



WORLD OF TRIATHLON

LIVE



THE UK'S ONLY

TRI-EXPO

SHOW GUIDE

28-29 MARCH 2026

EXCEL LONDON

OPEN

10:00 (9:30 FOR VIPS)

CLOSE

17.00 SATURDAY AND 16:00 SUNDAY



DETERMINING POWER



WHAT IS YOUR **REAL** RACING POTENTIAL?

Take the test to find out.

Visit us at stand C60

- See your *real* results
- Consult a coach
- Win prizes
- Grab a coffee and relax
- Exclusive training offer

INTRODUCTION

Welcome to the inaugural World of Triathlon LIVE!

It is our great pleasure to bring together the UK's triathlon community under one roof for a celebration of performance, innovation, and passion. Whether you are a seasoned athlete or an enthusiastic beginner, this event has been created to inspire, connect, and support you on your journey.

The show features an outstanding line-up of world-class brands, popular pros, pioneering products, expert speakers, and interactive experiences. From the latest advancements in equipment and technology to leading insights on training, nutrition, and performance, every aspect of the sport is represented here.

Our mission is to inspire more people to discover and take part in multisport, while giving athletes of all levels hands-on access to the brands, products, and innovations that can support their journey. We believe that experiencing equipment first-hand, meeting the people behind the brands, and connecting with the wider community are powerful steps in helping more people begin, progress, and thrive in triathlon and multisport.

We would like to thank our exhibitors, partners, speakers, and visitors for being part of this exciting event. Your energy and commitment are what make this community so special.

Swim, Bike, Run for everyone!



Stuart Walker

Founder & Event Director
World of Triathlon LIVE



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EXHIBITOR LIST

Meet the Brands

COMPANY	STAND	COMPANY	STAND	COMPANY	STAND
3D Events	RTT1	Lanserhof Performance	F18	Swymline	D90
Absolute Speed	B52	Lloret De Mar	F8	T100 Triathlon World Tour	C54
ATW Events	B30	LUCA	E20	THB Hotels	F14
Bakes With Benefits	F36	Madbees	A8	The Badu Way	A1
Beet It Sport	C52	Mallorca Training Camps	B50	Tri Training Harder	A36
BikeBox Alan	D12	Mathan	A10	TRIATHLAND Lake Banyoles	F8
Bimble & Bolt	C43	Maurten	B20	Traithlon Trust	C50
British Triathlon	C50	Mel Berry Coaching	C43	TriBourne Multisport Events	D71
Castle Race Series	A36	Mobile Massage	B62	TriDot	C60
Challenge Family	C70	Muscle Mechanics	A40	Tri Harder	C10
Costa Brava and Girona Pyrenees Tourism Board	F8	My Tri Ranking & Age Group News	F6	Truviv	A4
Coxx	A2	Nirvana Europe	B41	Unbroken Triathlon Club	B42
EndoGusto	A28	Olympiq	D13	Ultifloat	A22
Esports Palafrugell	F8	Orca	C10	Veloforte	C43
Evenia Travel	F8	PEBE	C43	Vertidissim	F8
Female Founders Forum	C43	PRKL	A20	Visit Roses	F8
Flapjackery	A38	QLVR	C42	WeSwimrun	RTT5
Fusion Framing and Gifts	A6	Revive Active	B89	Women in Tri UK	B53
Girona Cycling	A30	RISE Above Ordinary	A14	Women's Sports Store	C43
Girona Racing Academy	F8	Round The Isle	RTT3	WWF	A18
Group Evolution	B40	ROUVY	C64	XMiles UK	C20
High Performance Centre	A44	Scimitar	B76	XTRI World Tour	B60
IHAMORA	F29	Sea & Flo	C43	Zone3	B10
KitBrix	C41	Stomp the Pedal	A26		
		Sungod	C40		

Featured Exhibitors



📍 Stand B10

Zone3 was built on the relentless pursuit of performance. The brand designs high-performance swim and triathlon products engineered for speed, efficiency, and endurance. Tested by athletes and proven in competition, every product is crafted to help swimmers and triathletes move faster, conserve energy, and perform at their best.



📍 Stand C52

Beet It Sport products are a range of award-winning natural nitrate products made from concentrated beetroot juice - backed by over a decade of human performance research, which sets us apart as a category leader in the natural performance supplement industry. Beet Your Personal Best with Beet It Sport!



📍 Stand B20

Maurten exists to serve an ecosystem of products and resources that enable humans to become greater athletes. It started in 2015, with the development of Maurten's Hydrogel Technology. A structure that encapsulates the carbohydrates and makes sports fuels easier to tolerate during high-intensity exercise without stress on the stomach.



