



AMERICAN FITNESS EXPO

FITNESS • NUTRITION • NETWORKING

EXHIBITOR KIT

George R. Brown Convention Center
Houston, Texas - July 22-23, 2023



 AmericanFitnessExpo  AmericanFitnessExpo

WWW.AFITNESSEXPO.COM

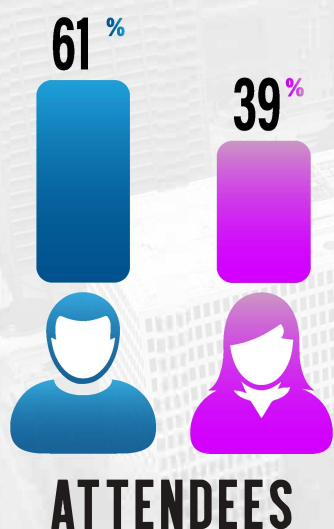


EVENT OVERVIEW

JULY 22-23, 2023
HOUSTON TX GRB CENTER

American Fitness Expo is the nation's largest free fitness, nutrition, networking and consumer based expo. Attracting over 30,000 local fitness and health enthusiasts. Our mission at AFE is to promote fitness and health by inspiring, motivating, educating and creating an amazing experience for fitness enthusiast and professionals alike. Along with some of the biggest personalities in the fitness industry, our expo offers over 150 exhibitors, celebrity guest, competitors, seminars, motivational speakers, live bootcamps, a kid zone and much more.

KEY STATISTICS



19-36

AVERAGE AGE RANGE

82%

MADE ATLEAST 1 PURCHASE

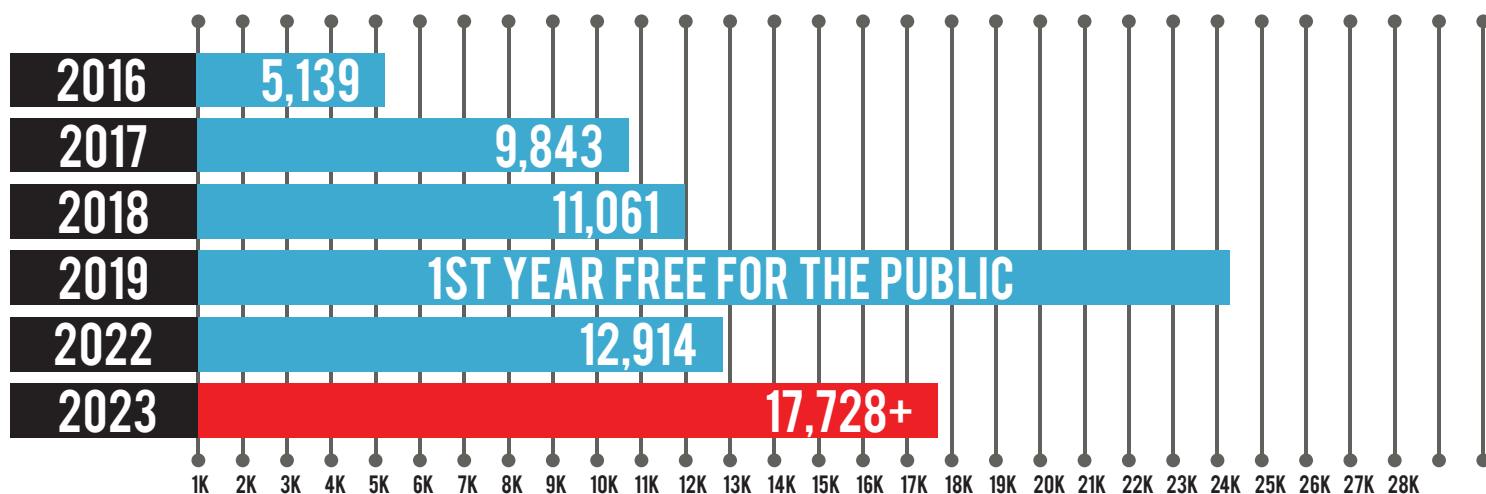
300 %

ROI FOR MAJORITY EXHIBITORS
SELLING PRODUCTS

91%

LIKELY TO BUY OR RECCOMEND
PRODUCTS SEEN AT EXPO

ANNUAL ATTENDANCE INCREASE CHART





EXHIBITOR INFORMATION

JULY 18-19, 2023
HOUSTON TX, GRB CENTER

PRIME BOOTH PRICING	Price per 10' x 10'
Early-Bird Booth (10x10) Early-bird pricing ends on April 24, 2023	\$1,000
Standard Booth (10x10) After April 24, 2023	\$1,250

Prime booth spaces are our highest foot traffic and highest visibility booths. Most are corner booths, and some placed next to or close to some of our fitness celebrity booths.

