



**FITNESS
EXPO
DUBAI**

**UAE's
Largest
Fitness
Expo.**

17th-18th November, 2017
Ice Rink, The Dubai Mall



**50,000
ATTENDEES**

**100+
EXHIBITORS**

**4,000
SQM EXHIBITION
SPACE**

**200+
ATHLETES**

WHAT IS THE FITNESS EXPO DUBAI?



WHAT

The Dubai Fitness Expo is going to be the largest fitness event in the country. We will be welcoming visitors to Dubai, where they will enjoy world class events, connect with fitness experts from around the world and try out some of the latest equipment and apparel.



WHY

Traditionally, Dubai has been the cradle of development and as a city, shows an unprecedented resolve to achieve new heights. The people of Dubai too are able, willing and ready to embrace better, healthier ways of life. The Fitness Expo Dubai aims to be the most effective way to harness this spirit and bring change for the better.



WHY

We have recruited some of the best Fitness experts in the world. Our team comprises of people who have been driving forces behind the Mega Success of Europe's largest Consumer Fitness Expo and the Biggest Fitness Expo in LA, USA.

POST EVENT SUMMARY

UAE's Largest Fitness Expo



Fitness Expo Dubai 2016 was a huge success, with over 100 Top Health and Fitness Exhibitors at the event including names like Scitec, StrongSnax, Labrada Nutrition, Team Gat and 5% Nutrition.

Leading Health and Fitness Celebrities like Michelle Lewin, Jeff Seid, Kai Greene, Ryall Graber and others were also present for meet and greet sessions with around 20,000 attendees.

The event, hosted at **The Dubai International Marine Club** also saw support from the His Highness **Sheikh Ahmed Bin Mohammed Bin Rashid Al** who gave his patronage to the Fitness Expo Dubai

Families were at the center of the event along with youngsters seeking inspiration to start their fitness journey and adopt a healthy lifestyle.



**EXHIBIT
WITH US**

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**BECOME A
SPONSOR**

POST EVENT SUMMARY



Top Exhibitors



OFFICIAL SPONSORS



OFFICIAL MEDIA PARTNERS



POST EVENT SUMMARY



DUBAI INTERNATIONAL MARINE CLUB

Leading health and fitness celebrities like **Michelle Lewin, Jeff Seid, Kai Greene, Ryall Graber** and others were also present for meet and greet sessions with around **20,000** attendees

Names	Title	Followers	Impressions
Michelle Lewin	Female Celebrity fitness model	10 Million	30 Million
Lazar Angelov	Male Celebrity fitness model	13.7 Million	41.1 Million
Big Ramy	Athlete competing in Mr Olympia	1 Million	3 Million
Kai Greene	Winner of the Arnold Classic	4.7 Million	14.1 Million
Amir Khan	2 Time World Boxing Champion	4.2 Million	12.6 Million
Tom Coleman	Male fitness celebrity	850k	2.550k
Sergi Constantin	Major Fitness Model	2.5 Million	7.5 Million
Sadik Hadzovik	3 time Mens Physique Champion	1.7 Million	5.1 Million
Rollie Winklaar	Top 6 Mr Olympia competitor	720k	2.160k
Quincy Winklaar	Mr Olympia competitor	34k	102k
Essa Obaid	Top 10 Mr Olympia in the world	75k	225k
Ahmed Ashkanani	#1 Winner Arnold Classic	135k	405k
Jeff Seid	Youngest Physique Champion	2.8 Million	8.4 Million
Anllela Sagra	Motivational female role model	8.5 Million	25.5 Million
Laura Tabat	TV Presenter, Philanthropist	95k	285k
Com Mirza	social media celebrity	250k	750k
Arif Mirza	Social Media Celebrity	250k	750k

Total social media reach across all celebrities combined

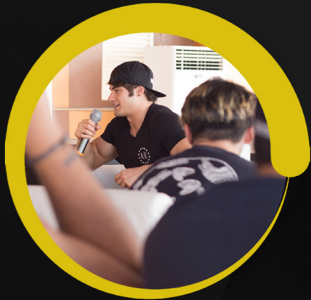
466 Million

Fitness Expo Dubai

ACTIVITIES

PRIZES AND GIVEAWAYS

The Biggest Money prizes are reserved for the winners and qualifiers. The IFBB will sponsor these winners who will also get a chance to be the brand Ambassadors of different brands.



