

2022 Fitness Expo Sponsorship & Exhibitor Details



Presented By – One Rep Max

2022 Exhibitor Prospectus

The Central Valley Fitness Expo 2022

Our Fitness Expo will provide a highly successful event for both sponsors and exhibitors. With thousands of attendees, low-cost admission and an impressive exhibitor line-up, this show will be an excellent opportunity to make a lasting impression with consumers and health enthusiasts throughout Central Valley Ca and parts of Southern and Northern California.

About The Fitness Expo

The Central Valley Fitness Expo will be an affordable health & fitness event where exhibitors and sponsors share their health and fitness-related products and services with a highly targeted audience. The event will inhabit over 50,000 square feet in downtown historic Hanford and offers exhibit booths, entertainment features, offers affordable admission for the entire family, free parking, food trucks, family fun, fitness competitions, raffles, product giveaways and more!

The purpose of the Fitness Expo is to provide an atmosphere where “average Joes and Julies” can learn more about ways to improve the health of their bodies, minds, and spirits, as well as their homes, finances and much more.

The Fitness Expo Attendee Demographics

Attendees of this event will come to see you and what you have to offer. They'll attend to shop for items to help them get in shape and see what's hot and new in the health & fitness industry. You get one big show day (**7 full show hours**) at the expo and will pay less than a 3rd of that at another expo.

This one-day show gives you a real marketing advantage and will allow you to sell “Sell Sell Sell”, while building your client base!

Your deals will come across as a must have and get it now, which consumers eat up i.e., you will be creating a scarcity mindset in your consumers which is how we make our money in sales!

1. **Scarce items feel exclusive:** Those who have scarce items or deals have exclusive access, which is not openly available to others. This makes an expo deal seem more desirable.
2. **Scarce items appear more valuable:** According to the law of supply and demand, items in low supply often cost more, and therefore scarce items are expensive items that act as status symbols. Example: To get one of the few Birkin bags produced by luxury brand Hermes, you'll probably be waitlisted for years...just to pay the \$10K+ price tag.
3. **Scarce items make people feel powerful:** Snagging a scarce item at an expo means you have access to something at a price point that other people want but can't have--which gives the owner power.

EVENT ATTENDEE DEMOGRAPHICS (Central Valley Ca, & parts of Southern & Northern CA)

- 57.1% Male, 32.9% Female
- 53% In the key 18-35 demographic
- 47% In the key 35+ demographic
- 62.8% Earn more than \$60,000 per year
- 31% Earn \$100,000 or more
- 95% Work out at least 3 times a week
- 67% Work out 5 or more times a week
- 83% Take vitamins or supplements
- 90% Use energy drinks
- 68% Want to lose weight
- 93% Want a healthier lifestyle
- 48% Own home exercise equipment
- 76% Bought workout clothing in the last 12 months
- 53% Own A Home
- 47% Rent
- 66% Bought workout clothing in the last 12 months
- 18,957 have attended a health and wellness expo in the past 12 months

The US statistics:

- The U.S. athletic/activewear apparel market is the largest in the world. The sports apparel market was valued at **\$191.60 billion in 2021** and is estimated to reach \$248.1 billion by 2026, registering a CAGR of 5.1% from 2019 to 2026.
- U.S. spending on weight loss, everything from gym memberships and joining weight-loss programs to drinking diet soda will reach an estimated \$80 BILLION in 2022. *
- In California, 17.1% of youth ages 10 to 17 have obesity, giving California a ranking of 15 among the 50 states and D.C. **
- Only 23% of Americans get enough exercise. ***
- The global fitness industry is worth \$96.7 billion.
- The number of gym members is expected to reach 230 million by 2030.
- High-intensity interval training (HIIT) is at the top of the list of fitness trends for 2021.

- Wearable technology is the number one trend for 2021.
- Boutique and gyms typically charge two to four times more than other health clubs, as per boutique fitness industry statistics.
- The USA is the world's largest fitness market with 62.4 million gym members, according to the fitness center industry statistics.

The 2022 Fitness Expo will draw a highly targeted audience, making it the perfect marketplace for fitness/health-related items and services of all kinds. Not only are booth prices lower than those in most health & fitness expos, but you'll also get MUCH MORE in return!

Event Sponsorship Opportunities

Your Opportunity to Make a Bold Statement

While you're building visibility, booth traffic and brand awareness with a sponsorship at The Fitness Expo, you'll also be setting yourself apart from your competition.

Because they're highly visible and limited in number, sponsorships distinguish sponsors from their competitors. With our low cost and powerful marketing strategy an event sponsor you will have the ability to receive a 3:1 ROI!

