

LOS ANGELES

JANUARY 23-24, 2027

ANAHEIM

JULY 31 & AUGUST 1, 2027

THE FITEXPO™

WWW.THEFITEXPO.COM

EXHIBIT WITH LEADING BRANDS OF...



[Click here for
video footage.](#)

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

“

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

– Bruce Cardenas, Legendary Foods

”



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

“

“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: 50–60K



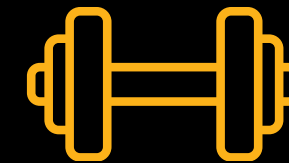
DEMOGRAPHICS

- 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



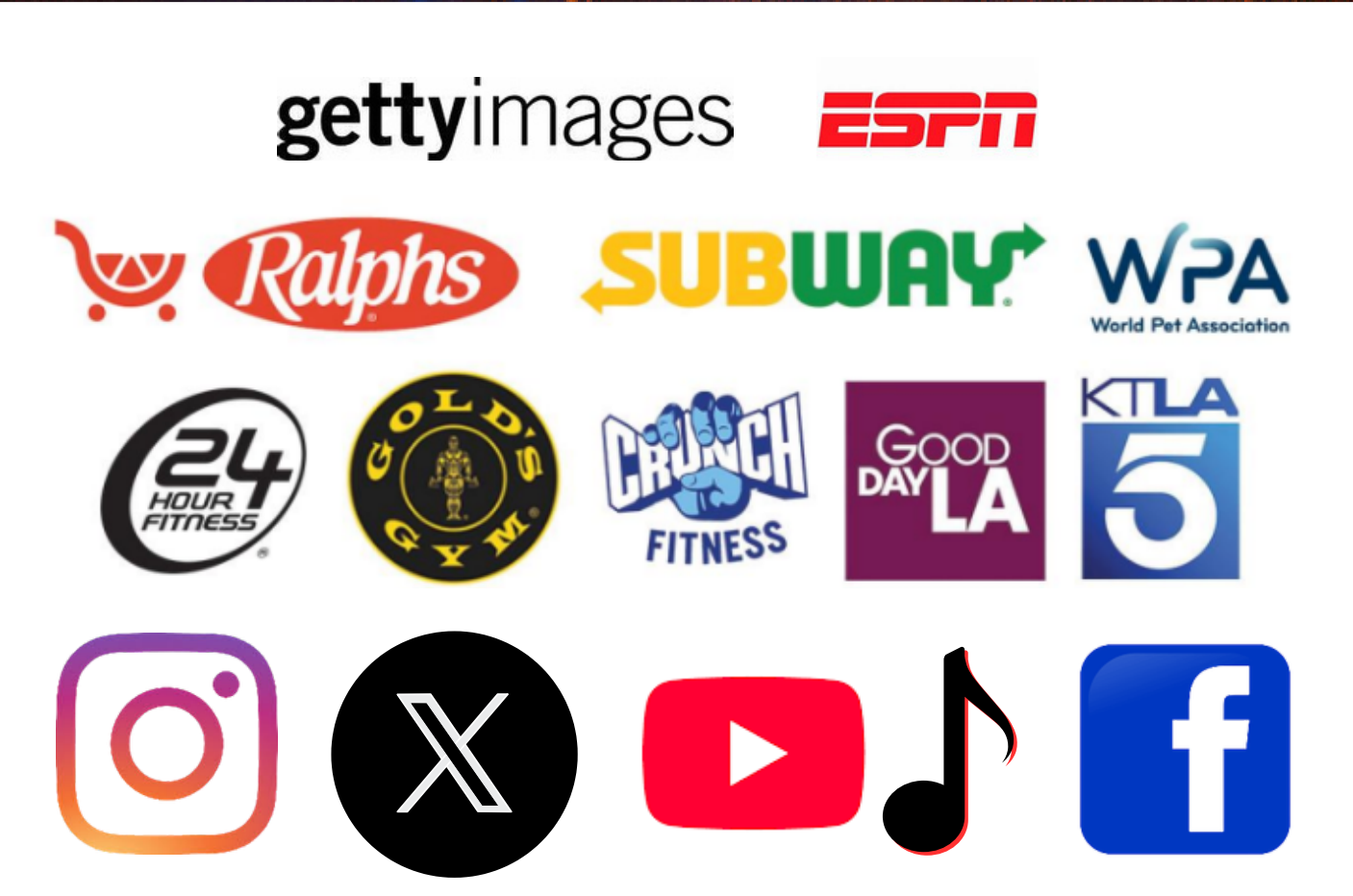
BUYING HABITS

- 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



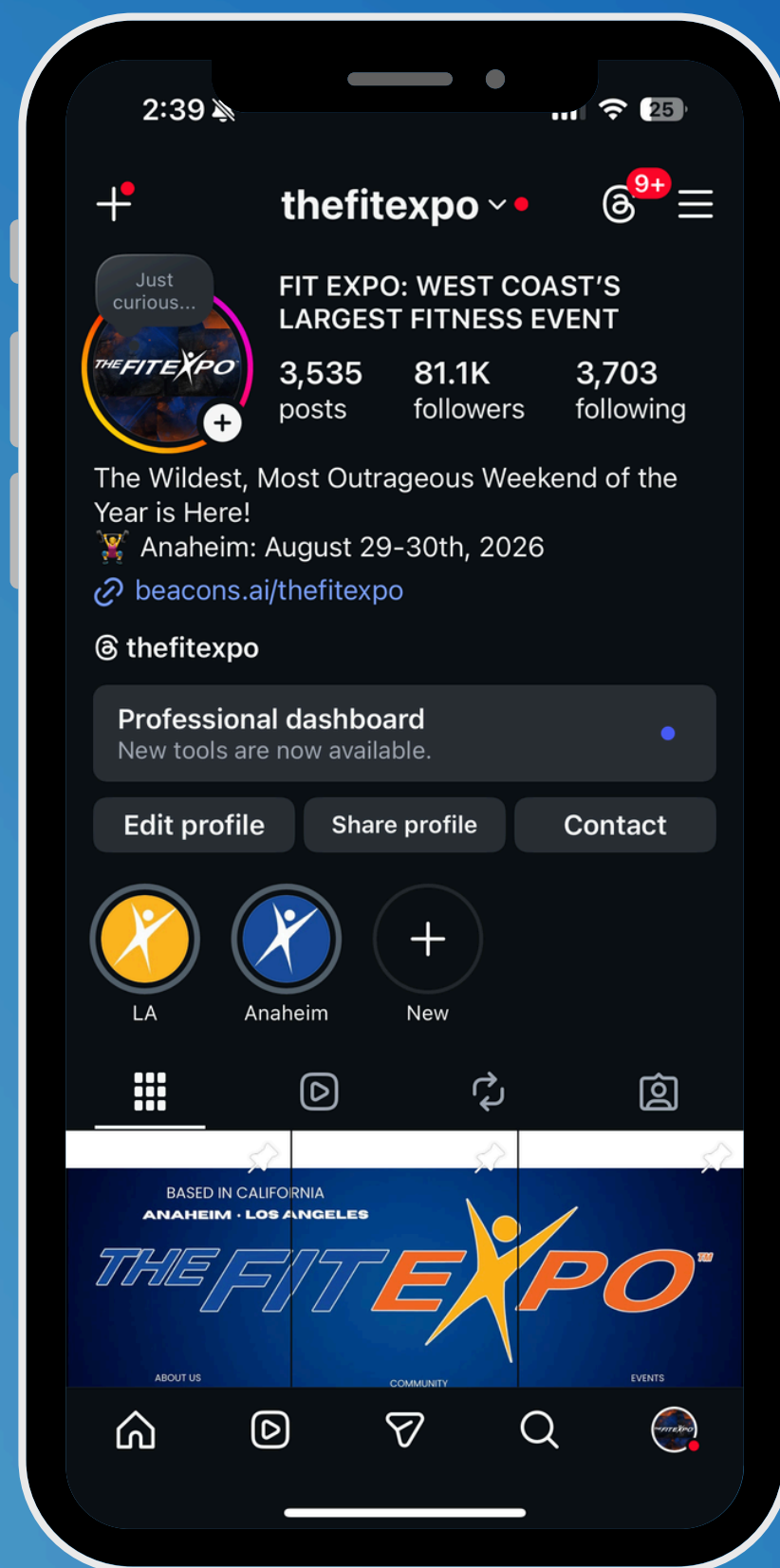
INFLUENCERS



REVENUE GROWTH



SOCIAL MEDIA REACH



INSTAGRAM

Total Views:
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



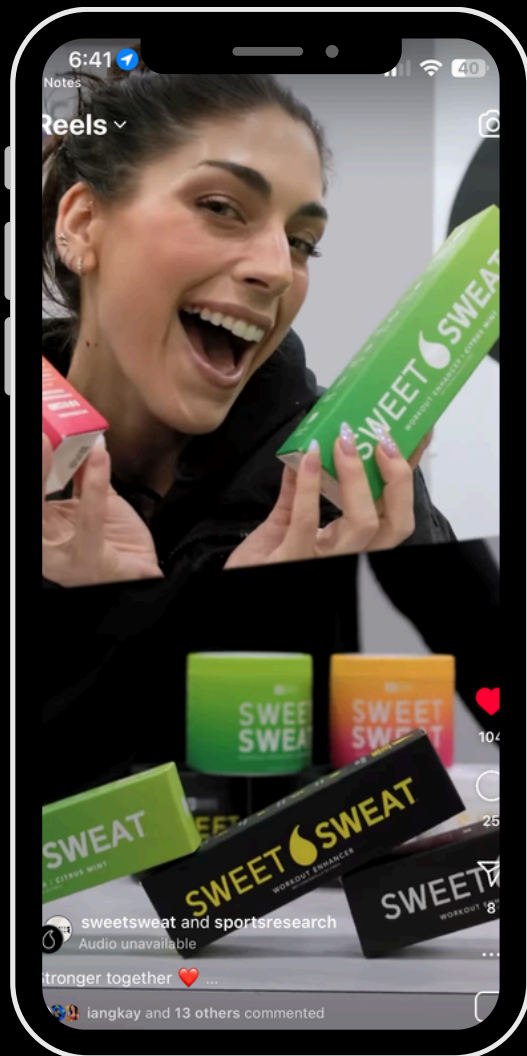
IFBB PRO 4X MR. OLYMPIAN
JAY CUTLER