MUSCLE MECHANICS®

📍 Stand A40

Multi award winning aromatherapy-based Recovery Kits, freshly made to aid natural healing when faced with muscular aches and discomfort. Family business with recovery as the primary focus of care alongside holistic therapy solutions to improve muscle strength and resilience. Members of The Federation of Holistic Therapists, International Federation of Aromatherapists and VTCT.



📍 Stand B89

Revive Active are Ireland's No.1 VMS Brand, with a range of super supplements to support all lifestages. From energy & immunity, to joint health & cognitive function, to sleep & kids' health - there's a supplement for everyone. All our supplements are free from fillers & binders and are gluten-free & halal certified.



📍 Stand F14

THB hotels offers 3 and 4-star properties in Spain's top destinations: Majorca, Ibiza, Costa del Sol, and Lanzarote. We provide unique holiday experiences for families and adults only, with event facilities, wellness areas, and attentive service that ensures comfort, relaxation, and an unforgettable stay for every guest.

SPONSORS & PARTNERS

Stronger Together



HEADLINE SPONSOR

📍 **Stand C60**

TriDot is the most advanced training platform in triathlon—for both athletes and coaches. Backed by true AI and powered by insights from over 100 million prescribed training sessions, TriDot adapts your plan based on your fitness, goals, environment, and progress. You train less—up to 30% less—but get better results, with fewer injuries and more time for the things you love outside of training.



LEAD FEDERATION PARTNER

📍 **Stand C50**

British Triathlon is Great Britain's national governing body for triathlon and multisport. It promotes swim, bike, run through clubs, programmes, and events. Its vision is to create inclusive experiences, grow participation, and achieve world-class success in Olympic and Paralympic sport, with its talented world-class elite athletes, coaches, and dedicated staff.



MERCHANDISE PARTNER

📍 **Stand B76**

Scimitar provides award-winning custom sportswear tailored for triathlon clubs worldwide, offering everything from technical trisuits to training and leisurewear. With in-house designers and top account management, we provide a seamless, all-inclusive service for triathlon clubs and events.



MY TRI RANKING

ATHLETE RANKING PARTNER

📍 **Stand F6**

From Olympians to once-a-year wonders, **My Tri Ranking** brings together competitors of all ages and abilities into a single national rankings filterable by age group. My Tri Ranking's innovative scoring methodology accounts for differences in field quality and all course variables, enabling valid comparison between performances in different races on different days.



WOMEN IN TRI UK

CHARITY PARTNER

📍 **Stand B53**

Women in Tri UK is a registered charity founded in 2022, dedicated to breaking down barriers and creating inclusive spaces for women in swimming, cycling, running, and triathlon. With a community of over 600 women across the UK, we support beginners and experienced athletes alike through various programmes, inclusive coaching and bold advocacy.



TRIATHLON TRUST

CHARITY PARTNER

📍 **Stand C50**

The Triathlon Trust is the charitable arm of British Triathlon, using swim, bike and run to inspire healthier, happier communities. We remove barriers to participation, support grassroots projects and create inclusive opportunities so children, young people and families can be active, build confidence and enjoy the lifelong benefits of sport.



EQUIPMENT PARTNER

📍 **Stand D90**

SWYMLINE is a virtual training platform that syncs with the Vasa Swim Erg. It provides an immersive, gamified experience with real-time metrics (pace, power, stroke rate), allowing triathletes and swimmers to perform structured workouts in virtual aquatic environments from the comfort of home.

ROUVY

EQUIPMENT PARTNER

📍 **Stand C64**

ROUVY is the go-to indoor cycling training app for triathletes. Our video-realistic routes deliver authentic riding experience that allows you to feel every gradient and curve on a course. As partners of IRONMAN and Challenge Family, we offer exclusive access to practice on exact virtual copies of official courses worldwide.

WOODWAY®

EQUIPMENT PARTNER

Woodway is a premium treadmill manufacturer known for its patented slat-belt running surface, engineered to reduce impact and joint stress. Manufactured in Wisconsin, USA, its durable, high-performance treadmills are trusted by elite training facilities, medical rehabilitation centers, professional sports teams, and luxury fitness clubs worldwide - provided by Cranlea Human Performance.

wattbike

EQUIPMENT PARTNER

Born in the UK over 20 years ago, **Wattbike** was created to deliver the ultimate training. Developed with British Cycling, it quickly became the gold standard for indoor performance, trusted by elite sports teams, gyms, and athletes worldwide to drive precise, data-led training and measurable performance.

WHAT'S ON

Main Stage

Beyond The Finish Line

SATURDAY 28TH MARCH

10:10 - Keynote

Setting the Pace - Headline Sponsor Welcome
Keynote powered by TriDot.



