

SAMPLE, SELL & NETWORK! INCREDIBLE EXHIBITOR VALUE

### THE MOST EFFECTIVE WAY TO REACH THE LUCRATIVE FITNESS MARKET



### **DON'T MISS OUT**

RESERVE YOUR BOOTH TODAY WWW.THEFITEXPO.COM





### **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% Buy workout apparel
- 72% Purchase high quality pet food

## 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 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

## 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 Pets

**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**



### **TESTIMONIALS**



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

Jeff Pedersen **Sweet Sweat** 



**COUNTRY** ARCHER

EST 9 14 Co. 1977

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

Bruce Cardenas **Legendary Foods** 



Ryan Ivkovich

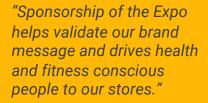


"If you want to experience the pulse of the fitness industry, along with the best run consumer show, you need to be at TheFitExpo."

Brian Wisniewski **ONE Brands** 

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

Catia Silva **Passion Fitnesswear** 



Paul Chopra Subway



**Country Archer Jerky** 

# 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

