



# SOFICO GENT marathon

24.03.2024

▲ 42,195 K ▲ 21 K ▲ 10 K

## Runners' guide



# WELCOME!

The time has finally come!

On Sunday 24 March, the Sofico Gent Marathon will take place. This runner's guide will give you all the important information regarding your participation. Read this information carefully, so you will be carefree at the start.

This guide contains a lot of information, here are the 7 most important things to remember:

1. **Avoid the crowds** on the morning of the event and **collect your bib number on Friday 22 March between 12:30 and 6:30 pm or Saturday 23 March between 10 am and 5 pm.**
2. **Check prior information on how to reach the event.** If possible, come on foot or by bike.
3. **On Sunday, come to the event on time** and familiarise yourself beforehand with where the toilets, sports bag storage and the start are.
4. Enjoy the many supporters cheering you on along the course (and **bring your own supporters**).
5. **Keep hold of empty packaging or throw it in the bins at the supply stations.**
6. **The course is for runners only.** Accompanying cyclists are NOT allowed on the course.
7. **Smile when you reach the finish line,** enjoy your moment!





Welcome to all sports fanatics from all around the world.

Ghent has been known as a running-friendly city for a long time, but now the Sofico Gent Marathon will also give the city the international recognition it deserves. From all around the world marathon tourists are heading to Ghent. To run, of course, but also to enjoying the bustling city. That makes the event the perfect city trip on running shoes!

We wish you a strong and lots of fun!

**Mayor Mathias De Clercq and Sports Councillor Sofie Brack**





# PROGRAMME

## Friday March 22nd

- **12:30 – 6:30 pm:** Pick up bib number and possibly T-shirt
- **12:30 – 6:30 pm:** Marathon Expo by Runners' lab

## Saturday March 23rd

- **10am – 5pm:** Pick up bib number and possibly t-shirt
- **10am – 5pm:** Marathon Expo by Runners' lab

## Sunday March 24th

- **8 – 10 am:** Pick up bib number
- **9:30 am:** Start Sofico Ghent 10k
- **10am:** Start Sofico Ghent Marathon & Half Marathon
- **10:10am:** Podium ceremony Sofico Gent 10 KM
- **11:30am:** Podium ceremony Sofico Gent Half Marathon (men & women)
- **12:30pm:** Podium ceremony Sofico Gent Marathon – men
- **1pm:** Podium ceremony Sofico Gent Marathon - women
- **4pm:** Closure finish
- **5pm:** End of event







 **SOFICO  
GENT**  
marathon

24.03.2024



# BEFORE THE RACE





# **AVOID THE CROWDS**

**PICK UP YOUR BIB NUMBER  
ON FRIDAY 22 MARCH BETWEEN 12:30 &  
6:30 PM OR ON SATURDAY 23 MARCH  
BETWEEN 10 AM & 5 PM OR MAKE YOUR  
CHANGES**



# ACCESSIBILITY

**Friday 22 March & Saturday 23 March –**

## Pick up bib number

### On foot or by bike

The Topsportal is easily accessible on foot or by bicycle. Through Donkey Republic's shared bikes, participants and visitors of the Sofico Gent Marathon receive a one-time 20% discount with the discount code: **GENTMARATHON**. Ample bicycle parking is provided near the Topsportal. Navigate carefree to the BIKE PARKING.