Will Usher - Vice President

Bio: ESCI-certified, IRONMAN U and BTF coach, Founder of Precision Race Team. Former British Army officer and project manager with 27+ years' experience. Guiding 300+ athletes to GB Age Group success, podiums and wins across ITU, IRONMAN and Challenge races. Passionate ParaTri coach, recently coached Billy Monger to break the double amputee IRONMAN World Record.

10:15 - Athlete Interview



Dave Ellis MBE - Paralympic & World Champion

Bio: Dave Ellis is a Paralympic gold medallist and dominant force in para triathlon. Debuting as a swimmer at Beijing 2008, he transitioned to triathlon in 2013 and since won a combined eight World, European, and Commonwealth titles. Partnered with guide Luke Pollard, Ellis won gold at Paris 2024.

11:15 - Athlete Interview



Claire Cashmore MBE - Paralympic Medallist

Bio: Claire Cashmore MBE is a six-time Paralympian and ten-time Paralympic medallist. After winning eight swimming medals, including gold at Rio 2016, she transitioned to para triathlon and won bronze in Tokyo 2020 and silver in Paris 2024. A dominant PTS5 athlete, she's also a World Champion and three-time European Champion.

12:15 - Athlete Interview



Steph Clutterbuck - Pro Athlete

Bio: After starting a corporate career Steph decided to give an IRONMAN Triathlon a go as a bit of fun, the rest is history and she now races as a professional triathlete racing over the IRONMAN 70.3 and Full distance racing circuit.

13:15 - Athlete Interview



Mel Nicholls - Paralympic Medallist

Bio: Paralympian and ultra-endurance athlete Mel Nicholls has sport in her heart and adventure in her spirit. A three-time Paralympian across athletics and triathlon, a record-breaking ultra-cyclist, forging new roads beyond barriers to disability while championing women in sport and adventure. A true triathlon tale, a great adventure story.

Hear from the stars of the sport - on stage interviews of TeamGB, ParalympicsGB, and Pro athletes. Their journey, their challenges, their triumphs, real and inspiring stories. Plus, panel discussions of thought leaders on the future of the sport.



Hosted by Annie Emmerson

A popular figure in multisport, a former international triathlete and duathlete, retired in 2006 while holding the title of the world's number one duathlete. Currently, Annie serves as a triathlon commentator for both the BBC and SuperTri series, whilst also co-hosting the acclaimed Be Braver podcast.

14:15 - Legend Interview



Sean Conway - World Record Holder

Bio: Sean Conway has completed over 116 full distance triathlons, most famously doing 105 in 105 days. He is the only person to have completed a length of Britain triathlon from Land's End to John O'Groats, and he has also completed a continuous 4,200 mile triathlon. When it comes to doing a lot of triathlons, Sean knows exactly what he's talking about.

15:15 - Future of the sport - Panel Discussion

Closing out each day of the show, leading multisport figures discuss hot topics for the future of the sport from improving access, safety and sustainability, to grassroots and athlete pathways.

Panellists:



Ruth Daniels - CEO, British Triathlon

Bio: CEO of British Triathlon since February 2024, is a lifelong sports advocate committed to widening participation, especially for women and underrepresented groups. Drawing on a successful corporate leadership career, she is also CEO of Triathlon England and serves as a Trustee of the Triathlon Trust.



Stuart McInnes - CEO, XTRI World Tour

Bio: Co-founder and CEO of XTRI World Tour and partner races Celtman and Swedeman. Father of the X-Points system and responsible for growth and development of the sport of Extreme Triathlon through innovative programs, strategies and event diversification. Growth achieved through the medium of fun, aiming to ensure that the athlete experience is key.



Nicky Dick - Age Group Liaison, World Triathlon

Bio: Long time Age Group Athlete across many disciplines, good enough in the past to win Home and international Titles. Deeply caring about getting Age Group athletes to put their names down, represent their country, become part of a global community competing in races which truly test who is the best, challenging themselves, making new friends. Director on BTF now moved to World Triathlon and as chair of Age Group Commission constantly sticking head above the parapet, for us, and for potential us.

WHAT'S ON

Main Stage

Beyond The Finish Line

SUNDAY 29TH MARCH

10:10 - Keynote

Setting the Pace - Headline Sponsor Welcome
Keynote powered by TriDot.

Senior Representative of TriDot

10:15 - Coach Interview

Q&A with Tony, whose son, "Super Sam", is the first triathlete with autism to compete at the Ironman World Championships in Kona and a Guinness World Record Holder.



