

LOS ANGELES

JANUARY 10-11, 2026

ANAHEIM

AUGUST 29-30, 2026



WWW.THEFITEXPO.COM

EXHIBIT WITH LEADING BRANDS OF...



[Click here for video footage.](#)

- ▶ LAW ENFORCEMENT
- ▶ GYM & HEALTH CLUBS
- ▶ PERSONAL CARE PRODUCTS
- ▶ HEALTH PRACTITIONERS
- ▶ EXERCISE EQUIPMENT
- ▶ TRAINING ACCESSORIES

- ▶ APPAREL
- ▶ FOOTWEAR
- ▶ MARTIAL ARTS GEAR
- ▶ FOOD & BEVERAGES
- ▶ SPORTS & NUTRITION
- ▶ ENERGY DRINKS

“

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**

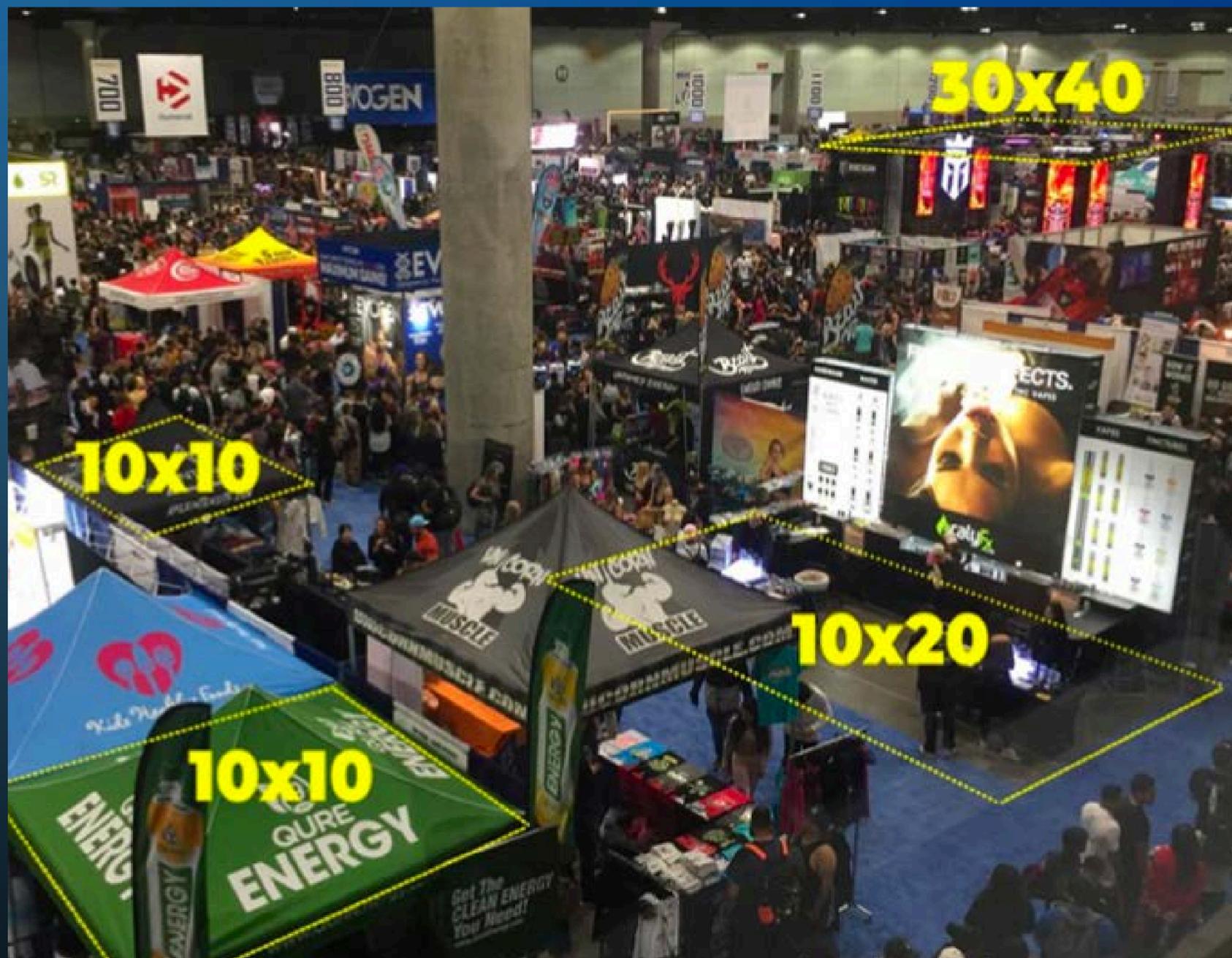


**HUNDREDS OF COMPANIES THAT
EXHIBIT**



**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: 50k plus



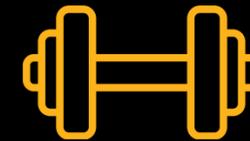
DEMOGRAPHICS

- 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



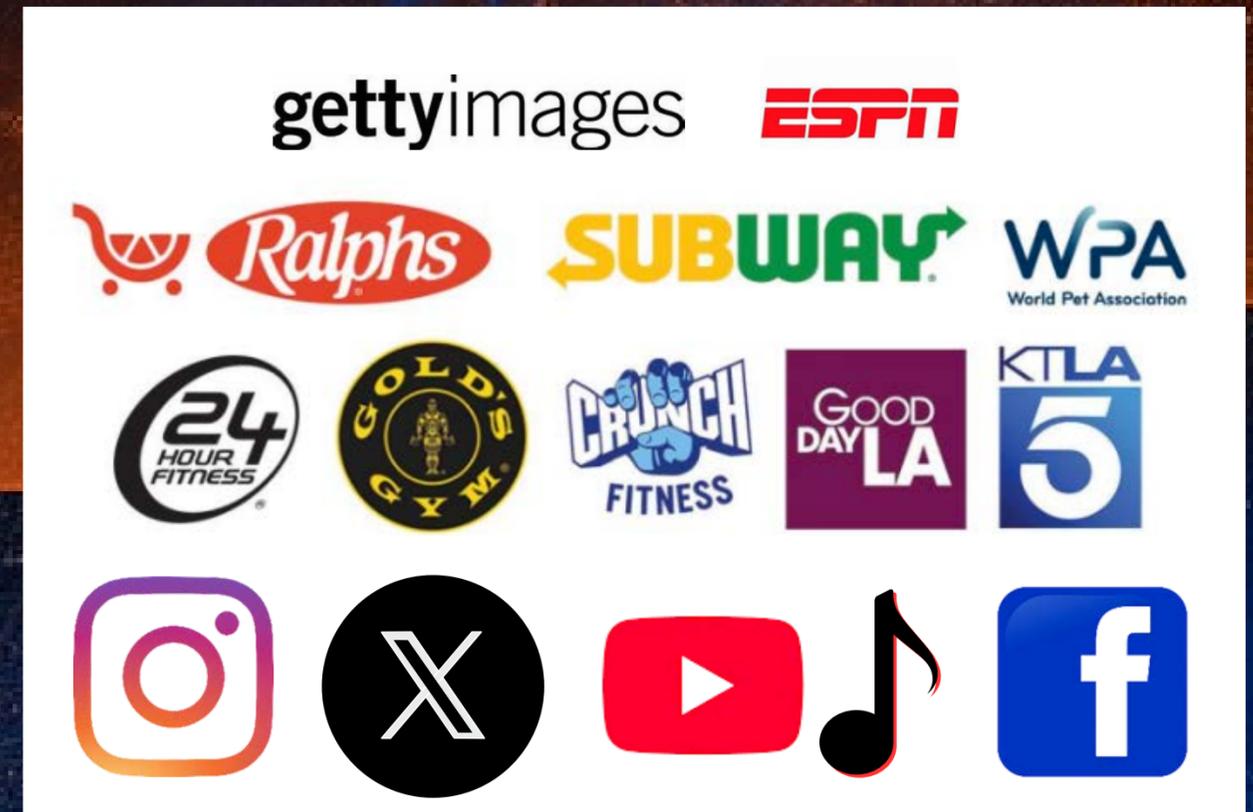
BUYING HABITS

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

“ 68% of ATTENDEES SAY —
They are more likely 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