### Public transport

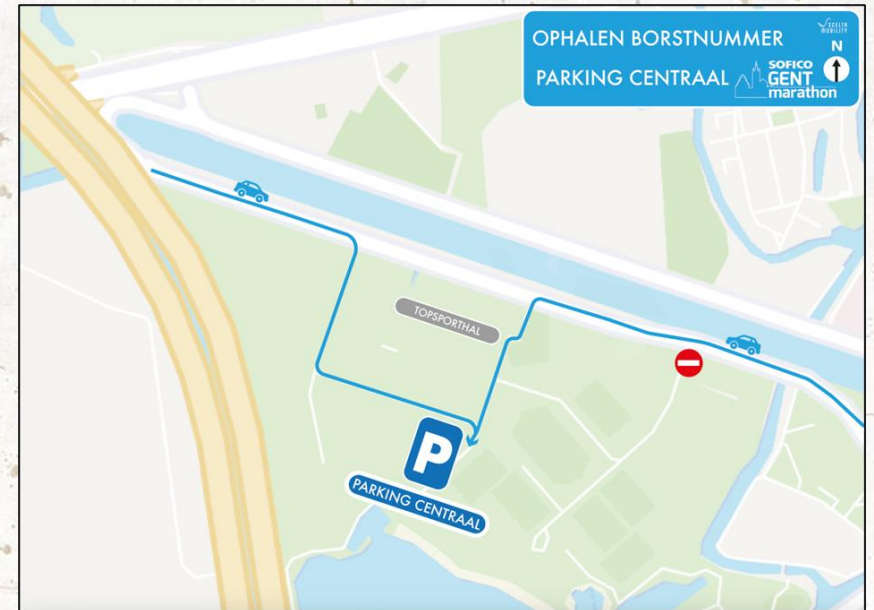
Coming by tram, bus or train?

Then Gent-Sint-Pieters is the place to be! Consult the NMBS and De Lijn route planners and plan your journey to Gent-Sint-Pieters. The nearest bus stop is stop Gent Topsportal Vlaanderen, 50m walk (lines 11 & 19). The nearest tram stops are stops Koning Albertbrug and Bernard Spaelaan, both a 2km walk (lines T1 and T3).

### By car

The car parks along the Zuiderlaan will not be accessible on 22 & 23 March. Parking Centraal at Blaarmeersen is reserved for collecting your bib number.

Be sure to pay attention to the signposting as you approach the car park. These will guide you to the car park via the provided access route.



**Navigate quickly to Parking Centraal with  
Waze or Google Maps**





# SUNDAY 24 MARCH

The Topsportal is **easily accessible on foot or by bicycle**. Ample bicycle parking will be **provided** near the Topsportal and the start zone.

**The Topsportal and the car parks along the Watersportbaan and Blaarmeersen will NOT be accessible by car on Sunday 24 March.**

If you come by car, **park at Gent-Sint-Pieters Station or at The Loop/Expo car park** and from there take our **free shuttle bus** to the Topsportal.



# ACCESSIBILITY

## SUNDAY MARCH 24<sup>th</sup> – DAY OF THE RACE

Come on foot, by bike or by public transport to the start and finish of the Sofico Ghent Marathon at the Topsportal in Ghent. **The car parks along the Watersportbaan and Blaarmeersen will NOT be accessible on Sunday 24 March.** If you come by car, park at Gent-Sint-Pieters Station or at The Loop/Expo car park and from there take [our free shuttle bus to the Topsportal](#).