Tony Holness, Sam's Dad - Coach of Autistic Athlete

Bio: In 2020, after a 40-year career in technology and banking, I began coaching my autistic son Sam with the goal of him becoming the world's first elite triathlete with autism. Since then, Sam has set records, raced internationally, and inspired our mission to make triathlon more inclusive.

11:15 - Athlete Interview



Sam Dickinson

Bio: Sam Dickinson an Olympic Medallist and Commonwealth Games gold medallist, who secured a podium finish on their T100 debut and is currently ranked among the top 10 athletes in the world.

12:15 - World Champion & Coach Interview



Lucy Charles-Barclay

Bio: A British professional triathlete who competed as an elite swimmer before transitioning into triathlon, achieving multiple podium finishes across middle and long distances. A two-time Ironman 70.3 World Champion and won a World Triathlon Long Distance title at the 2023 Ironman World Championships in Kona leading from gun to tape! A crowd favourite with a huge following being an inspirational role model for aspiring triathletes both young and old.



Reece Barclay

Bio: A former elite coach and professional triathlete who studied Sports Science at university, now a Chartered High Performance Coach. He applies sports science in a practical, real-world way, adapting training to athletes' realities. Reece coached professional world champions, Kona Age-Group World Champions, Challenge Roth champions, and was key in Lucy's rise.

13:15 - Legend Interview



Tim Don

Team Manager & Former World Champ

Bio: After short-course dominance as a three-time Olympian, four-time ITU World Champion, and countless World Cups, "The Don" shifted to longer racing. His unmatched run speed translated seamlessly, an Ironman win on debut and multiple 70.3 titles. Warm, slightly eccentric, and versatile, the multisport legend is now General Manager of Brownlee Racing.

14:15 - Age Grouper Stories and Pathway

Hear the stories of two British Age Group athletes, what motivated them and their experiences representing their country. The session will finish with a guide from British Triathlon on how you can do it too.

Panellists:



David Pearson - AG Athlete

Bio: Britain's most capped international age-group athlete under 30, with 21 appearances since his debut aged 18. A 3x European Age-Group Champion and 7x international medallist, David is also Editor of online community @Age_Group_News, Co-Founder of My Tri Ranking, and a British Triathlon GB Team Manager



Georgia Couzens - AG Athlete



Hollie Elliott - British Triathlon, AG Team Coordinator

Bio: Hollie Elliott, British Triathlon Age Group Team, Manager is responsible for supporting GBR Age Group athlete through their Age Group journey from initial qualification all the way through to race day and beyond.

15:15 - Future of the sport - Panel Discussion

Closing out each day of the show, leading multisport figures discuss hot topics for the future of the sport from improving access, safety and sustainability, to grassroots and athlete pathways.

Panellists:



Bianca Fernandez-Clark - Chair, Women In Tri UK

Bio: Chair and Co-Founder of Women in Tri UK, advances accessibility and inclusion in triathlon for women by removing financial, cultural, and confidence barriers. Growing a 600-strong community, drawing on her Ironman and professional experience, advocating for policy reform, inclusive partnerships, grassroots development, and support for underrepresented women in sport.



James Shipley - MD, ATW Events

Bio: James, the Managing Director of ATW Events, has always been a keen runner and triathlete, even from a young age. Back in the day, he ran for his county in multiple running events and competed in many triathlons, in a variety of distances. In 2011 James took his passion in sports and founded ATW Events which has grown from a weekend hobby to an ever-expanding business.

WHAT'S ON

Education Stage

Multisport Academy

SATURDAY 28TH MARCH



Speaker - Keri-Anne Payne - Olympic Medallist & OWS Coach

Keri-anne Payne is a Triple Olympian, Beijing 2008 Silver Medalist, and two-time 10km World Champion. A global authority on open water, she co-created the world's leading coaching qualification, personally qualifying over 550 coaches. Keri-anne specializes in translating elite-level knowledge into practical, life-changing techniques for triathletes and swimmers of all abilities.

10:30 - Inside World-Class Bike Service of Professional Triathlon Racing

This talk explores the role of high-performance cycle mechanics and engineering innovation within professional triathlon racing. From top-secret, data-driven development projects to high-pressure race interventions, it reveals how precision, speed and rapid decision-making shape results. Discover how small technical details can create advantages for first-time participants to elite Olympic-level athletes.



Speaker - Anthony Foy
T100 Lead Mechanic & Performance Engineer - Breakthrough SPORTS

Bio: Anthony is founder of Breakthrough SPORTS, delivering performance engineering, equipment optimisation and race-day mechanical support for elite triathletes, teams, brands and National Federations. He provides PRO athlete neutral mechanic support for the 'T100 Triathlon World Tour' and is a Performance Consultant at the industry leading 'Silverstone Sports Engineering Hub'.