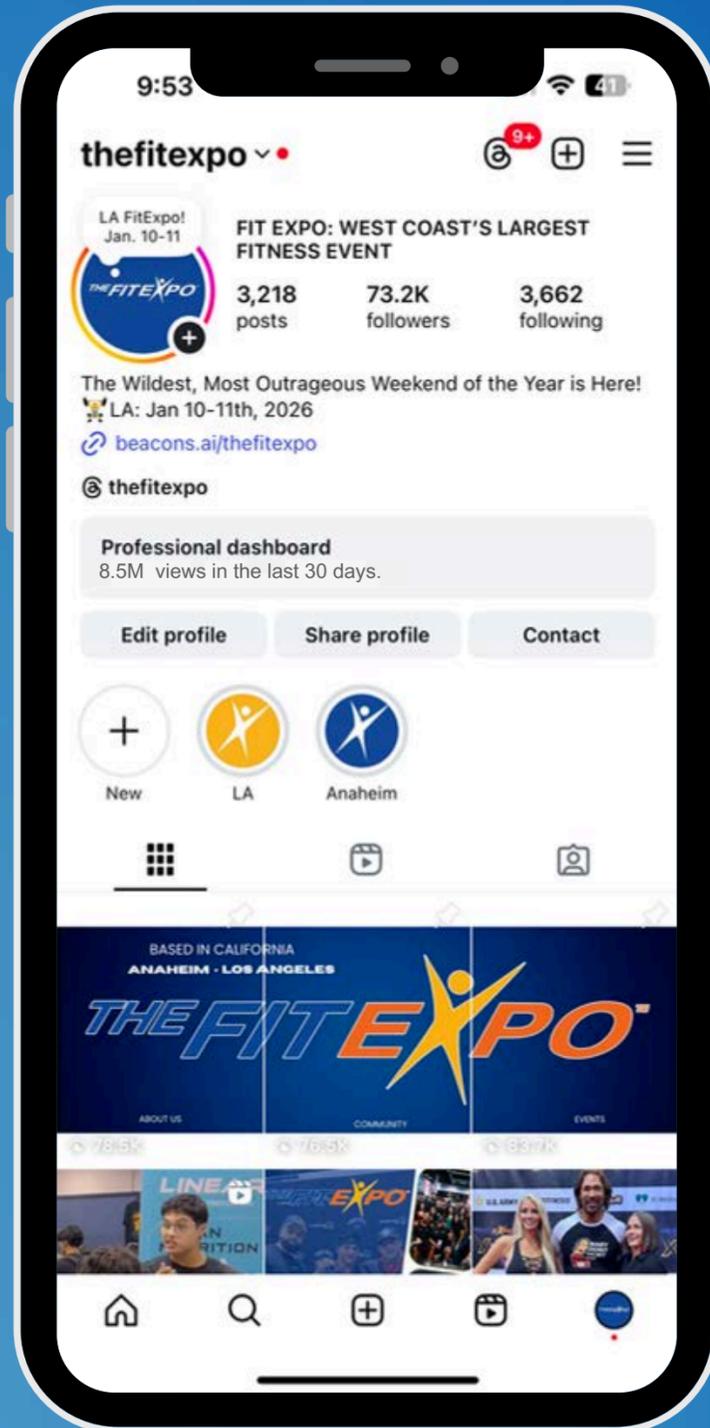
INFLUENCERS



REVENUE GROWTH



SOCIAL MEDIA REACH



INSTAGRAM

Total Views: 8,576,825
Accounts Reached: 4,019,329
+ 509.3%



TIK TOK

Impressions: 1,207,520
Post Views: 1,105,813



INSTAGRAM TOP AGE RANGES

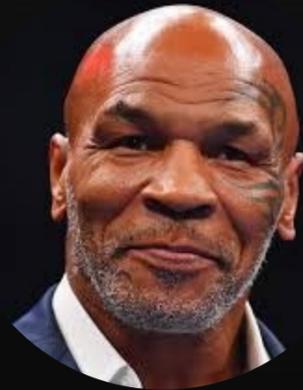
- 18-24 YRS OLD: 49.6%
- 25-34 YRD OLD: 35.6%



TIK TOK TOP AGE RANGES

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

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

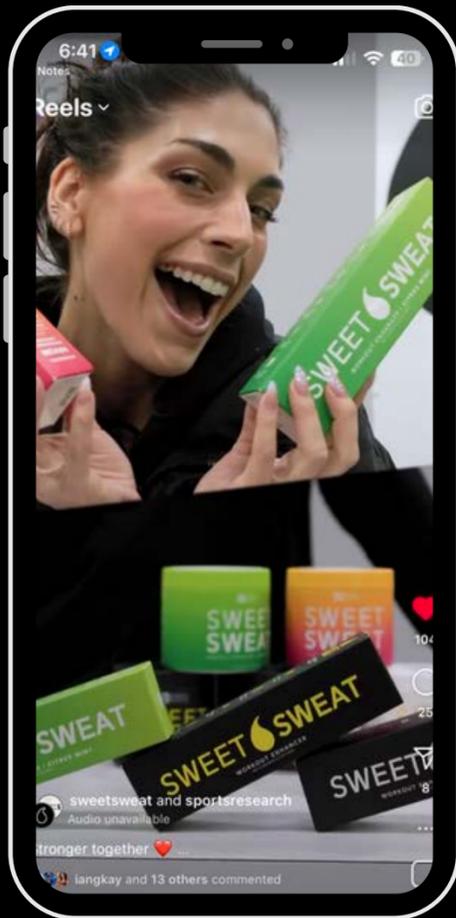
Tamra & Eddie Judge, Television Personality

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 10:00 AM – 5:00 PM

TICKET PRICES:
Saturday/Sunday \$32
Weekend Admission: \$55

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



SHOPPING & SAMPLING



EVENTS & COMPETITIONS



INFLUENCERS & ATHLETES





CONTACT

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