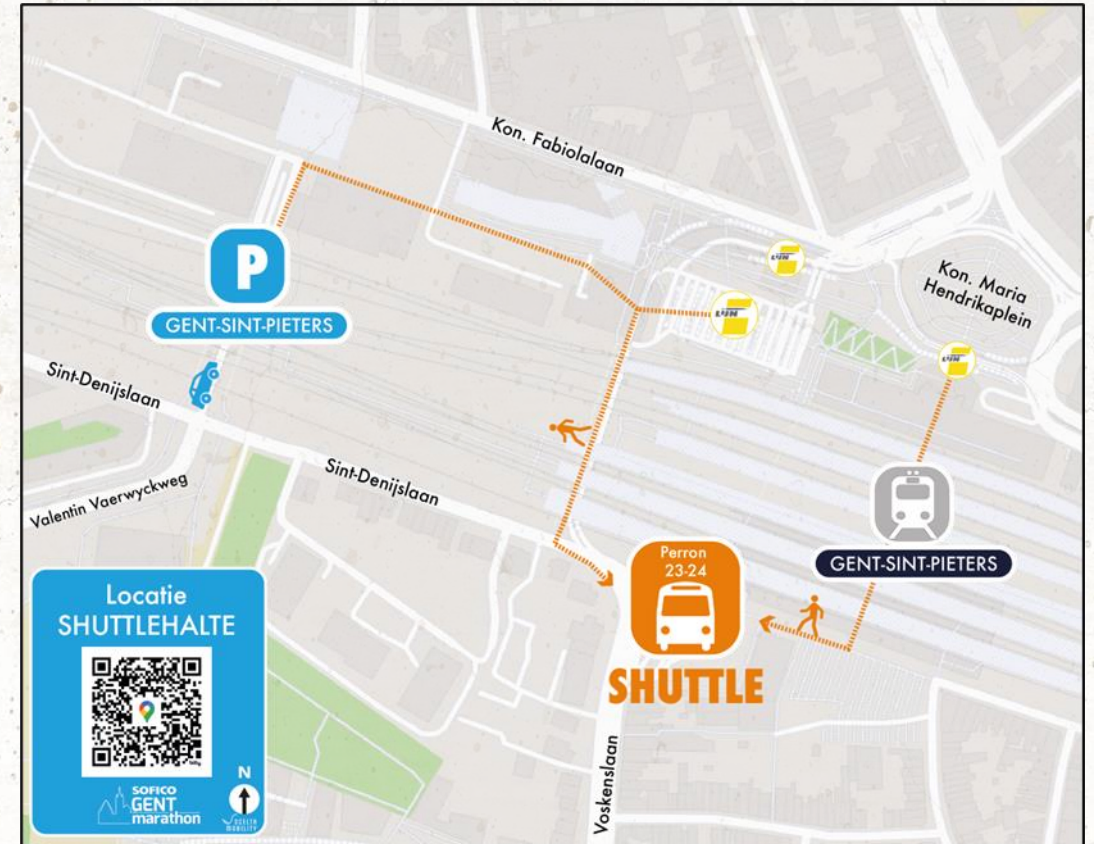
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# ACCESSIBILITY

**SUNDAY MARCH 24<sup>th</sup> – DAY OF THE RACE**

## By car

The car parks at Blaarmeersen and along the Zuiderlaan and Noordelaan are not available on Sunday March 24th.

Runners and supporters of the Sofico Ghent Marathon can park at car park Gent-Sint-Pieters or The Loop. Both car parks are easy to reach via the R4 and cost only €10 for 8 hours of parking. Navigate to the car parks and pay attention to the dynamic signs when approaching the car park. This will guide you to the nearest available parkinglot.

**Free shuttle busses depart from both car parks.** The buses will shuttle you to the event site between 7 am and 4:45 pm. This way you can travel carefree to and from the Topsportal.

Navigate with: [Waze](#) or [Google Maps](#) to car park Gent Sint-Pieters.

Navigate with: [Waze](#) or [Google Maps](#) to car park The Loop





# ACCESSIBILITY

## SUNDAY MARCH 24<sup>th</sup> – DAY OF THE RACE

### Event Shuttle

New this year are the event shuttles. With the event shuttle you can travel carefree from 20 departing spots. Arrival times are expected to be around 9 am at walking distance from the event site. The Event Shuttle busses will depart again at 1:30 pm and 3:30 pm and drop you off at your original departure spot.

**Book your ticket for the Event Shuttle (from €23)**

### Private buses

Traveling by private coach to the event? Register your private coach [here](#).





# ACCESSIBILITY

## SUNDAY MARCH 24<sup>th</sup> – DAY OF THE RACE

### Kiss & Ride

Drop off and pick up is possible at the new Kiss and Ride at the Noorderlaan. You can only reach this zone via the R4 or Drongensesteenweg. Follow the arrows to the Kiss and Ride zone or navigate via [Waze](#) or [Google Maps](#)

### Leaving the event

You can use the free shuttle buses to Gent-Sint-Pieters or The Loop. The shuttles depart from Blaarmeersen on Campinglaan.





# Collection Participant Pack

Your participant pack can be collected from the event site Topsporthal.

- On Friday March 22th between 10:30 am and 6:30 pm.
- On Saturday March 23 between 10 am and 5 pm.
- On Sunday between 8 and 10 am.

We strongly recommend that you collect your bib number from the Topsporthal on Friday March 22th of Saturday March 23th. This way you **avoid the crowds on Sunday** and can start your run carefree.