CELEBRITY BOOTHS WITH GUEST APPEARANCES AND AUTOGRAPH SIGNING SESSIONS

You will get the chance to get autographs from renowned athletes such as; **Tom Coleman, Kai Green, Coach Alaa** and many other illustrious personalities

SEMINARS ON HEALTH FITNESS AND NUTRITION

Fitness Expo Pakistan will be offering you a variety of one-hour seminars on topics related to physical activities, self-care, well-being and nutrition.



BODYBUILDING SHOW AMATEUR+PRO SHOWS

Bodybuilding is all about building muscle and being ripped. Get yourself ready for the Bodybuilding show supported by the **IFBB** in the **Dubai Fitness Expo** if you are looking for recognition as the best.

MMA FIGHTS 7 LIVE BOUTS

A perfect platform to compete in front of thousands of Fitness Expo visitors, where you can participate and get a chance to show off your skills and win.



IFBB AMATEUR COMPETITION

8 CATEGORIES



BIGGEST PRIZE MONEY



→ CATEGORIES

170 CM

174 CM

PHYSIQUE

178 CM

180+ CM



60 KG

70 KG

BODY
BUILDING

80 KG

90+ KG

EXHIBITOR CATEGORIES

VISITOR PROFILE

Fitness Expo Dubai will be featuring Exhibitors showcasing the full range of muscle and fitness services and products, comprising of:



WHY EXHIBIT

BETTER SALES OPPORTUNITIES:

In one of the World's Wealthiest Markets, generate sales with authentic buyers

NETWORKING/ NEW BUSINESS LEADS:

Get thousands of leads from the visitors. Display your products and services in front of your target market.

BRAND AWARENESS:

The show will be attended by over 100 journalists and media associates. We will Design an extraordinary visual display.



ADVERTISE YOUR BRAND WITH US

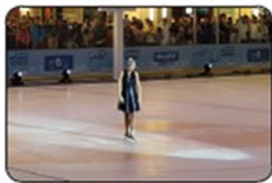
**LED Screen Displays
(TBD)**



**Glass Periphery
Branding**



Dasher Boards



Entrance Arch



Lightbox Poster



**Pillar and/or Truss
Banners**



STALLS AVAILABLE

We have following space options available

2m x 2m

10m x 5m



3m x 3m

5m x 5m

UAE'S LARGEST FITNESS EXPO 2017

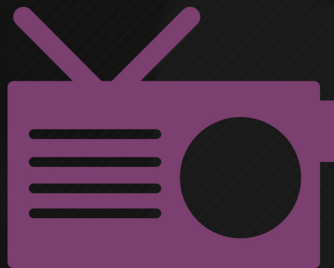


CONTACT US

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MARKETING VALUE



RADIO
1-2 weeks

30 SEC ADS, BUMPERS, RJ MENTIONS ON CHANNEL 4- INCLUDING 1 WEEK ON AIR COMPETITION FOR MAJOR EVENTS (EG, MASTERCHEF)



PR
4 PRESS RELEASES

AND 1 PRESS CONFERENCE COMING FROM DUPLAYS WITH 1,500,000 IMPRESSIONS

MARKETING EXPOSURE



BLASTS
2 X SMS & E-MAIL

BLASTS TO RELEVANT NETWORKS AND DATABASES



SOCIAL MEDIA
3 X WEEKLY POSTS

ACROSS ATTRACTION SOCIAL MEDIA CHANNELS INCLUDING BOOSTED FB POSTS SOCIAL MEDIA INFLUENCER CAMPAIGN SUPPORT & PR COVERAGE THROUGHOUT



PR
1 PRESS RELEASE

SENT FROM EMAAR ENTERTAINMENT ANNOUNCING MAJOR EVENTS AND PARTNERSHIPS

MEDIA VALUE

50k
LEAFLETS



50K LEAFLETS DISTRIBUTED AND POSTERS DISPLAYED IN ALL EMAR COMMUNITY CENTRES & THE DUBAI MALL



900k
Impressions

PRINT: GULF NEWS, KHALEEJ TIMES AND OTHER REGIONAL NEWSPAPERS 8 HALF PAGE ADVERTS



173k+

EMAIL
DATABASE

EMAIL DATABASE FOR MASS AND/OR TARGETED MAILER DISTRIBUTIONS

**BRAND
EXPOSURE**



15M
Impressions

SOCIAL MEDIA: 2 MONTHS OF ADVERTS TARGETING FOOTBALL PLAYERS +30 PAGE POSTS ACROSS MEDIA PAGES

600
Schools



NETWORK ENGLISH & ARAB SCHOOLS TO ENGAGE THE EVENT YOUTH IN ACTIVATIONS.