Sponsorship Packages

GOLD SPONSOR - \$5,500

* One (2) available

* Gold sponsors will be added to all radio advertising **Cumulus Media** on radio stations such as Y101FM, KISS Country and all other radio station platforms, social media i.e., Instagram, Facebook, Snapchat TikTok etc., digital marketing emails billboard advertising on highway 99, and all tangible marketing material throughout Central Valley such as flyers, brochures posters etc.

*Company name and logo/link listed as the Gold Sponsor to appear on pre-event publicity and website

- * A 20x20 exhibit booth space just inside the main show stage
- * Most prominent online and social media promotion
- * Company logo on all signage located inside the exhibit hall and at the main entrance

SILVER SPONSOR - \$3,500

- * Two (2) available
- * Gold sponsors will be added to all radio advertising **Cumulus Media** on radio stations such as Y101FM, KISS Country and all other radio station platforms, social media i.e., Instagram, Facebook, Snapchat TikTok etc., digital marketing emails billboard advertising on highway 99, and all tangible marketing material throughout Central Valley such as flyers, brochures posters etc.
- * Company name and logo/link listed as a Silver Sponsor to appear on pre-event publicity and website
- * A 10x30 exhibit booth space near the main show entrance
- * Second-most prominent online and social media promotion
- * Company logo on all signage located inside the exhibit hall and at the main entrance

BRONZE SPONSOR - \$1,500

- * Three (3) available
- * Company name and logo/link listed as a Bronze Sponsor to appear on pre-event publicity and website and all tangible marketing material
- * A 10x20 exhibit booth space on the main center aisle
- * Third-most prominent online and social media promotion
- * Company logo on all signage located inside the exhibit hall and at the main entrance

Competition Based Sponsorship

Competition Sponsorship: Sponsor will receive the title sponsorship of one of the following contests or events taking place at the Expo and all benefits related thereto. Events subject to change.

Competitions

- Dead lift (Cash Prize) – Sponsor will supply equipment and cash prize (1 spot available)
- Best Body Parts Attendee (Non-Professional) – \$500 Cash Prize (1 spot available)
- Dodgeball Competitions (kids) – Sponsor will supply equipment and host outdoor event (1 spot available)
- Pull up Competition (Cash Prize) – Sponsor will supply equipment and cash prize (1 spot available)

THERE ARE A LIMITED NUMBER OF SPONSORSHIP OPPORTUNITIES AVAILABLE SO DON'T WAIT!

Sponsorship contract can be downloaded at www.onerepmaxonline.com

Exhibiting & Booth Rental

Stop Waiting for your customers to come to you and go to them!

BOOTH EXHIBITOR COST- \$300

- * Company listed as a **Booth Exhibitor** to appear on show website
- * Company listed as a booth exhibitor will be listed on some tangible marketing material

Exhibition Booths include:

- * A 10x10 exhibit booth space
- * Corner/end cap booths are an extra \$50
- * One table long table (additional tables can be requested)
- * Two folding chairs (more chairs can be provided upon request)
- * One waste basket
- * 4 ID guest ID badges (non-negotiable)
- * Double booth space can be purchased at a special discount rate (contact preston@onerepmaxonline.com for rates)

Booth Exhibitors can:

- * Make sales directly on the show floor
- * Pass out free samples and company info
- * Boost your shops visibility by handing out marketing material
- * Create brand awareness
- * Drive traffic to your website or physical location
- * Tell your story in person
- * Collect attendee information for follow-up
- * Do a register-to-win drawing
- * Connect directly with thousands of local and out of state fitness enthusiasts in your niche as well as create new customers with your reach.
- * Much much more!

For the **2022 Fitness Expo**, we're offering the above sponsorship & exhibitor opportunities, which reflect our assessment of the value for the projected in-person turnout at the event, and what we expect in online traffic to the Expo website and on the Expo's social media leading up to and following the event.

All sponsors & exhibitors are strongly encouraged to have one or more giveaway items at their booth. We also work with all exhibitors to help promote their booth spaces in the final weeks leading up to the Expo.

Discounts on booths are available for non-profit organizations. If you fall into this category, please be sure to make this selection on the booth registration form.

Booth rental form can be downloaded at www.onerepmaxonline.com

2022 Show Info for Exhibitors/Sponsors General Information

Exhibitor Move-in Date

Friday, February 11, 2022, time TBD (exhibitors will be notified)

Expo Show Date & Time

Saturday, February 12, 2022, from 10:00am – 6:00pm

Exhibitor Move-out

Saturday, February 12, 2022, from 6:15pm – 9:00pm

Show Venue

Address – Civic Auditorium 400 N Douty St, Hanford, CA 93230

The venue has a concrete floor and is **NOT** carpeted. Access to electrical power is also included in the booth rental, please specify need prior to set up. All exhibitors who need additional electrical services other than what is provided must either bring their own 30' (minimum) extension cord and power strip.

Contact Info

Mailing Address

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