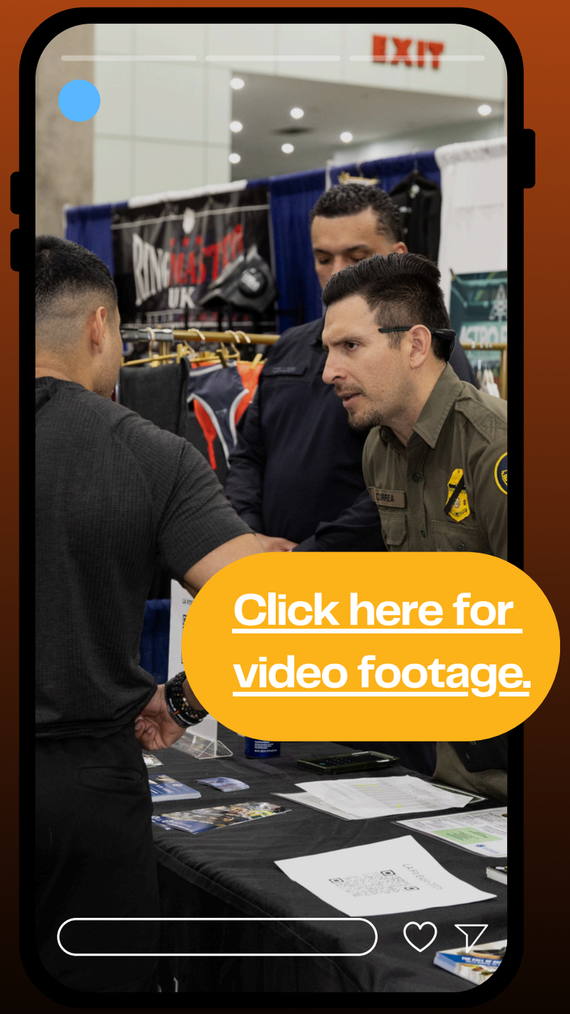
ANAHEIM
AUGUST 29-30, 2026

LOS ANGELES
JANUARY 23-24, 2027

THE FIT EXPO™

WWW.THEFITEXPO.COM

EXHIBIT WITH 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**
- **99% Satisfied with booth location**
- **84% Met brand awareness goals**
- **88% Satisfied with event attendance**

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: 60-80K

DEMOGRAPHICS

- 58% Male
- 67% 18-35
- 46% earn $50k+

LIFESTYLE FOCUSED

- 53% want to lose weight
- 72% want healthier lifestyle

Fitness Minded

- 98% work out at least 3 times/week
- 91% take vitamins/supplements
- 71% use energy drinks

BUYING HABITS

- 54% own home exercise equipment
- 66% buy workout apparel

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

MILLIONS OF MEDIA IMPRESSIONS

- Expansive paid social media program
- Gym and retail store couponing
- Influencer and programming partner co-promotions
- Public Relations outreach
- Active database of 120K+ previous attendees

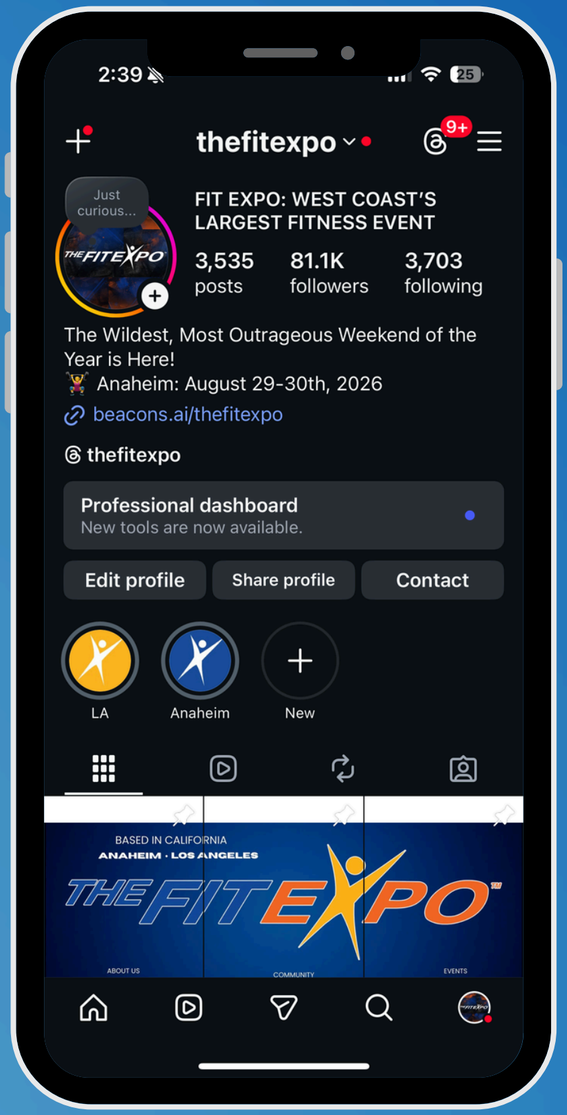
SOCIALS & EMAILS

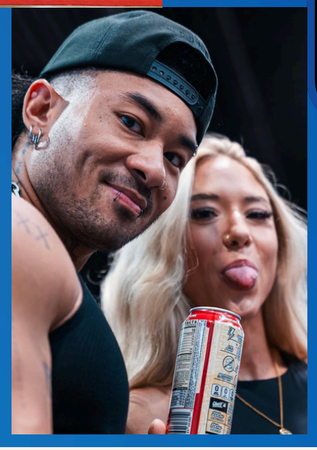
PUBLIC RELATIONS

INFLUENCERS

REVENUE GROWTH

SOCIAL MEDIA REACH





INSTAGRAM

Total Views:
32,236,236

TIK TOK

Total Views:
3,622,560

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.

