




FITNESS SHOW

B2B

**AUSTRALIA'S LEADING
TRADE SHOW FOR THE
FITNESS INDUSTRY**

ICC Sydney | Level 4, Halls 5 & 6
Friday 1 May & Saturday 2 May 2020

 Reed Exhibitions®



FIRST THINGS FIRST

FITNESS SHOW B2B: YOUR INDUSTRY MEETING PLACE

Fitness Show B2B is the place for the fitness industry to come together to be inspired and to do business.

Industry professionals come to Fitness Show B2B to:

- Expand their network
- Hear from motivational keynote speakers
- Engage with the world's leading brands
- See the latest technologies

FILEX CO-LOCATED WITH FILEX CONFERENCE

Fitness Show B2B is co-located with the FILEX Conference, the annual fitness conference powered by our friends at Fitness Australia. FILEX is an opportunity for those working in the fitness industry to learn from the world's leading experts and operators in areas such as personal training, nutrition, physiotherapy, sales and business, group fitness, sports, strength and conditioning and much more.

RSVP

Join thousands of fitness industry professionals on
1-2 May 2020 at the ICC Sydney, Darling Harbour.



A GLOBAL FITNESS NETWORK

BROUGHT TO YOU BY REED EXHIBITIONS

Fitness Show B2B is brought to you by Reed Exhibitions. Reed Exhibitions exists to bring people together through inspiring shared experiences. We create the space, environments and opportunities for our customers to connect and build successful business relationships.

REED EXHIBITIONS IS RESPONSIBLE FOR THE
BIGGEST FITNESS EVENTS AROUND THE GLOBE

FIBO GLOBAL
FITNESS
AFRICA

FIBO GLOBAL
FITNESS
CHINA

FIBO GLOBAL
FITNESS
USA

FIBO GLOBAL
FITNESS
GERMANY



**FITNESS
SHOW**
SYDNEY

**Sports Business
Expo TOKYO**

SALON
**BODY
FITNESS**
PARIS

Powered by **FIBO** GLOBAL
FITNESS

HEAT ^{MX}
SPORTS & FITNESS FEST

THE EVOLVING FITNESS MARKET

FOR SEVERAL YEARS, WE HAVE OBSERVED AN INCREASING NUMBER OF CHANGES IN OUR FITNESS MARKET

- Digitalisation is capturing our industry
- The value of well trained staff is rising steadily
- The purchasing behaviour of consumers is changing
- International trends are spreading rapidly

In almost all areas, providers have had to and will continue to adapt to these changes in order to be able to operate successfully.

The good news is that the fitness industry has grown strongly over the past 5 years as consumers are becoming more aware of the benefits of physical activity. The emergence of budget gym chains and premium functional fitness gyms has stimulated most of the industry's growth attracting new customers with their affordability and accessibility and the rapid growth of functional fitness-based gyms has attracted affluent and time-poor consumers.

The fitness industry in Australia will continue to grow in 2020 and beyond as new technologies emerge, old-fashioned training techniques are being revamped and consumer interest in becoming healthier through exercise and fitness increases.

WE KNOW THAT FITNESS SHOW B2B EXHIBITORS WANT TO:

- Focus on new target audiences and vertical markets
- Drive consumer action through brand interaction and experiences
- Network with industry professionals with purchasing power

We look forward to delivering on your needs in 2020.



**FITNESS
SHOW**
B2B

THE NEW FACE OF FITNESS

FITNESS SHOW B2B 2020 HAS BEEN REVAMPED

Now we provide our exhibitors with:

- A larger audience
 - A greater attendance from the vertical markets
 - Interactive and inspiring features
 - Live workouts on exhibitor's stands
 - More variety of products and services on display
 - Targeted content for key visitor groups
 - "Meet the Buyer" opportunities
- ...and much more!

Expect a greater variety of products on display....

- B2B Wearables & Applications
- Body Composition
- Business Services
- Cardio Equipment
- EMS
- Franchises
- Functional Equipment
- Interior Fit Out
- Strength Equipment
- Wellness & Spa
- Yoga, Pilates & Aerobics

And a targeted marketing plan to drive attendance from...

- Boutique Studios
- Council Leisure Centres
- Emergency Services
- Facilities, Corporate Bodies & Architects
- Gym Chains & Franchises
- Hospitals, Rehab & Physio
- Hotels & Resorts
- Independent Gyms
- Military & Defence
- Professional Sports Clubs
- Schools & Universities

SHOWCASE YOUR BRAND

Join the largest global organiser of events for Australia's largest and most comprehensive fitness industry event, Fitness Show B2B. If your business offers products and services for the commercial fitness sector, you cannot miss this unrivaled opportunity to:

- Meet commercial prospects face-to-face
- Showcase your product range in real time
- Build new and strengthen existing relationships on a national level
- Add value to your marketing strategy
- Accelerate the buying process
- Launch new products to key decision makers in the industry
- Benchmark products and services against your competitors
- Have your brand promoted nationally as part of the Fitness Show B2B marketing campaign.

JOIN THE INDUSTRY'S BIGGEST BRANDS

LifeFitness



SYNERGY
FITNESS



NOVOFIT
THE FUTURE OF FITNESS



MATRIX

HF INDUSTRIES
Make Your Move.





MEET HOSTED BUYERS

New in 2020, the Fitness Show B2B will launch a hosted buyer program to effectively connect buyers and sellers through pre-arranged face-to-face appointments at the show. Our hosted buyers are curated pre-show to ensure that you meet the right decision makers during the event.

Hosted buyers will come from a range of fitness facilities and vertical markets with a common business goals in mind:

- Search for new suppliers
- Source new equipment
- Discover new technologies

“From a fitness industry point of view, this show is without question our most specific and successful marketing activity. If you are looking to engage people and connect with buyers who actually work in the industry, you’ve just got to be here.”

Life Fitness

“It’s a must do for us and we’ve got to be here every year, we love it. From an education segment perspective the demographic this show delivers are right on the money for us and his of course equates to some significant lifetime returns for our business.”

Australian Institute of Fitness



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www.fitness-show.com.au

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