

THE MOST EFFECTIVE WAY TO REACH THE LUCRATIVE FITNESS MARKET



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

THE FIT EXPO™

SAN JOSE
June 28-29, 2025

ANAHEIM
August 2-3, 2025

LOS ANGELES
January 10-11, 2026

DON'T MISS OUT! RESERVE YOUR BOOTH TODAY WWW.THEFITEXPO.COM OR CALL 1-800-FIT-EXPO

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!

PRIME DEMOGRAPHIC

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

LIFESTYLE FOCUSED

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

FITNESS ENTHUSIASTS

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

BUYING HABITS

- 54% Own home exercise equipment
- 66% Buy workout apparel
- 72% Purchase high quality pet food

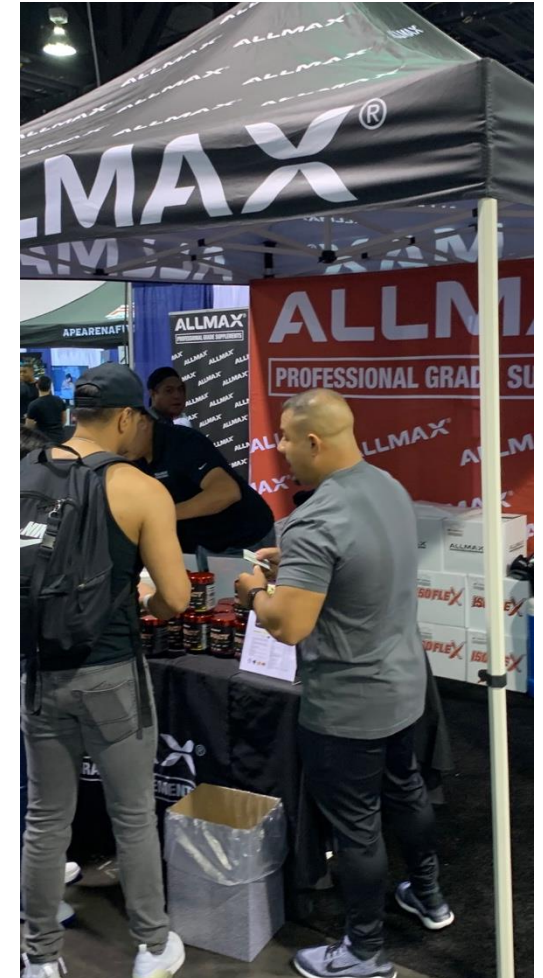


**“ 68% OF OUR ATTENDEES SAY:
They are more likely to purchase a company’s
product after seeing them at the expo!**

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

Exhibit alongside leading brands 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 booths come with a draped 6-foot table, 2 chairs and show-colored pipe and drape backdrops and side rails. Exhibitors can purchase multiple booths in almost any configuration they desire.

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



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



For Exhibitor or Sponsorship information: Sales@TheFitExpo.com



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

**Jeff Pedersen
Sweet Sweat**



"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**



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

**Bruce Cardenas
Legendary Foods**



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

**Catia Silva
Passion Fitnesswear**



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

**Ryan Ivkovich
Country Archer Jerky**



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

**Paul Chopra
Subway**

RESERVE YOUR BOOTH **TODAY**

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

Produced By: National Fitness Productions
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