LOS ANGELES

JANUARY 23-24, 2027

ANAHEIM

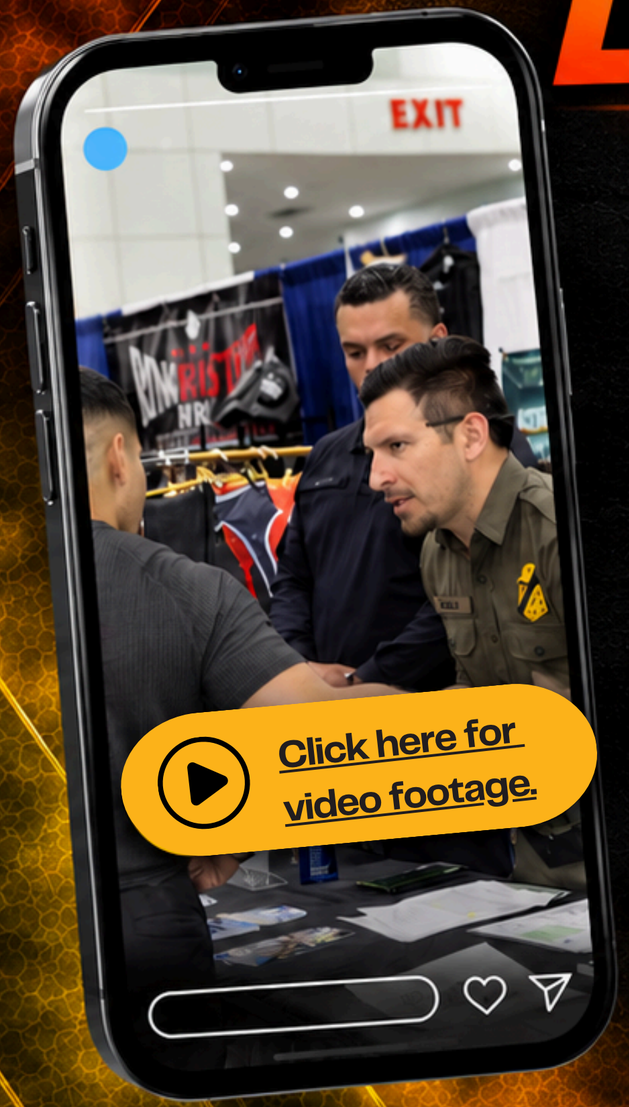
JULY 31 & AUGUST 1, 2027



THE FITEXPO™

WWW.THEFITEXPO.COM ›

EXHIBIT WITH THE FITEXPO™ LEADING BRANDS OF...



- SUPPLEMENTS
- GYM & HEALTH CLUBS
- PERSONAL CARE PRODUCTS
- HEALTH PRACTITIONERS
- EXERCISE EQUIPMENT
- TRAINING ACCESSORIES
- LAW ENFORCEMENT
- APPAREL
- FOOTWEAR
- MARTIAL ARTS GEAR
- FOOD & BEVERAGES
- SPORTS & NUTRITION
- ENERGY DRINKS
- RECOVERY

> TheFitExpo is one of the most important shows to be at for exposure, networking and sales.
>
> *– BRUCE CARDENAS, LEGENDARY FOODS*

★★★★★

> "We are definitely going to need a larger booth next year!"
>
> *– JEFF PEDERSEN, SWEET SWEAT*

★★★★★

TENS OF THOUSANDS OF **BODYBUILDING & FITNESS** ENTHUSIASTS THAT ATTEND



FEATURING THE TOP CELEBRITY **ATHLETES AND INFLUENCERS**



HUNDREDS OF COMPANIES THAT **EXHIBIT**



FITNESS, PHYSIQUE, MARTIAL ARTS **AND STRENGTH COMPETITIONS**





INCREDIBLE EXHIBITOR VALUE

10' x 10' booths come with draped 6-foot table, 2 chairs and show-colored pipe and drape backdrops and side rails.

Lowest prices of any major fitness expo.

VENDOR STATS:

- **70%** Achieved networking objective
- **84%** Met brand awareness goals
- **88%** Satisfied with event attendance

04

THE AUDIENCE YOU WANT TO REACH...

- Of all levels from different disciplines.
- That are educated, engaged, and there to buy!
- Competitive athletes, personal trainers, and gym owners.
- Expected attendance for both shows: **50-60K**