11:30 - Why Your Fitness Fails in the Water: The 'Oxygen Paradox'

Ever wonder why high-level fitness doesn't always translate to the water? Join Olympic Silver Medalist and two-time World Champion Keri-anne Payne to debunk common swimming myths. Learn why even the fittest athletes struggle with the "Oxygen Trap," how to recalibrate your swimming engine, and tactical skills to ensure you exit the water fresh and ready to race.

12:30 - Beyond the Numbers: Training the Athlete, Not the Algorithm

Find the balance between training data and how an athlete feels. We can now measure almost everything — power, pace, heart rate, HRV and sleep — which is incredibly valuable, but many athletes end up letting the numbers dictate their training rather than support it.

Why data should inform performance, not override it, and how athletes can lose trust in their instincts when they rely too heavily on metrics. Using real athlete examples, explore the difference between long-term fitness and day-to-day readiness, and how factors like stress, sleep, and life load shape performance more than any single number.



Speaker - George Lavalette - Head Coach - In The Running Coaching - Powered by TriDot

Bio: Since founding ITR Coaching in 2021, this full-time triathlon coach has helped athletes pursue ambitious goals alongside busy schedules. Supporting both novice and experienced age-group competitors, he combines structured training with a focus on body awareness over data alone. A six-time IRONMAN finisher, bringing practical insight to intelligent, instinctive coaching. Regularly featured on the 20-Minute Podcast and as a speaker at IRONMAN events.

Curated workshops designed for all levels of experience, from Triathlon 101 to chasing PBs, learn from experts and coaches on all aspects of the sport - Olympic Medallists T100 Pro Lead Mechanic, coaches certified by BTF, Ironman U, STA Open Water Swimming, nutritionists, and more.



Hosted by Matt Ward

A professional MC, Sports Announcer and Commentator with over 17 years of experience working at running, cycling and triathlon events. Working with world class events in the UK like: IRONMAN Wales, Running Industry Conference, Great North Run, IAAF World Half Marathon Championships, UTS UTMB event, and the adidas Manchester Marathon to name a few.

13:30 – Injury Prevention

Don't let niggles become injuries. Staying healthy is a long-term game.

Mark explains how to recognise issues early, distinguish between acute and chronic problems, and manage them effectively—both independently and with a physio. He'll cover self-management through cross-training and equipment, show how triathletes can use other disciplines to maintain fitness and strength while injured, and explain how to return with confidence by repairing before returning.



Speaker – Mark Kleanthous - Advanced Performance Coach - IronMate Coaching

Bio: IronMate Mark, Britain's most experienced triathlete, competed in the very first UK triathlon, raced over 540 triathlons since 1983. A full-time open-water and endurance coach for 25+ years, he mentors athletes aged 8 to 83, helping them complete or compete from super sprint to IRONMAN at age-group and elite levels.

14:30 - Finding your Ho`oikaika - your resilience (A Live Podcast Recording)

Ho'oikaika - the Hawaiian word for "to make strong" - embodies the essence of resilience and growth. In this keynote, Jen shares her journey from navigating postnatal depression to completing multiple Ironman World Championship events, and how that path redefined her understanding of true strength. Drawing on stories from her podcast, The Toughest Finish Line, Jen highlights how athletes who have faced immense challenges, from grief and injury to life-changing adversity, and turned those experiences into fuel for extraordinary achievements. She reminds us that some races don't come with a medal. However, through the spirit of Ho'oikaika, Jen explores

how struggle shapes us, how mindset transforms performance, and how resilience can be trained like any muscle - empowering everyone to rise, endure, and find purpose beyond the finish line.



Speaker – Jennifer Done - Ironman U certified Coach and Podcaster - The Toughest Finish Line Podcast

Bio: After overcoming postnatal depression through fitness, Jennifer Done transformed her recovery into a passion for endurance sport. A six-time Ironman finisher and Ironman World Championship competitor, she's now an Ironman U Certified Coach and host of The Toughest Finish Line podcast, inspiring others to find healing and growth through sport.

15:30 - Training Stress. Why it matters

Training stress is presented as the clearest way to understand how hard the body is working, using the data athletes already produce—power, pace, heart rate, and session structure. Coaches and athletes can learn how to interpret stress in context, balance environment factors with internal response, and use these insights to shape progression, recovery, and session intent so training consistently matches the athlete's physiology and goals.



Will Usher - Vice President

Bio: ESCI-certified, IRONMAN U and BTF coach, Founder of Precision Race Team. Former British Army officer and project manager with 27+ years' experience. Guiding 300+ athletes to GB Age Group success, podiums and wins across ITU, IRONMAN and Challenge races. Passionate ParaTri coach, recently coached Billy Monger to break the double amputee IRONMAN World Record.

