

LET'S PARTNER UP..

APPLY TODAY AND HARNESS THE POWER BEHIND LIVE EVENT MARKETING!

- *GENERATE LEADS & SELL MEMBERSHIPS*
- *INCREASE BRAND AWARENESS AMONGST A LOCAL NICHE OF 40,000+ HEALTH AND FITNESS ENTHUSIASTS.*

TARGET YOUR IDEAL AUDIENCE

THEFITEXPO, NOW IN OUR 21ST YEAR ATTRACTS OVER 40,000 HEALTH & FITNESS CONSUMERS FOR YOU TO SHOWCASE YOUR CLUB'S UNIQUE SELLING FEATURES AND GROW PERSPECTIVE MEMBERSHIPS



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|----------------------------------|-------------------------------------|
| 98% WORKOUT AT LEAST 3X PER WEEK | 67% IN THE KEY 18-35 DEMOGRAPHIC |
| 91% TAKE SUPPLEMENTS OR VITAMINS | 58% MALE, 42% FEMALE |
| 53% WANT TO LOSE WEIGHT | 46% EARN AT LEAST \$50,000 PER YEAR |

THEFITEXPO WILL PROVIDE THESE PERKS:

- ◆ TABLE ON THE EXPO HALL FLOOR DURING THE EVENT WEEKEND (2 DAYS)*
- ◆ DIRECTORY LISTING (LOGO & LINK ON OUR WEBPAGE, EMAIL, TEXT & SOCIALS)
- ◆ DISCOUNT CODE FOR MEMBERS (SINGLE-DAY TICKETS ONLY \$25)
- ◆ COMMISSION ON EACH PROMO CODE REDEEMED (\$5 PER CODE USE)
- ◆ A SOCIAL MEDIA COLLAB POST TO ANNOUNCE OUR PARTNERSHIP
(COMBINED FOLLOWING 150K)



OFFICIAL GYM PARTNER PROVIDES:

- DISPLAY THEFITEXPO EVENT POSTER IN HIGH-TRAFFIC AREAS (2 MO BEFORE EVENT DATE, 2 POSTERS PER LOCATION WITH WALL-FRIENDLY ADHESIVE)
- E-BLAST TO MEMBER DATABASE WITH EVENT COUPON CODE AND TICKET LINK



***THIS PROGRAM IS SUBJECT TO SPACE AVAILABILITY AND IS ON A FIRST-COME FIRST-SERVED BASIS**

LA Convention Center
LOS ANGELES '25
Jan. 25-26, 2025

San Jose Convention Center
SAN JOSE '25
Jun. 28-29, 2025

Anaheim Convention Center
ANAHEIM '25
Aug. 2-3, 2025