

**SAN JOSE**

JUNE 28-29, 2025

**ANAHEIM**

AUGUST 2-3, 2025

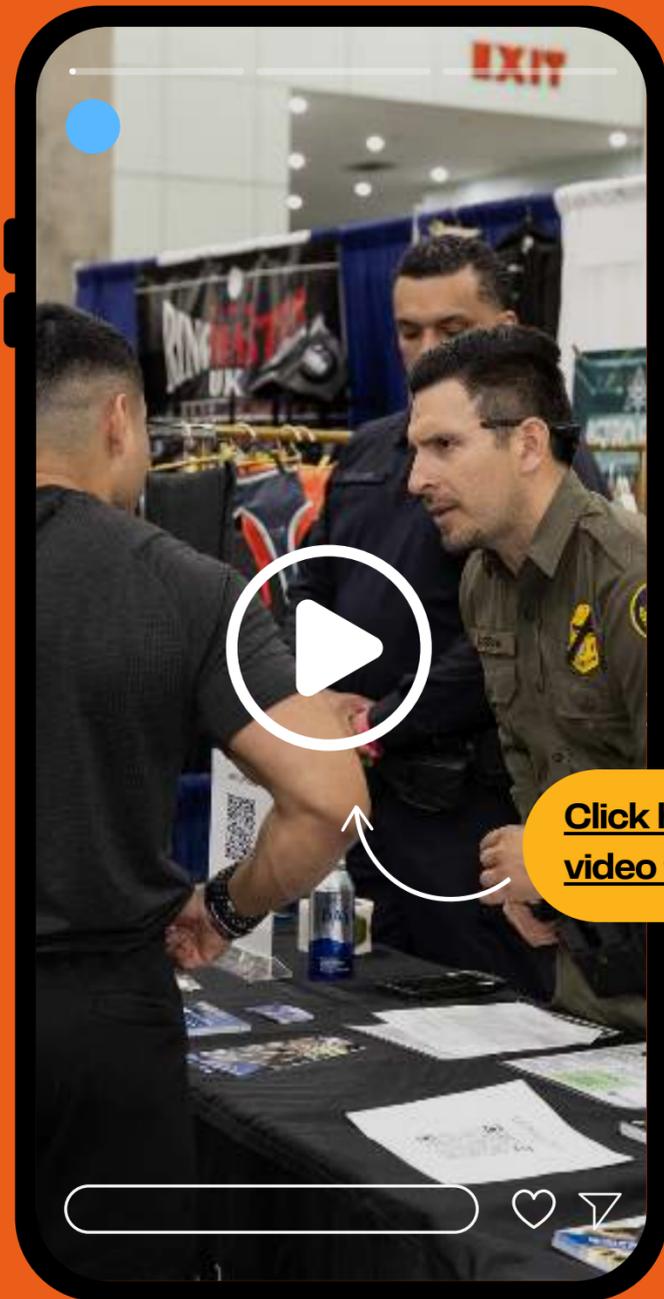
**LOS ANGELES**

JANUARY 10-11, 2026



[WWW.THEFITEXPO.COM](http://WWW.THEFITEXPO.COM)

# EXHIBIT WITH LEADING BRANDS OF...



- ▶ 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 FITNESS ENTHUSIASTS THAT ATTEND**



**DOZENS OF CELEBRITY ATHLETES AND INFLUENCERS THAT APPEAR**



**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

# TENS OF THOUSANDS OF FITNESS ENTHUSIASTS...

- ▶ Of all levels from different disciplines.
- ▶ That are educated, engaged, and there to buy!
- ▶ Competitive athletes, personal trainers, and gym owners.
- ▶ Expected attendance at all 3 shows 80K+