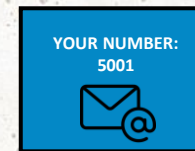
## Location:

Topsporthal Vlaanderen  
Zuiderlaan 14, 9000 Ghent



## YOU HAVE A RACE NUMBER?

Collect your starter pack in the queue of your number.



## YOU HAVE AN E-TICKET?

Head to the desk called "E-TICKET".





ZUIDERLAAN

BIKE PARKING



MEDAL ENGRAVING

PICK UP  
BIB-NUMBER

FANZONE

FINISH ZONE

BAG DROP  
AREA



TO THE START (800 M)

ROUTE SHUTTLE →  
MARATHON EXPO & START



FREE SHUTTLE  
TO PARKING

SAMPLING  
& MEDAL

ROUTE FINISH →  
EINDSAMPLING

UPCOMING RUNNERS



24.03.2024

EVENTSITE



# FAQ

## Didn't receive a confirmation email containing my personal number and/or e-ticket?

Be sure to check your SPAM folder. Can't find your confirmation email with personal number or e-ticket there either? Send an email to [info@golazo.com](mailto:info@golazo.com). You can also register with your identity card at the helpdesk.

Also, you can use our website to look up your start number based on your name.

## Can someone else collect my bib number?

Yes, you can. However, the collector should bring your confirmation email containing your personal number or e-ticket to the pre-registration stand.

## Can I change my registration?

Would you like to change distance or name? This is only possible at the registration stand. Be sure to bring your E-ID card to enter your details easily and quickly.

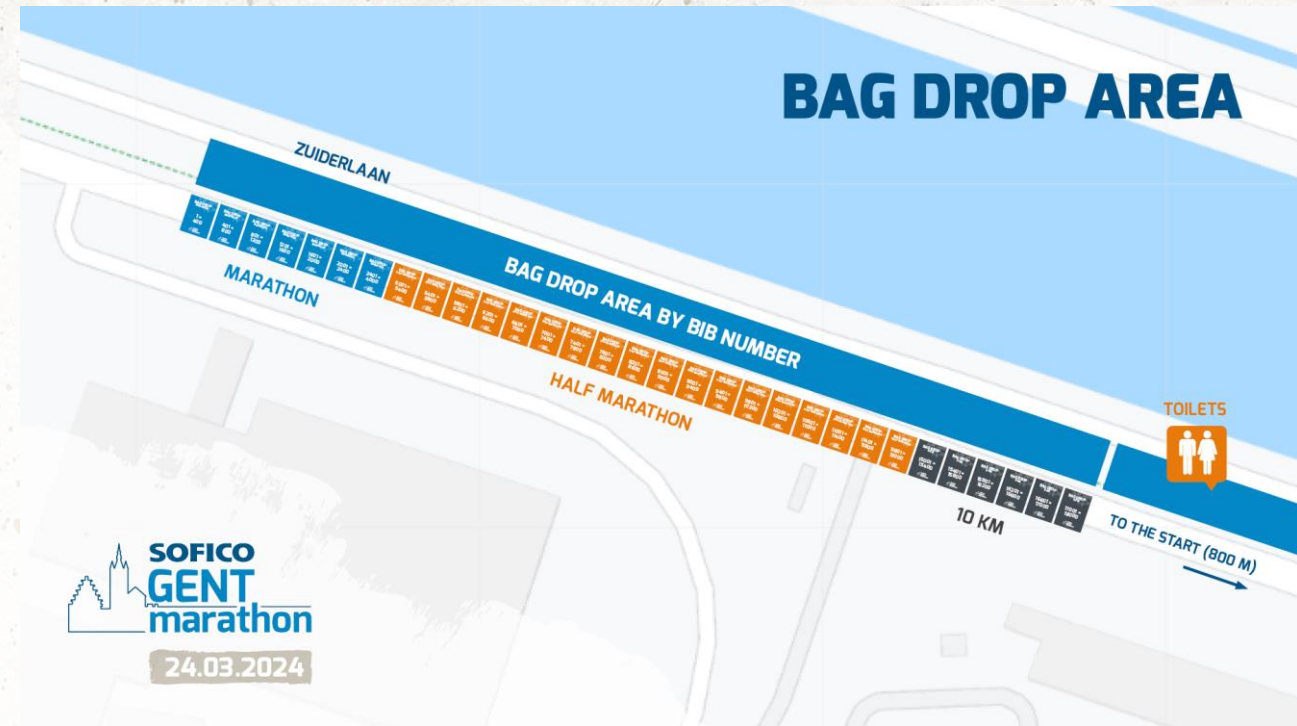
**NOTE:** Changing from the (half) marathon to the 10 KM distance is not possible as this distance is full.





