

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

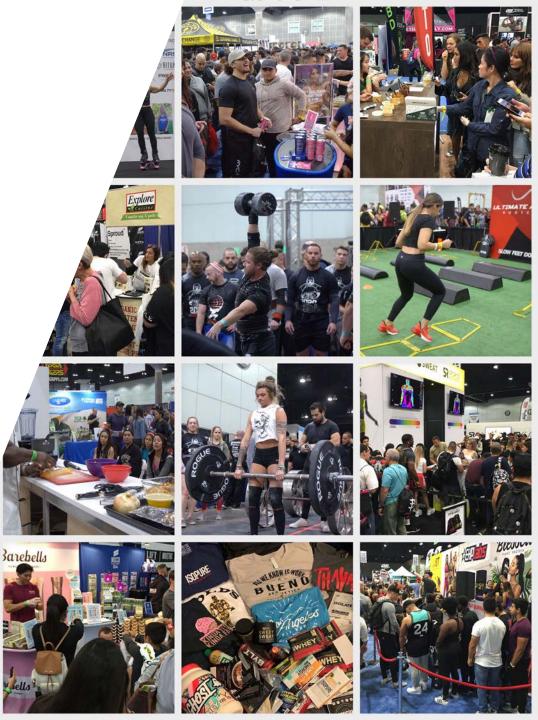
Our customized sponsorship packages offer opportunities to build brand awareness, shape consumer attitudes, showcase product attributes and drive sales.



#### 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



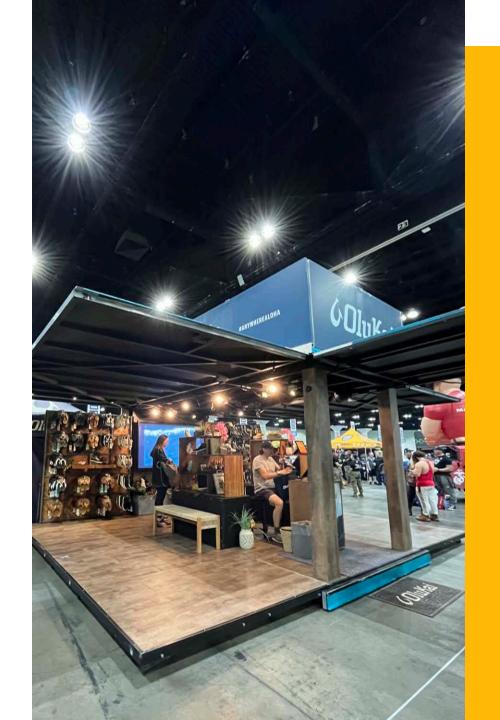
#### **IN-STORE PROMOS**



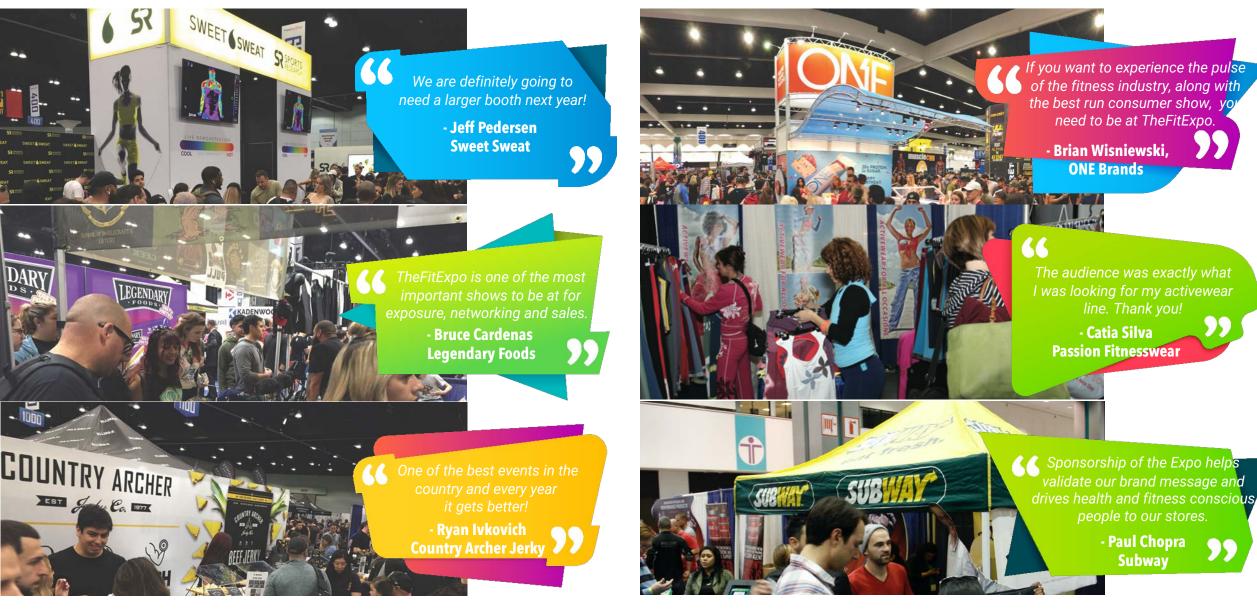
### RESERVE YOUR BOOTH TODAY

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

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



### **TESTIMONIALS**



For Exhibitor or Sponsorship information: Sales@TheFitExpo.com

# FILLER EFITEXPO

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