



SAMPLE,
SELL &
NETWORK!
INCREDIBLE
EXHIBITOR
VALUE

THE MOST EFFECTIVE WAY TO REACH THE LUCRATIVE FITNESS MARKET



DON'T MISS OUT... RESERVE YOUR BOOTH TODAY AT 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!



IS THIS YOUR TARGET MARKET?

68% OF OUR ATTENDEES SAY

They Are More Likely To Purchase A Company's Product After Seeing Them At The Expo!



PRIME DEMOGRAPHIC

- 58% Male, 42% Female
- 67% In the key 18-35 demographic
- 46% Earn at least \$50,000 per year



FITNESS ENTHUSIASTS

- 98% Work out at least 3 times a week
- 91% Take vitamins or supplements •
71% Use energy drinks



LIFESTYLE FOCUSED

- 53% Want to lose weight
- 72% Want a healthier lifestyle



BUYING HABITS

- 54% Own home exercise equipment
- 66% Bought workout clothing in the
last 12 months

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

Exhibit alongside leading marketers of...

- Apparel
- Footwear
- Martial Arts Gear
- Food & Beverages
- Sports Nutrition
- Energy Drinks
- Law Enforcement
- Gyms & Health Clubs
- Personal Care Products
- Pet Health (products & services)
- 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.



All exhibit booths are 10 feet x 10 feet in size and go for \$2,500 for the weekend.



Exhibitors can purchase multiple booths in almost any configuration they desire



Each booth comes with a skirted 6 foot table, 2 chairs, and a small waste basket

ALL-STAR LINEUP OF EVENTS THAT YOU CAN SPONSOR

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



SPONSORSHIP AREAS

Healthy Pet Pavilion

Group Exercise

Point Muay Thai

Jiu Jitsu

MAS Wrestling

Strongman

Calisthenics

Healthy Eating

Women's Figure

Max Reps

Arm Wrestling

Kids Zone

Powerlifting

Bodybuilding



MILLIONS OF MEDIA IMPRESSIONS

Our marketing campaign includes an expansive paid social media program, gym and retail couponing, influencer and programming partner co-promotions and a top-level PR company that drives extensive local media coverage all of which delivers millions of impressions for our exhibitors and sponsors.



SOCIAL MEDIA



PUBLIC RELATIONS



INFLUENCERS



IN-STORE PROMOS



RESERVE YOUR BOOTH **TODAY**

**Call (888) FIT-EXPO or Email:
Sales@TheFitExpo.com**

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



TESTIMONIALS



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

- Jeff Pedersen
Sweet Sweat ”



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

- Bruce Cardenas
Legendary Foods ”



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

- Ryan Ivkovich
Country Archer Jerky ”



“ 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 ”



“ 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 ”

For Exhibitor or Sponsorship information: Sales@TheFitExpo.com

#THEFITEXPO

ANAHEIM • LOS ANGELES • SAN DIEGO • SAN JOSE