STANDARD BOOTH PRICING	Price per 10' x 10'
Early-Bird Booth (10x10) Early-bird pricing ends on April 24, 2023	\$800
Standard Booth (10x10) After April 24, 2023	\$950

Standard booths are great for companies on a tight budget. These booths still get high amounts of traffic and they can also be corner booths.

Booth rental packages include the following:

- 8' high back wall drape
- 3' high side rail drape
- One 6' table
- Two chairs
- One wastebasket
- One 7" x 44" ID sign
- 4 exhibitor badges per 10' x 10'
- Ability to add logo on the event website
- Listing in event program book
- Ability to add logo and company description to our live exhibitor map

MONDAY, MARCH 20, 2023

Companies who book in advance will be able to select the location of their choice in the order exhibitor/sponsor contracts and deposits are received. Members of our event team will distribute our new floorplan via email and start reaching out to companies starting January 1st, 2019. Companies will be contacted in the following order for placements. Sponsors, prime islands booths, prime 10x20 booths, prime 10x10 booths and rest will go by dates contracts are received.

MONDAY, APRIL 24, 2023

We will place our live exhibitor map on our website for all bookings on a first come first serve basis.

EXPO SCHEDULE:

EXHIBIT HALL INSTALLATION

Friday, July 21, 2023	12:00pm - 10:00pm
Saturday, July 22, 2023	7:00am - 9:00am

EXHIBIT DAYS

Saturday, July 22, 2023	9:30am - 5:30pm
Sunday, July 23, 2023	9:30am - 5:00pm

EXHIBIT DISMANTLE

Sunday, July 23, 2023	5:00pm - 10:00pm
Monday, July 24, 2023	7:00am - 12 noon

Security and staff will be present during all the hours listed above. If any exhibitors need to install or dismantle before or after the listed hours, security will have to be contracted to assure the safety of other exhibitor goods.

SAMPLE, SELL AND NETWORK WITH OVER 30,000 FITNESS AND HEALTH ENTHUSIASTS AT THE MOST COMPETITIVE EXHIBITOR RATES IN THE NATION!!!



SPONSORSHIP PACKAGES

JULY 22-23, 2023
HOUSTON TX, GRB CENTER

SILVER SPONSORSHIP PACKAGE

\$3,000 - 10 available

Great opportunity for start-ups or small-medium scale companies to raise brand awareness with logo placements and social media advertising to create familiarity.

- Prime 10 x 20 booth space.
- Ability to choose booth location before non-sponsors.
- Up to 10 customized exhibitor badges.
- Logo will be displayed on the AFE website and linked to your website or social media. (200k visits annually)
- American Fitness expo will make 4 social media post for your company within a 3 month window leading up to expo. Professional content must be provided by your company.
- A brief description of your company and your booth location will be announced, once every 4 hours during the two-day event.

GOLD SPONSORSHIP PACKAGE

\$6,000 - 8 available

Ideal package for medium-large scale companies to make lasting impressions on over 30,000 attendees. Logo placements, social media advertising, prime booth space and location will build a great deal of awareness and recognition.

- Prime 20 x 20 booth space or equivalent.
- Ability to choose booth location before non-sponsors.
- Up to 16 customized exhibitor badges.
- Logo on the back of 3,000 premium event t-shirts.
- Logo on large truss entrance units, entry walls, competition barriers walls and competition backdrops.
- Email database use up to 6 times a year. We can create and send customized emails for your company to our 29,000+ database. We expect this number to grow close to 50,000 by the time of our expo.
- Logo will be displayed on the AFE website and linked to your website or social media. (200k visits annually)
- American Fitness expo will make 8 social media post for your company within a 3 month window leading up to expo. Professional content must be provided by your company.
- A brief description of your company and your booth location will be announced, once every 4 hours during the two-day event.

PLATINUM SPONSORSHIP PACKAGE

\$12,000 - 6 available

The perfect opportunity to make a huge impact and your brands presence felt by over 30,000 attendees. We make sure every single person that knows about our expo or comes thru our doors knows about your brand and company as well. Platinum sponsors will also be credited as big factors in our expo becoming the first large fitness expo free for the general public.