WHAT'S ON

Education Stage

Multisport Academy

SUNDAY 29TH MARCH

10:30 - Check website for latest info

11:30 - Designing your own fuelling strategy

In this session, triathletes will learn how to design a personalized fuelling strategy to optimize performance, recovery, and gut comfort. Led by Emily, a sports nutritionist specialising in endurance sport, participants will explore how individual factors such as race duration, intensity, and gastrointestinal tolerance shape fuelling needs before and during your race.

Through this talk and real-world examples, athletes will learn how to calculate carbohydrate and fluid targets and test different fuelling options in training to identify what works best for them. The session will also address common challenges like bonking and gut distress, offering strategies to prevent these issues through planning and practice.

By the end of the workshop, each athlete will leave with a clear framework for developing and refining their own evidence-based fuelling plan, tailored to their body, goals, and race environment. This session empowers triathletes to move beyond one-size-fits-all advice and take control of their nutrition for peak performance on race day.



Speaker – Dr Emily Jevons - Sports Nutritionist

Bio: Dr Jevons, AfN Registered Nutritionist with a PhD in Exercise Metabolism and Nutrition, has worked within endurance sports for several years in a variety of roles, currently she works as a Nutritionist for World Tour Team Picnic PostNL and Total Endurance Nutrition, empowering athletes with practical nutrition knowledge.

12:30 – Female Athlete Advice Panel

A panel of female triathletes and sporting experts share their top tips for multisport, whether you're about to do your first race or an experienced Age-Group, there will be something for all abilities.



Speaker – Bianca Fernandez-Clark – Chair, Women In Tri UK

Bio: Chair and Co-Founder of Women in Tri UK, advances accessibility and inclusion in triathlon for women by removing financial, cultural, and confidence barriers. Growing a 600-strong community, drawing on her Ironman and professional experience, advocating for policy reform, inclusive partnerships, grassroots development, and support for underrepresented women in sport.



Speaker – Lara Giusti - Founder & Head Chef at Veloforte

Bio: Passionate about the benefits of real-food fuelling. Leaning on her advanced Cardiorespiratory Physiotherapy experience and eight years of award-winning product innovation - Lara bridges the gap between clinical science and nature-led performance nutrition, empowering athletes to achieve peak performance, optimal recovery & healthy longevity - naturally.



Speaker – Jo Watkinson - Performance Coach at Smarter Tri headshot

Bio: Jo Watkinson is a triathlon coach and coach developer. Known for her empathetic, person-centred approach, she helps triathletes to train

with clarity, confidence and purpose while keeping sport enjoyable, sustainable and realistic alongside everyday life. Jo wants to empower more women to swim, bike, run and coach.

13:30 - Lifting the Hood on Your Performance

Using your data to tune your engine and gain the edge. Are you placing a Ferrari body kit over a lawnmower engine? In a world of super-shoes and five-figure carbon bikes, most triathletes are “experts at buying speed” while remaining total strangers to their own internal telemetry. It’s time to strip away the carbon-fibre camouflage.

Join the University High Performance Centre (HPC) team as we open the garage doors to the “black box” of elite sport. We’re moving past the paint job to put your physiology on the dyno. Using industrial-grade COSMED Q-NRG Max and VALD Foredecks, we’ll map your engine’s raw horsepower, tune your “carburettor” for maximum fuel efficiency, and align your chassis to prevent mechanical breakdown.

Stop driving blind on generic heart-rate zones and guesswork. Learn how to calibrate your “biological machine” with the same precision used by F1 engineers. Lift the hood, find your Invisible Edge, and turn your race into a calculated drive.



Speaker – Josh Wroot - Programme Leader- HPC Founder - University Campus Doncaster, HPC

Bio: A veteran educator and performance specialist, has spent 12 years as a University Lecturer bridging the gap between theory and elite athletic results. As the Founder and Lead of the High Performance Centre (HPC), they have spent over a decade optimising athletes across a diverse range of disciplines, including professional football, rugby, and track athletics. Their expertise also extends to the grueling world of endurance sports.

14:30 - If you can swim and run, you can SWIMRUN

Want to try swimrun but don’t know where to start? Confused about kit? The distances? Are there any rules? Should I use paddles? How big? Whether you want to race solo or in a team, prepare to be enlightened.



Speaker – Mike Alexander - Swim Coach, Race Director and Podcaster – WeSwimRun

Bio: Mike fell in love with Swimrun after the ÖtillÖ Utö World Series and has spent 12 years coaching, running workshops, and creating a schedule of races, including the Eliminator format. For over a decade he’s seen the sport evolve and hosts the UK’s only dedicated swimrun podcast, The Swimrun Show.