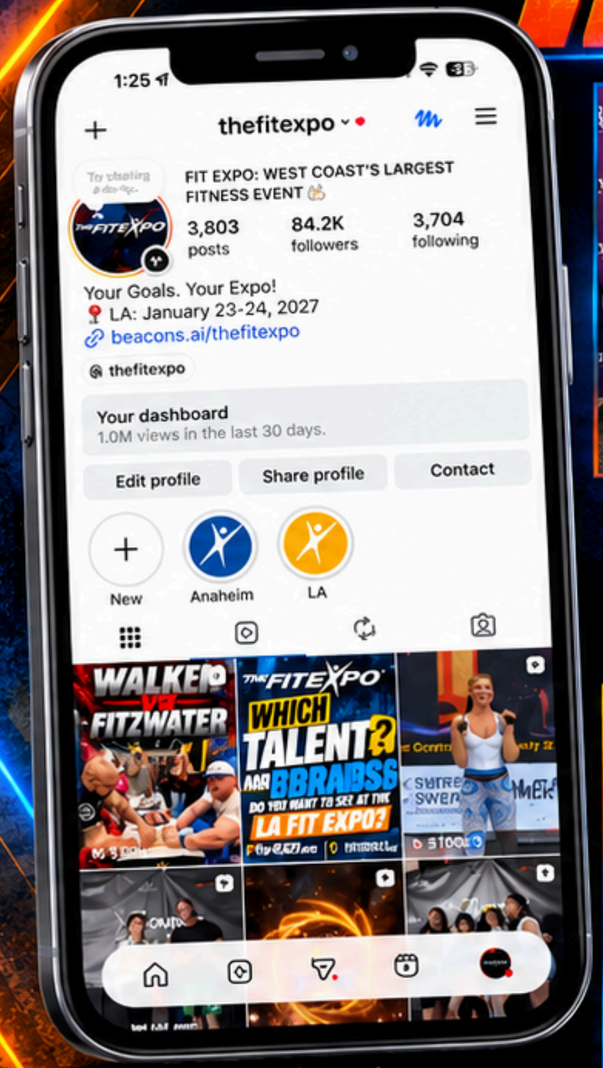


ATTENDEE DEMOGRAPHICS

58% men, 42% women	**40%** Earn $50-99K income **22%** Earn $100K+	**81%** Take supplements (multi-vitamin, protein, creatine & hydration drops top the list)	**48%** Focus on recovery with Foam Roller, Massage gun, Massage & Sauna topping the list	**66%** Bought workout clothing last 12 mos
49% Attendees are 18-35 years old, 35% are 36-49 years old, & 16% are 50+	**98%** Work out at least 3X a week	**56%** Attend to discover new brands & products	**25%** Workout at home or a park & 12% at a boutique studio	**54%** Own home exercise equipment

> **68% of ATTENDEES SAY —**
> They are more likely to purchase a company's product after seeing them at the event.

SOCIAL MEDIA REACH





INSTAGRAM

Total Views:

33,236,236

TIK TOK

Total Views:

4,300,012

INSTAGRAM TOP AGE RANGES

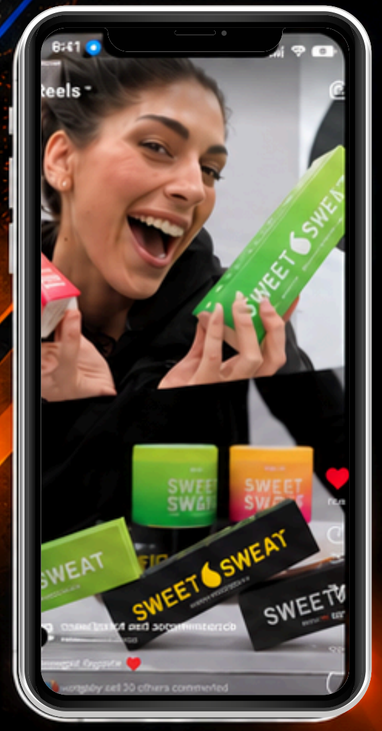
- 18-24 YRS OLD: **49.6%**
- 25-34 YRD OLD: **35.6%**

TIK TOK TOP AGE RANGES

- 18-24 YRS OLD: **41.2%**
- 25-34 YRD OLD: **36.8%**

Through Instagram and TikTok, our two annual expos reach millions of users each year, driving **awareness, engagement,** and **ticket sales** before, during, and after each event.

EXHIBITOR EXPERIENCES AT THEFITEXPO...



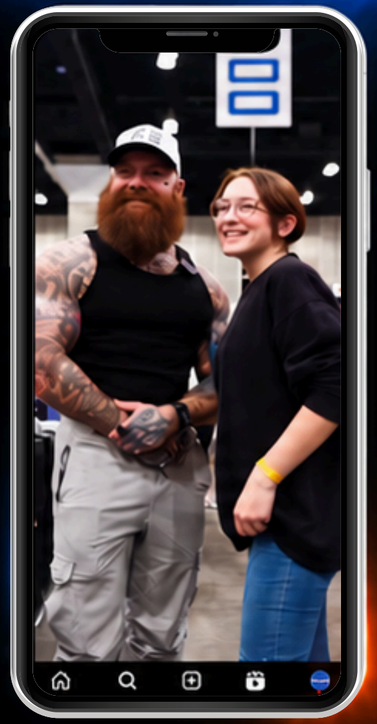
SPORTS RESEARCH
SWEET SWEAT



WHITE RABBIT
ENERGY



NUTRISHOP



IRON SANCTUARY



MUTANT



DIALED MOODS

PROGRAMMING & TICKET PRICING

Continual programming all weekend with celebrity athlete seminars, cooking demos, sporting competitions, FREE samples, attendee challenges, group exercise area, and much more.

EXPO HOURS:

Saturday – Sunday 9:30AM - 5:00 PM

TICKET PRICES:

Saturday/Sunday **$40**

Weekend Admission: **$60**

Kids 12 and under will be $10/day at door.
Kids 6 and under free.

SHOPPING & SAMPLING



EVENTS & COMPETITIONS



INFLUENCERS & ATHLETES



CONTACT

Info@TheFitExpo.com



THE FITEXPO™