## DEMOGRAPHICS

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



## LIFESTYLE FOCUSED

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



## FITNESS ENTHUSIASTIC

- 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**

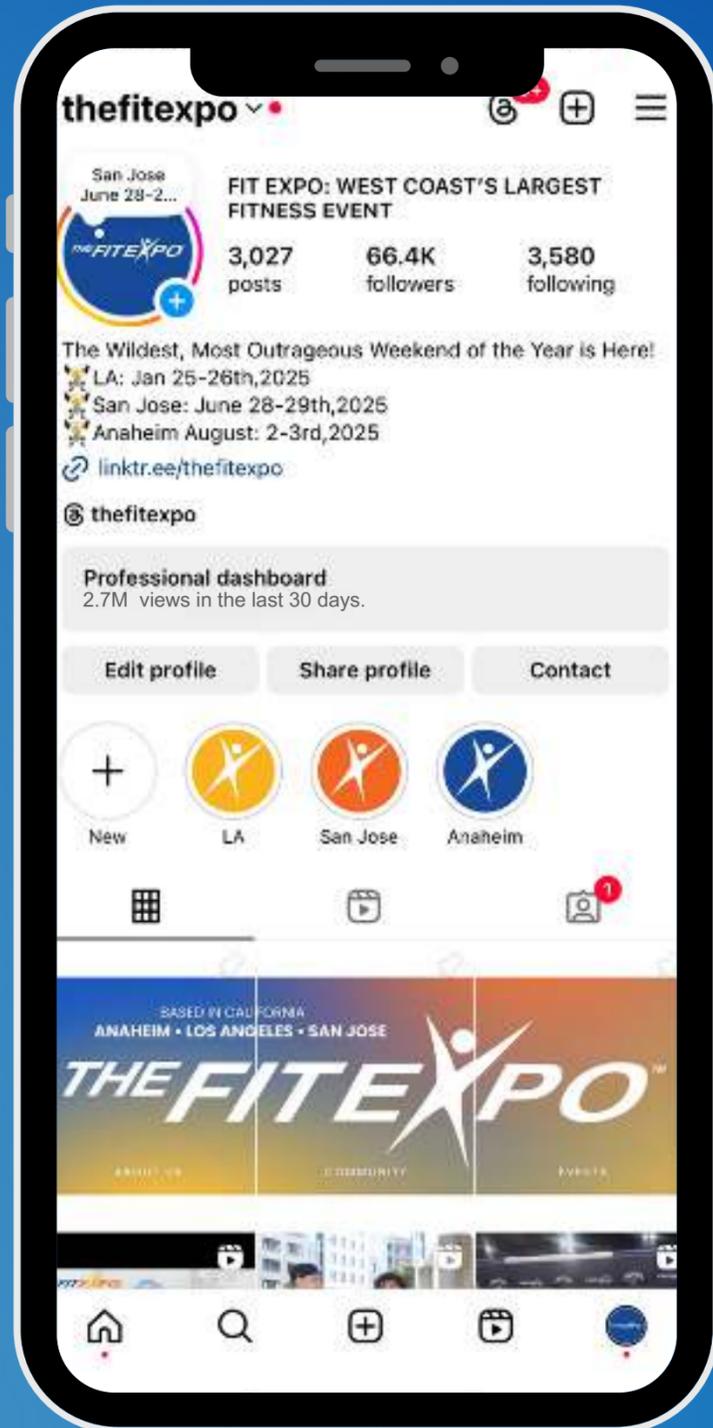
**PUBLIC RELATIONS**

**INFLUENCERS**

**REVENUE GROWTH**



# SOCIAL MEDIA REACH



## INSTAGRAM

Total Views: 2,881,334

Accounts Reached: 773,766  
+ 90.9%



## TIK TOK

Impressions: 1,214,108

Post Views: 566K



## INSTAGRAM TOP AGE RANGES

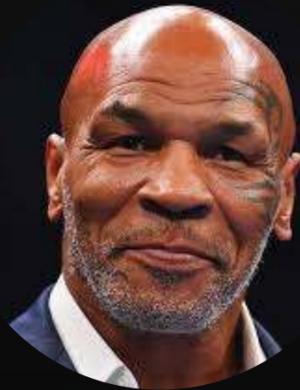
- 18-24 YRS OLD: 49.6%
- 25-34 YRD OLD: 35.6%



## 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**



CO-FOUNDER OF UFC  
**RORION GRACIE**



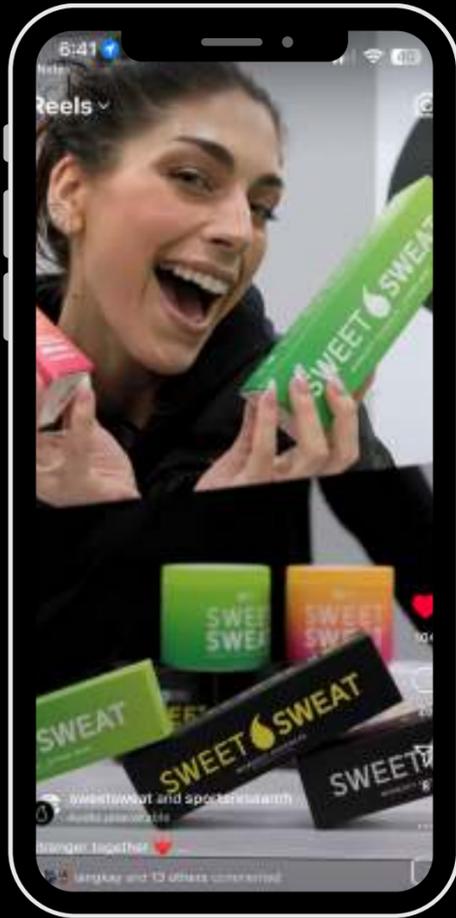
IFBB PRO 4X MR. OLYMPIAN  
**JAY CUTLER**



IFBB PRO  
**MARTIN FITZWATER**

- 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

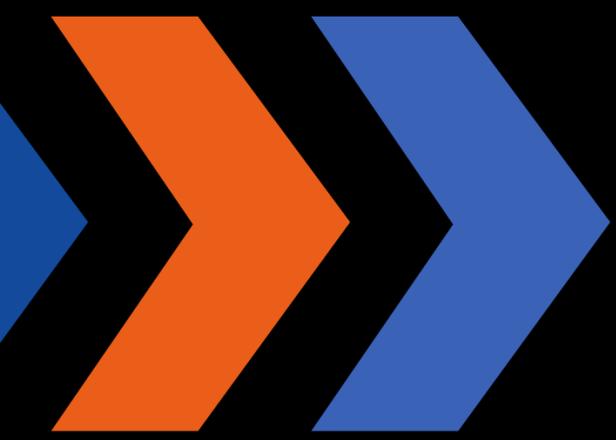


## EVENTS & COMPETITIONS



## INFLUENCERS & ATHLETES





# CONTACT

## EMAIL

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