

# **THE FIT EXPO™**

**A FITNESS EXPERIENCE!**

**SAMPLE,  
SELL &  
NETWORK!  
INCREDIBLE  
EXHIBITOR  
VALUE!**

**THE MOST EFFECTIVE WAY TO REACH THE LUCRATIVE FITNESS MARKET!**



**ANAHEIM**  
**AUG 5-6, 2023**

**LOS ANGELES**  
**JAN 20-21, 2024**

**SAN JOSE**  
**SUMMER 2024**

**SAN DIEGO**  
**FALL 2024**

**DON'T MISS OUT...RESERVE YOUR BOOTH NOW! [WWW.THEFITEXPO.COM](http://WWW.THEFITEXPO.COM)**

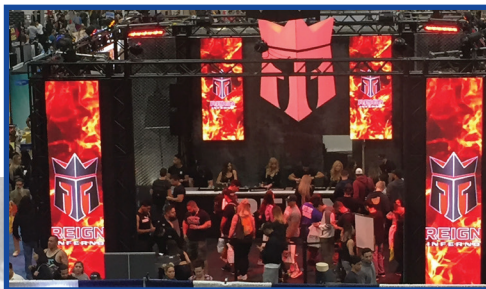
# REACH THE MOST INFLUENTIAL FITNESS CONSUMERS AND RETAIL BUYERS!

TheFitExpo attracts people of all ages and fitness levels. From consumers that want to lose weight, get in shape or just look better, to competitive athletes, personal trainers and even some gym owners and retail store buyers!

**68%** OF OUR ATTENDEES SAY THEY ARE MORE LIKELY TO PURCHASE A COMPANY'S PRODUCT AFTER SEEING THEM AT THE EXPO!

## IS THIS YOUR TARGET MARKET?

58% Male, 42% Female • 67% In the key 18-35 demographic • 46% Earn at least \$50,000 per year • 98% Work out at least 3 times a week • 91% Take vitamins or supplements • 71% Use energy drinks • 53% Want to lose weight • 72% Want a healthier lifestyle • 66% Bought workout clothing in the last 12 months • 54% Own home exercise equipment





# JOIN HUNDREDS OF COMPANIES THAT SAMPLE AND SELL AT THE EXPO!

Exhibit alongside other leading marketers of...

- Apparel
- Footwear
- Martial Arts Gear
- Food & Beverages
- Sports Nutrition
- Energy Drinks
- Law Enforcement
- Gyms & Health Clubs
- Personal Care Products
- Health Practitioners
- Exercise Equipment
- Training Accessories

## INCREDIBLE EXHIBITOR VALUE!

All 10' x 10' exhibit spaces come with a draped 6 foot table, 2 chairs and show colored pipe and drape backdrops and side rails. Coupled with the lowest booth prices of any major fitness expo in the country, TheFitExpo provides our exhibitors with incredible value and return on investment.

Booth prices for all upcoming shows, including multiple show discounts, can be found at [www.TheFitExpo.com](http://www.TheFitExpo.com).

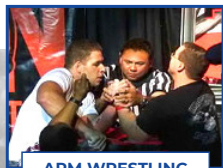
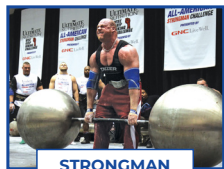
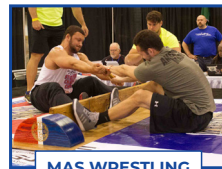
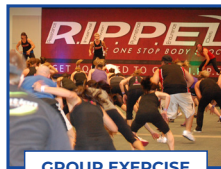
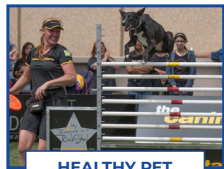


[WWW.THEFITEXPO.COM](http://WWW.THEFITEXPO.COM)

# AN ALL-STAR LINEUP OF COMPETITIONS AND EVENTS YOU CAN



Our customized sponsorship packages offer opportunities to build brand awareness, shape consumer attitudes, showcase product attributes and drive sales.



# MILLIONS OF MEDIA IMPRESSIONS!

Our fully integrated marketing campaign, consisting of print, broadcast, outdoor, retail and internet advertising, delivers millions of impressions for our exhibitors and sponsors.



Los Angeles Times Women's Health Men's Health oxygen

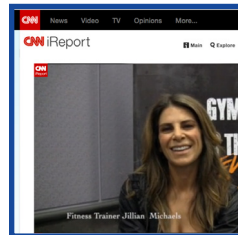
## PRE-EVENT ADVERTISING



## ON-SITE PROMOTIONS



## POST-EVENT PUBLIC RELATIONS



# RESERVE YOUR BOOTH TODAY...DON'T DELAY!

Contact us at (888) FIT-EXPO or [Sales@TheFitExpo.com](mailto:Sales@TheFitExpo.com)

Produced By: National Fitness Productions - 722 Americana Way #201, Glendale, CA 91210



# DON'T JUST TAKE OUR WORD FOR IT...

## CHECK OUT THESE TESTIMONIALS



*"We are definitely going to need a larger booth next year!"*

**- Jeff Pedersen  
Sweet Sweat**



*"One of the best events in the country and every year it gets better!"*

**- Ryan Ivkovich  
Country Archer Jerky**



*"The audience was exactly what I was looking for my activewear line. Thank you!"*

**- Catia Silva  
Passion Fitnesswear**



*"Sponsorship of the Expo helps validate our brand message and drives health and fitness conscious people to our stores."*

**- Paul Chopra  
Subway**



*"TheFitExpo is one of the most important shows to be at for exposure, networking and sales."*

**- Bruce Cardenas  
Legendary Foods**



*"If you want to experience the pulse of the fitness industry, along with the best run consumer show, you need to be at TheFitExpo."*

**- Brian Wisniewski,  
ONE Brands**



*"We had a great time and it was very successful. Really an amazing event."*

**- Tom Nagel,  
Naked Juice**

Additional testimonials can be found at [www.TheFitExpo.com/testimonialvideo](http://www.TheFitExpo.com/testimonialvideo)

For Exhibitor or Sponsorship Information: [Sales@TheFitExpo.com](mailto:Sales@TheFitExpo.com)