested to [info@marathonswims.com](mailto:info@marathonswims.com) and all participants registered before 31 October 2018.

## Spectators:

Spectators will have the ability to access the designated seats to watch the event, or if they have pre-purchased places they may be able to gain Exclusive Poolside Access (£7.50)

Exclusive Poolside Access is a cordoned off area of poolside. Spectators in this area will be able to get close to the action and take photos of the event/their friends. Access to this area is only possible with a PINK Wristband. Spectators with poolside access can also access the designated spectator seating area.

## Merchandise:

Marathon Swims merchandise is available for purchase on the day. Some participants and spectators have purchased merchandise as part of their entry. These goods will be packaged up with their tattoos and wristbands etc for collection on race day before their swim.

Participants and spectators can purchase Marathon Swims merchandise on the event day (subject to availability for the following prices:

T shirt - £15

Microfibre towel - £12

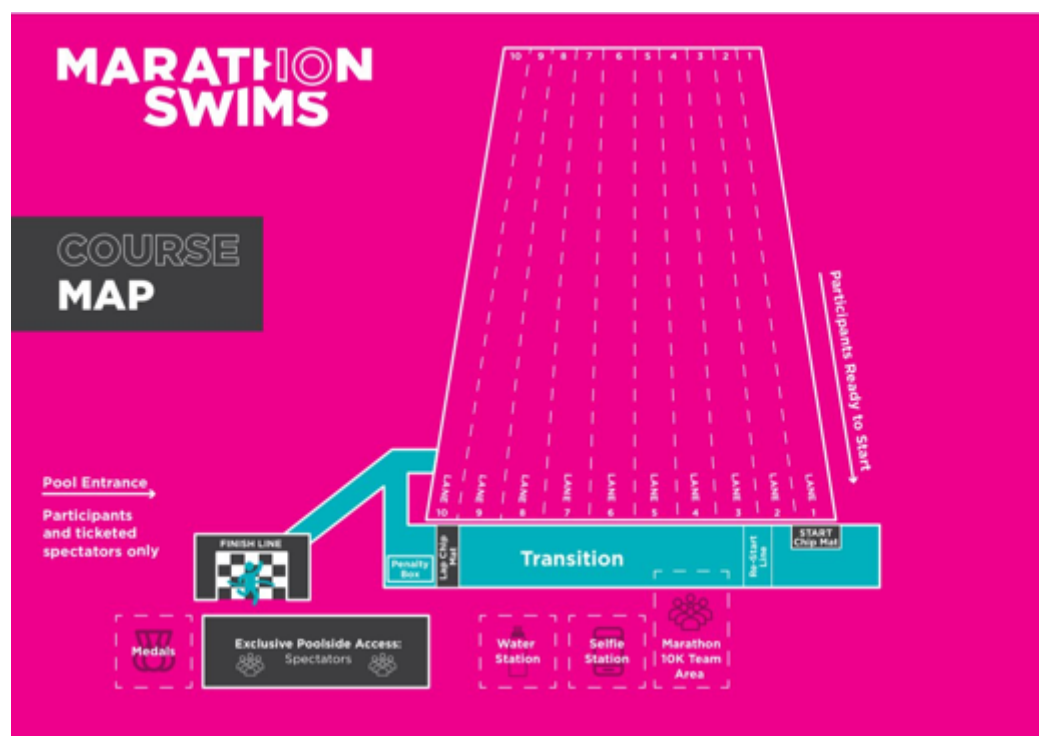
Beanie - £15

Swimcap - £6

Or a package of t shirt, beanie and swim cap for £29

The Swim Show exhibitors can purchase any individual Marathon Swims item at a 50% discount (not including the package)

## Marathon Swims course map:



**Accreditation:**

There is no accreditation. All Race Team will be in the Race Team t shirts and access to the poolside and hospitality will be dictated by the standard wristbands worn.

**Wristbands:**

The following wristbands allows access for Race Team, participants and spectators to the following areas:

<b>Wristband</b>	<b>Who</b>	<b>Specific Access to</b>
<b>PINK</b>	Participants	Poolside – Field of Play
	Spectators purchasing poolside access	Poolside – spectator area only
<b>BLUE</b>	Registered Spectators only	No access to poolside
<b>GREEN</b>	Race Team	Poolside - Field of Play

**Security and Stewarding:**

Professional security and stewarding firm Wise Security have been contracted to deliver the security brief.

**Catering:**

The catering outlet in the venue will be open 9am-5pm only and is available for the Race Team to purchase items at their own expense (cash and card accepted).

Alcohol is NOT permitted to be sold to or consumed by the Race Team during the event. Smoking is not permitted in any area of the venue or by any member of the race team wearing a Race Team uniform or being identifiable as part of the event.

Thank you again for being part of the Marathon Swims 2018 race and we look forward to working with you on this exciting event.