PRO ATHLETES & INFLUENCERS OVER THE YEARS

PROFESSIONAL BOXER
MIKE TYSON

CHEF TO PRESIDENT OBAMA
CHEF ANDRE RUSH

INFLUENCER & ATHLETE
LEAN BEEF PATTY

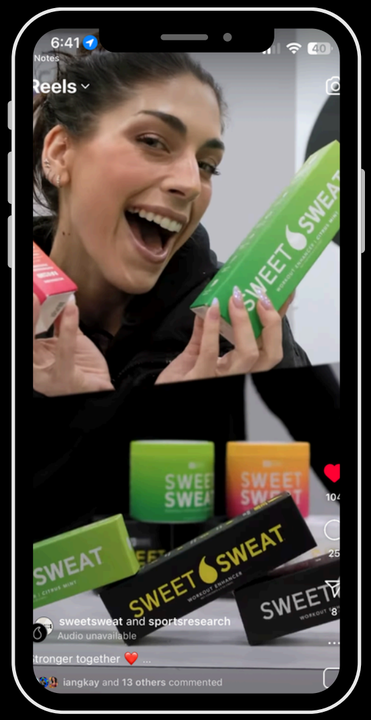
FITNESS INFLUENCERS/ ATHLETES
THE TREN TWINS

IFBB PRO 4X MR. OLYMPIAN
JAY CUTLER

IFBB PRO
SAM SULEK

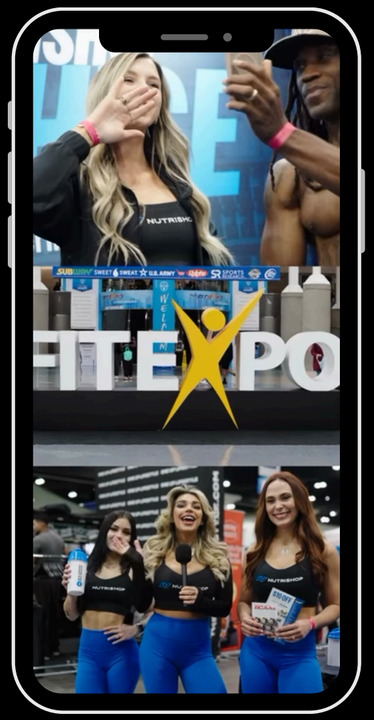
SAM SULEK, IFBB PRO
Lou Ferrigno, Actor & Bodybuilder
Mike Tyson, Professional Boxer
Jillian Michaels, Fitness Expert
Randy Couture, UFC Martial Artist
Jon Jones, UFC Martial Artist
Herb Dean, UFC Referee
The Tren Twins, Fitness Influencers
Joey Swoll, Influencer & Bodybuilder
Martin Fitzwater, IFBB PRO
Ryan Seacrest, Television Host
Joseph Baena, Actor & Fitness Model
Denise Austin, Fitness Instructor & Author
Billy Blanks, Fitness Celebrity & Actor
Rorion Gracie, Co-Founder of UFC
Brian Shaw, World's Strongest Man 4x Title
James Worthy, NBA Hall of Famer
Daymond John, Television Personality
Corey Calliet, Celebrity Trainer
Metta Sandiford-Artest, NBA Player
Tamra & Eddie Judge, Television Personality
Tito Ortiz, UFC Fighter
Cast of American Gladiators, TV Show
Chris Bumstead, IFBB Pro Bodybuilder

CHECK OUT WHAT SOME OF OUR EXHIBITORS SAID...



SPORTS RESEARCH/
SWEET SWEAT

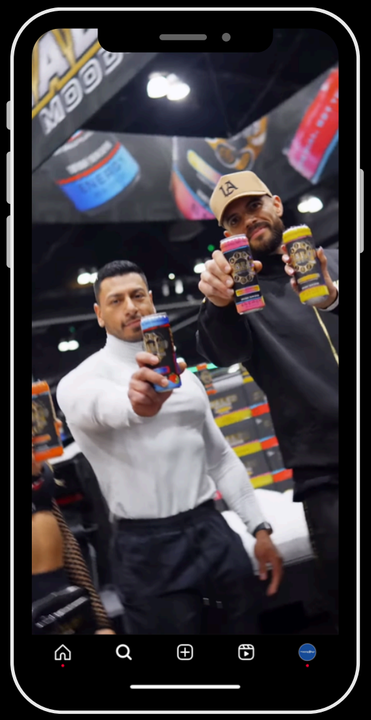
WHITE RABBIT
ENERGY



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