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

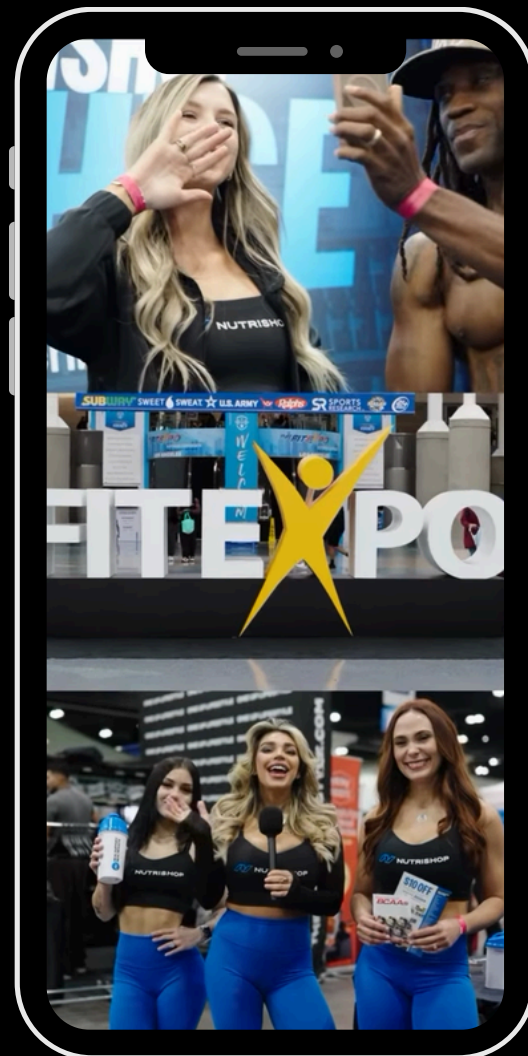
CHECK OUT WHAT SOME OF OUR EXHIBITORS SAID...



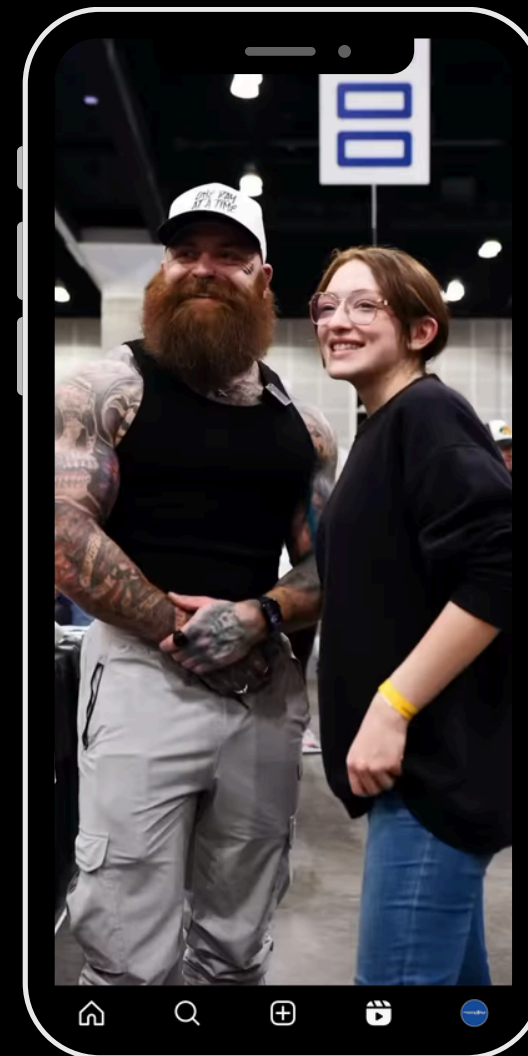
**SPORTS RESEARCH/
SWEET SWEAT**



**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**

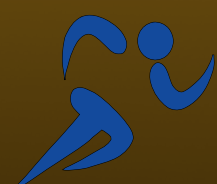
Kids 12 and under will be \$10/day at door.
Kids 6 and under free.



SHOPPING & SAMPLING



EVENTS & COMPETITIONS



INFLUENCERS & ATHLETES





CONTACT
Info@TheFitExpo.com

