



MAJOR SPONSORSHIP (\$22,500)

Marketing Materials: Sponsor's logo will be included as a Major Sponsor on all Expo printed marketing materials, including posters, counter-cards, and direct mail pieces.

Print Ads: Sponsor's logo will be included as a Major Sponsor on all Expo magazine ads.

Digital Ads: Sponsor's logo will be included as a Major Sponsor on all Expo online marketing campaigns.

Website: Sponsor's logo will be included as a Major Sponsor on the Expo website and additional banner ads and links will be provided.

Exhibit Space: Sponsor will receive up to eight (8) – 10' x 10' exhibit spaces at a premier location of the Expo floor and sixteen (16) Exhibitor Badges.

Show Signage: Sponsor's logo will be included as a Major Sponsor on all Expo banners and signage on site.

Commercials: Sponsor's 30-second commercial will be shown on the Expo stage screen at least four times each day.

PA Announcements: Sponsor will be acknowledged in PA announcements made in the exhibit hall throughout each day of the Expo.

Expo Passes: Sponsor will receive complimentary passes for its bona fide retail buyers.

Event Sponsorship: Sponsor will receive the title sponsorship of one of the following contests or events taking place at the Expo and all benefits related thereto. Events subject to change. Check with your Account Rep for the most current line up.

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| <input type="checkbox"/> Functional Fitness Competition | <input type="checkbox"/> USPA Powerlifting Meet |
| <input type="checkbox"/> Jiu Jitsu Tournament | <input type="checkbox"/> WCO Battle of the Bars Calisthenics Competition |
| <input type="checkbox"/> Grip Strength Contest | <input type="checkbox"/> Max Reps 4 Ca\$h Attendee Competitions |
| <input type="checkbox"/> Group Training Zone | <input type="checkbox"/> TheFitExpo's Best Body Parts Attendee Competitions |
| <input type="checkbox"/> Healthy Living Pavilion | <input type="checkbox"/> Dodgeball Competitions |
| <input type="checkbox"/> NPC Bodybuilding, Figure, Physique & Bikini contests | |
| <input type="checkbox"/> MAS Wrestling Tournament | |