150k
Impressions

COMMUNICATION 10 EMAIL BLASTS TO DUPLAYS DATABASE

Meet your Favourite Athletes & Celebrities at Fitness Expo Dubai 2017



**QUINCY
WINKLAAR**



AMIR KHAN



**AHMAD
ASHKANANI**



ESSA OBAID



JEFF SEID



**ANLELA
SAGRA**



KAI GREENE



BIG RAMY



COM MIRZA



**ROELLY
WINKLAAR**



**MICHEL
LELEWIN**



ARIF MIRZA



**LAZAR
ANGELOV**



**TOM
COLEMAN**



**SERGI
CONSTANCE**



**SADIK
HADZOVIC**

CONTACT US

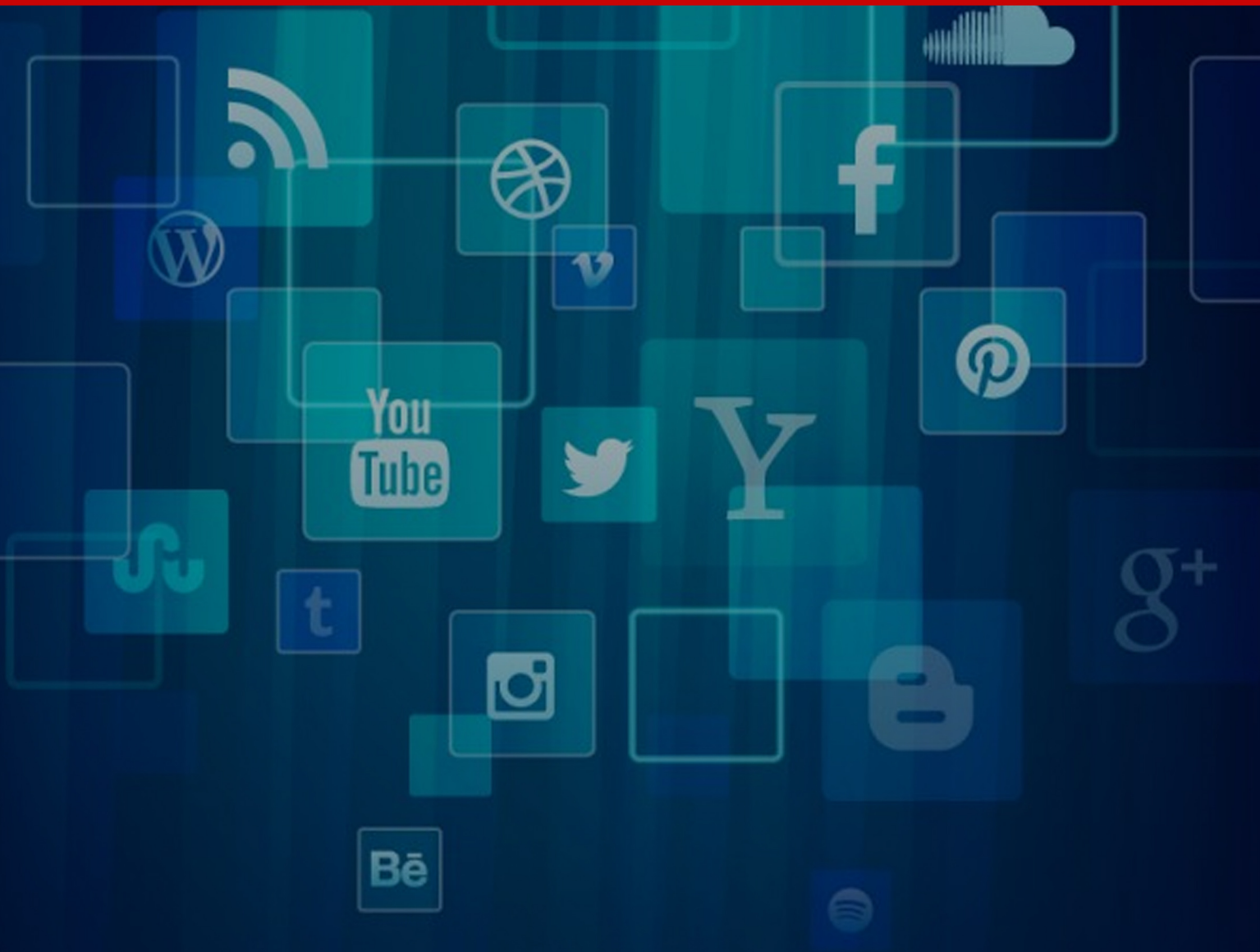


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