# BAG DROP AREA

1. Your participant pack contains a sticker with the same number as your bib number.
2. Stick this sticker on your bag and drop it off at the Bag Drop Area.
3. Report to the tent that matches your start number.
4. You can pick up your bag **ONLY** upon presentation of your bib number.
5. Make sure you have a (sports) bag you can close to put all your stuff in, loose items of clothing will not be accepted.
6. Sports bags can be collected until 5pm.





# T-shirt



If you bought the Craft event shirt when you registered, you can pick it up with your bib number envelope from the registration area in the Topsportal on Friday 22 March between 12:30 and 6:30 pm, Saturday 23 March between 10 am and 5pm and on Sunday 24 March between 8 and 10:30 am.

You are still able to **buy a T-shirt from the merchandise booth** for €30.





# RUNNERS' LAB MARATHON EXPO

## Opening hours

- Friday, March 22: 12:30 to 6:30 pm
- Saturday, March 23: 10 am to 5 pm

## What can you find there?

- Discover the added value of a biomechanical gait analysis
- 20% discount on quality Anita sports bra
- Sports Nutrition
- Running socks
- Running gear
- Running accessories





# THE RACE





# STARTING PROCEDURE (HALF) MARATHON

## The right starting box

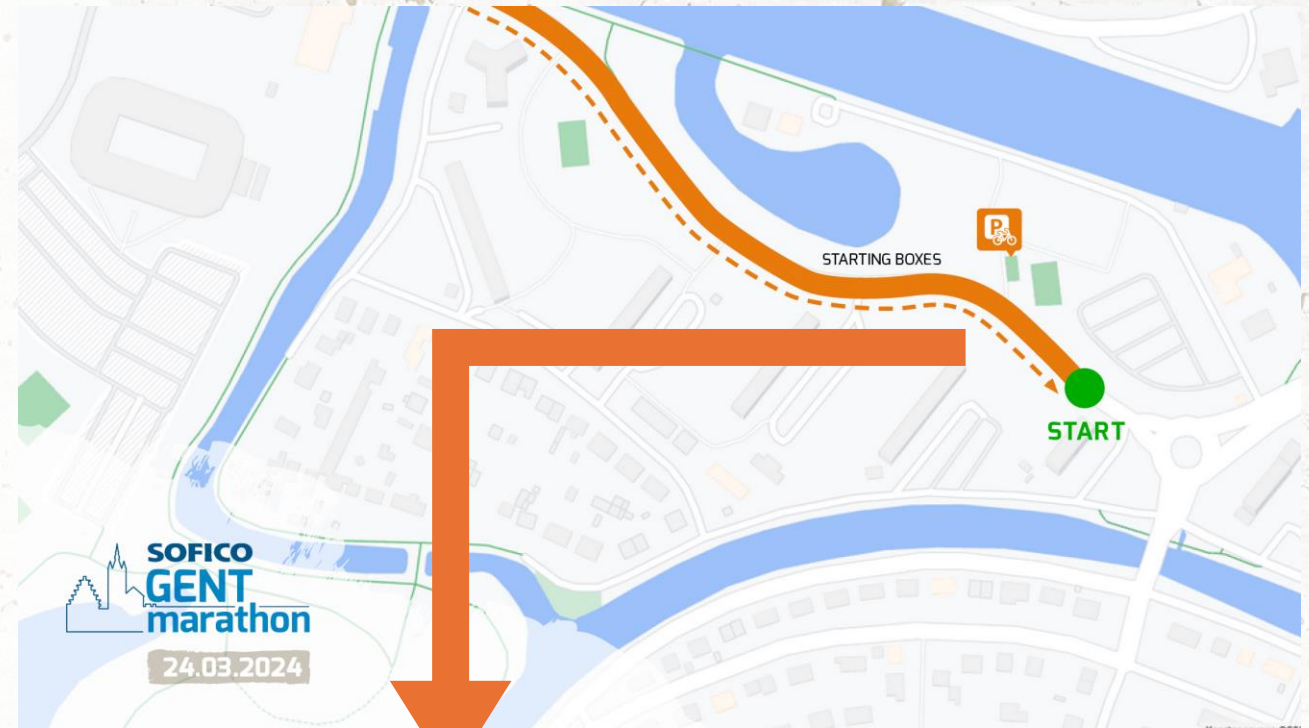
For both your own running comfort and that of your fellow runners, it is best to be in the starting box of your intended finishing time and associated pacer. This should ensure ideal running comfort for everyone. This will not be checked, as the fair play of the runners allows everyone to start smoothly.