MEET & GREETINGS

Come & Say Hello

Exclusive for our VIP ticket holders

An opportunity to get an autograph or selfie, ask questions, and rub shoulders with some of the biggest names in the sport. Scheduled meet and greets with our guest speakers will be taking place in our VIP lounge (stand C100) once their interview has finished, for approx 15-30 minutes only.

SATURDAY 28TH MARCH

11:00 Dave Ellis MBE

12:00 Claire Cashmore MBE

13:00 Steph Clutterbuck

14:00 Mel Nicholls

15:00 Sean Conway

SUNDAY 29TH MARCH

12:00 Sam Dickinson

13:00 Lucy Charles-Barclay & Reece Barclay

14:00 Tim Don

SHOW HIGHLIGHTS

Static Tri Activity

GIVE IT A TRI

Have some fun with a unique static triathlon, aka 'Give it a Tri'. An indoor training format triathlon utilising cutting edge equipment to conduct a fast paced, energetic activity, team up or compete by yourself.

Think 'Super-Duper Sprint', 150m on a VASA swim erg with Swymline for a virtual swim, 1km of Challenge Forte Village on a Wattbike Atom with a custom WOTL interface by ROUVY, and 400m on a self-powered, Woodway treadmill. With prizes up for grabs!



Hosted by Jez Cox - TV Commentator and Presenter

Equipment Partners



SWYMLINE is a virtual training platform that syncs with the Vasa Swim Erg. It provides an immersive, gamified experience with real-time metrics (pace, power, stroke rate), allowing triathletes and swimmers to perform structured workouts in virtual aquatic environments from the comfort of home.

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SHOW HIGHLIGHTS

Launches, Prizes & Perks



HEADLINE SPONSOR

What is your Real Racing Potential?

📍 **Stand C60**

Visit TriDot on stand C60 to take the test to find out. Get hands-on with the app - dedicated demo slots at **11:30 and 14:30 on both days**. Claim our exclusive show-only offer and enter our mega prize draw!



LEAD PARTNER

British Triathlon

📍 **Stand C50**

You're invited to find out more about membership opportunities, enjoy the Buzz Game with prizes, learn about the Triathlon Trust, pick up the event guide, and Age Group athletes can **collect a special gift**.



VO2 Max Testing

📍 **Stand A44**

Stop guessing. Put your engine on the dyno. University HPC on Stand A44 are offering exclusive, reduced-cost testing using the COSMED Q-NRG Max—the same “gold standard” technology recently used by Kristian Blummenfelt for his record-breaking VO2 Max results. **Pre-book on-stand test via WOTL website.**



Girona Racing Academy

📍 **Stand F8**

Test your triathlon knowledge and decode our Olympic triathlon mosaics for a chance to win the **biggest prize bundle at the show, worth over £2k** from GRA and partners including Zone3, Canyon, Surpas, Precision Fuel & Hydration, Omilus and TrainingPeaks.



Scimitar

📍 **Stand B76**

Scimitar is a leading supplier of sustainable custom triathlon apparel. Visit our stand to explore race suits, club kit and performance wear made from recycled materials, and to discuss bespoke designs for your club or event.



Female Founders Forum

📍 **Stand C43**

Organised by Women's Sports Store hosted on stand C43. Hear from the women behind brands like; QLVR, Veloforte, Bimble & Bolt, PEBE, Sea & Flo, Mel Berry Coaching, LUCA, Muscle Mechanics, Madbees, IHAMORA, Bakes with Benefits, Stomp the Pedal. **15-minute forums at 11am & 2pm each day.**

ROUVY

ROUVY

📍 **Stand C64**

Meet Steph Clutterbuck – Stand C64. Pro athlete meet & greet Saturday **28th March 13:30**.



Challenge Family

📍 **Stand C70**

Discover your next Challenge with Challenge Family! Perfect for first-time triathletes or seasoned racers. Long and middle distances, vibrant community events, and an **exclusive gift** when you register at our stand.

madbees

Madbees

📍 **Stand A8**

The **newest female cycle and triathlon apparel brand** performance-driven kit designed for women, by women.

UNBROKEN
TRIATHLON CLUB

Unbroken Triathlon Club

📍 **Stand B42**

Learn how to shift from fight-or-flight to rest-and-digest using breathwork helping triathletes manage race anxiety and perform at their best. **Experience the fundamentals at 12:00 and 15:00 each day.**

READY TO TRI

Discover your next, or maybe first, race at our Ready To Tri pavilion. Where you can meet the people behind the races, ask questions about the terrain, difficulty, facilities or much more, then sign up to an unforgettable experience.