Marathon and half marathon runners start together at 10 am and therefore also share the starting boxes.

### Important:

You can only enter the starting area from the right side. It is not possible to enter the starting area from behind.

Below is a detailed plan of the starting boxes:





# START LOCATION 10 KM

## ATTENTION

The starting location of the 10 KM distance differs from the half and full marathon.

This is located at Vissersdijk.





# Marathon course

## MARATHON COURSE\*

[Google maps](#)

[Download .gpx](#)

\*Officially measured by  
World Athletics





# Course Half Marathon & 10K





# BE COURTEOUS

**IMPORTANT: Keep to the right when faster runners pass!**

Ghent is a historic city and that means that in some places the course will be wide and in other places a little narrower.

So we ask that you be courteous on the narrower passages and keep well to the right to allow faster runners to pass. Especially in those places where marathon runners will overtake the half marathon runners.

This way, everyone will be able to run their half or full marathon at their own pace without any issues.





# ATTENTION, SPLIT!

The course splits twice, at the 2 split points marathon runners always stay on the LEFT.

Participants in the half marathon always stay on the RIGHT.

At 2 spots on the course you'll come together again. Be courteous: stay on the right and let faster runners pass on the left.

MARATHON		HALF MARATHON	
13 km	Split: Stay LEFT!	13 km	Split: Stay RIGHT here!
26.5 km – 27.9 km	Join with half marathon. Be courteous, stay as far right as possible and overtake on the left.	13.4 km – 14.8 km	Join with full marathon. Be courteous, stay as far right as possible and overtake on the left.
27.9 km	Split: Stay LEFT here!	14.8 km	Split: Stay RIGHT here!
36.3 km – finish	Join with half marathon. Be courteous, stay as far right as possible and overtake on the left.	15.2 km – finish	Join with full marathon. Be courteous, stay as far right as possible and overtake on the left.



# SPORTOASE PACING TEAM



## Pacers

A number of very experienced pace makers have committed themselves as pacers for the Sofico Gent Marathon and Half Marathon. There are always at least two pace makers per finish time who will guide you to the finish line.

The pace makers are easily identifiable in the starting boxes by their colored flag with the finishing time on it.

In addition, free pacing wristbands are also provided for each participant, showing the split times per kilometer that you must run to achieve your desired finishing time.

A helpful reminder during the race that you simply wear around your wrist.

These wristbands can be picked up for free on Friday, Saturday & Sunday from the registration desks.

## Marathon

2h59: Pink flag

3h15: Blue flag

3h30: Yellow flag

3h45: Red flag

3h59: Green flag

4h15: Black flag

4h30: Orange flag

4h45: Gray flag

5h00: White flag

## Half Marathon

1h30: Pink flag

1h40: Blue flag

1h50: Yellow flag

2h00: Red flag

2h10: Green flag

2h20: Black flag

2h30: Orange flag





# Supply Points

## MARATHON

- 6 km: water – AA Drink Iso Lemon
- 10 km: water – AA Drink Iso Lemon – Tuc – wine gums
- 15 km: water – AA Drink Iso lemon – bananas
- 20 km: water – AA Drink Iso lemon – Tuc – wine gums
- 24 km: water – AA Drink Iso lemon – bananas
- 31 km: water – AA Drink Iso lemon – Tuc – wine gums
- 35 km: water – AA Drink Iso lemon - bananas
- 37 km: water – AA Drink Iso lemon – Tuc – wine gums
- 39 km: water – AA Drink Iso lemon - bananas

## 10 KM

- 7 km: water

## FINISH

- Water – AA Drink Iso lemon – Fulfil - HIPRO

## HALF MARATHON

- 6 km: water – AA Drink Iso lemon
- 10 km: water – AA Drink Iso lemon
- 15 km: water – AA Drink Iso lemon
- 17 km: water – AA Drink Iso lemon

### WIST JE DAT?



AA drink Iso Lemon. The official sports drink partner of the Sofico Ghent Marathon.



Fulfil. The official recovery bar of the Sofico Gent Marathon.

## ENJOY!



# EXERCISE SAFELY

Exercising is healthy and beneficial to good physical and mental health. However, it is important to exercise responsibly. This prevents injuries and increases the joy of exercise. Below are 5 tips we would like to share with you.

## **The importance of a good warm-up**

To prevent injuries, it is important to do a good warm-up. At this time of year your body is more susceptible to injuries. A warm-up warms up the muscles and prevents injuries.

## **Drink plenty!**

Nutrition also helps to keep the body in shape in low temperatures. Drink enough during your run. At lower temperatures, you think you sweat less and drink less. But adequate hydration is very important when exercising.

## **Don't forget the cool-down**

After your run, a cool-down is recommended. It is important to get your heart back to its normal rhythm after intense exercise. Decrease your exercise in increments!

## **Listen to your body**

Don't let the crowd lead you too much. Run the pace you have trained for.

## **ENJOY!**

This is an achievement you have worked towards for a long time.

Don't forget to enjoy the course and be cheered on by the many supporters along the way!





# LIVE TRACKING

## Live tracking

Your supporters can track you (and your split times) through our online live tracking!

Live tracking is available through our website as well as through this QR code [on the day of the event.](#)



SCAN ME!





# AFTER THE RACE



# SAY CHEESE!

## Your personal action photos via Sportograf

SPORTOGRAF.COM is the official photo service of the Sofico Gent Marathon. These photographers have built a good reputation over the past years with their all-digital service and their reasonable prices.

Consult the Sportograf website and find your photos of the Sofico Gent Marathon.

Register now and receive a reminder as soon as the photos appear online via [this link](#).





# Get your medal engraved

Have your finish time immortalised on your medal.

Did you order your medal engraving when you registered? Then you can use your bib number at **the booth** to get your finishing time engraved in your medal

Didn't order this in advance? No worries, you can still have your medal engraved for €10.





# WALL OF FAME & PR BELL

## WALL OF FAME

Outside the Topsporthal, we provide a photo wall where you can take your own fun photo with your medal.

## BIGGER and BETTER - THE PR BELL

Ran a “personal best” at the Sofico Gent Marathon? Ring the bell and take your picture...





# YOUR NEXT CHALLENGES

**Sunday 26.05.2024**

**ENGIE Stadsloop Ghent**

**Sunday 06.10.2024**

**Athora Great Bruges Marathon (& Half Marathon)**

**Sunday 20.10.2024**

**Antwerp Marathon (& Half Marathon)**

Discover our full calendar on [www.wearerunning.be](http://www.wearerunning.be).



**SAVE THE DATE:**  
**30.03.2025**  
**SOFICO Gent marathon**



# SOFICO

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next challenge?

Visit [sofico.global/talent](https://sofico.global/talent)





# WITH THANKS TO OUR PARTNERS

TITLE PARTNER

# SOFICO

MAIN PARTNERS



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CRAFT

INSTITUTIONAL PARTNERS



OFFICIAL SUPPLIERS



runners'  
lab

STOX  
ENERGY SOCKS



SONO  
RENT & EVENT

VAN DER VALK  
HOTEL GENT

H  
Holiday Inn  
EEN IHG-HOTEL

MEDIA PARTNERS



RUNNINGBE

 **SOFICO  
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marathon**

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GO WITH

GOLAZO