SHOW HIGHLIGHTS

Launches, Prizes & Perks



QLVR

📍 Stand C42

QLVR will unveil its innovative Running Slipper on Stand C42. Be among the first to experience our 1-second slip-on running shoe, engineered specifically for women's biomechanics. Visit our stand to try them on, **access an exclusive launch offer**, and enter our competition to win a free pair of QLVR Running Slippers of your choice.



EndoGusto

📍 Stand A28

Train smarter with EndoGusto's endurance coaching platform, now integrated with Rouvy for immersive indoor sessions. **Stop by for a demo and receive 35% off for 12 months**, exclusive to attendees.



Olympiq

📍 Stand D13

Calling all Tri-Clubs to Stand D13 - **Spin the wheel to win** swim hats, t-shirts, and our headline prize: a bespoke club website, specially crafted for you - offering a premium option alongside our existing professional templates.



Revive Active

📍 Stand B89

Visit Revive Active's stand for **free samples, exclusive giveaways, and taste tests** - discover performance nutrition trusted by triathletes and fuel your next race with confidence.



KitBrix

📍 Stand C41

Take on the KitBrix **Plank Challenge** on stand C41! Hold the plank, beat the clock, and see how you stack up against fellow triathletes. Prizes up for grabs!



Coxx

📍 Stand A2

COXX is a new performance clothing brand for cyclists and triathletes, with its **first launch due in April**, COXX will be displaying the full collection at the EXPO including Trisuits, Jerseys, Bibshorts, Jackets & Gilets.



ABSOLUTE SPEED



LUCA

Absolute Speed

📍 **Stand B52**

We're **launching our newest product** the AS BTS (behind-the-saddle) Bottle Mount! Plus, **meet Pro Triathlete Malachi Cashmore** – challenge him to a game of connect4 whilst he's on the turbo and win prizes!

Zone3

📍 **Stand B10**

From performance wetsuits and swimwear to changing robes and goggles, **discover kit designed for performance** - plus expert advice to help you find the right fit.

LUCA

📍 **Stand E20**

Take on a 30s challenge on the LUCA Wattbike! The maximum power from a boy and girl each day will **win a LUCA bundle** (T-shirt, Socks, Sweater, Joggers, Bottle - prizes subject to change).



WE LOOK FORWARD

TO SEEING YOU

AT THE SHOW

ARRIVAL INFORMATION

Tickets can be purchased from the desk in the show entrance.

Gate prices:

Adult - £20

Child (15 and under) - FREE

Essential Companions can enter free of charge, but there must be a valid adult ticket purchased.

Upon arrival, have your QR code ready for scanning.

- All visitors, including children, must have a valid ticket to gain entry to the exhibition.
- Children aged 18 years and under must be accompanied by an adult.

Address

Excel London, Royal Victoria Dock, 1 Western Gateway, London E16 1XL

Hall S9 – East Entrance

Nearest station is Prince Regent for DLR (200m) or Custom House for Elizabeth Line (800m)

Driving

Access to the car park under the venue enter postcode E16 1FR or what3words ///cheer.events. began pay in advance www.excellondon.aeroparker.com

General Information

www.excel.london/visitor/venue-guide/faqs

ATMs

Located between N4 and N5 and one on the lower ground car park level between S5 and N5.

Water

There are plenty of water fountains located in the boulevard – please bring a refillable bottle.

Toilets

Located on level 0 next to entrance S9.

Bag Searches

Random bag checks are conducted at the venue, with search dogs on patrol. Bag searches are mandatory for entry, and refusal may result in removal from the premises.

Cloakroom

Located on level 0 (down the stairs, in between hall entrances N4 & S4) and at the east end of the venue on level 0.

First Aid and Safety

All activities are at your own risk. Supervise those in your care. The organiser is not responsible for any injuries. Report incidents to the Organiser office or nearest security officer who will contact first aid team.

Lost Children

Report any lost children to the Organiser office or the nearest security officer.

Lost Property Report

Any lost property within the show to the Organiser office. For any lost property within the venue or outside of the show, please visit the venue's information point located at the West Entrance.

Photography

Please note that there will be filming and photography during the show. If you do not wish to appear in any published material, please inform a member of staff.

Security

Security will be in the exhibition hall, but all items are your responsibility. Please watch valuables like handbags, laptops, and phones. Organisers are not liable for lost or damaged items during the event.

Wi-Fi Information

There is free Wi-Fi suitable for browsing, social media, and email – search ‘_Excel VISITOR ONLY Free Wi-Fi’

FIND US ONLINE
WORLDOFTRIATHLONLIVE.COM

Follow: [@world_of_triathlon_live](https://twitter.com/world_of_triathlon_live)
[#TriExpo](https://twitter.com/TriExpo)