- Prime 20x30, or 20x20 island booth space.
- Ability to choose booth location before non sponsors.
- Up to 20 customized exhibitor badges.
- Email database use up to 6 times a year. We can create and send customized emails for your company to our 29,000+ database. We expect this number to grow close to 50,000 by the time of our expo.
- Your company logo on the back of 3,000 premium event t-shirts. Professional video footage and photos will be taken for your company and some posted on our social media channels.
- Any of our media partners including local news, local radio, and online networks will be encouraged to visit your booth.
- Your company logo will be placed on AFE seminar stage backdrop. Our 2019 speakers had a combined social media following of over 20 million and usually post seminar footage.
- Logo on all exhibitor and vip badges.
- Logo on large truss entrance units, entry walls.
- Logo on competition backdrops and barrier walls.
- A customized slide for your company and booth will be displayed at the top of the AFE website and linked to your website or social media. (200k visits annually)
- American Fitness expo will make 8 social media post for your company within a 3 month window leading up to expo. Professional content must be provided by your company.
- A brief description of your company and your booth location will be announced, once every 4 hours during the two-day event. Product marketing inserts distributed in VIP attendee bags. This can be a product or literature.



SPONSORSHIP PACKAGES

JULY 22-23, 2023
HOUSTON TX, GRB CENTER

OFFICIAL APPAREL SPONSOR

\$3,000 - 1 available. (Sponsor provides shirts)

- PLATINUM SPONSORSHIP PACKAGE INCLUDED
- Logo placement on 3,000 official event t-shirt sleeves. Your company logo will be the only logo on the t-shirt sleeve.
- Logo will be listed on AFE website as OFFICIAL APPAREL SPONSOR until 12/25/2020. (200k annual visits and growing.)

VIP BAG SPONSOR

\$3,000 - 1 available.

- Logo added to 1,500 co-branded VIP bags distributed to all the American Fitness Expo VIP attendees.
- Logo on large truss entrance units.
- Logo will be displayed on the AFE website and linked to your website or social media. (200k visits annually)
- American Fitness expo will make 3 social media post for your company within a 3 month window leading up to expo. Professional content must be provided by your company.
- Email database use for a dedicated pre or post event email blast to our 29,000+ database. We expect this number to grow close to 50,000 by the time of our expo.
- Product marketing inserts distributed in VIP attendee bags. This can be a product or literature.

WRISTBAND SPONSOR

\$3,000 - 1 available.

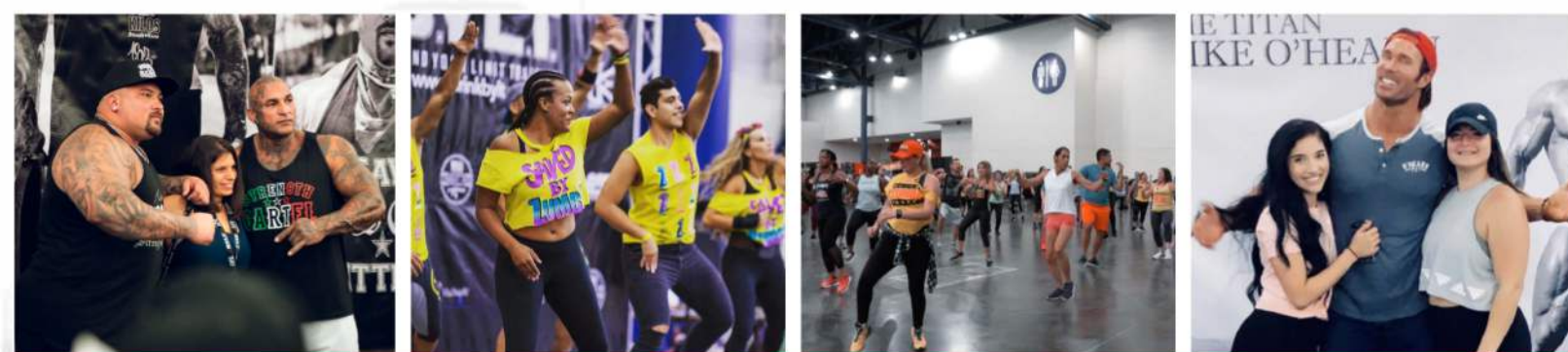
- Logo or website placement on all attendee wristbands.
- Everyone in the expo hall must have a wristband to be enter. A total of 25,000 - 30,000 will be distributed.
- Email database use for a dedicated pre or post event email blast to our 29,000+ database. We expect this number to grow close to 50,000 by the time of our expo.

TITLE SPONSORSHIP

\$50,000 - 1 available

The ultimate brand awareness and recognition opportunity with AFE. The reach of this sponsorship with AFE is well within the 10's of millions via social media and 10's of thousands that attend.

- Absolute first choice for booth location.
- Up to 50 x 50 booth space. Fully customizable.
- Permanent logo attachment to AFE logo.
- Your company presents the 2020 American Fitness Expo.
- Logo placement on 30,000 wristbands. Anyone who enters the expo hall must have one.
- Large logo on the back of 3,000 official event t-shirts.
- Permanent full width slide logo and marketing at the top of AFE website. Slides can be changed and updated anytime.
- Email database use once a month until 12/25/2020. We can create and send customized emails for your company to our 38,000+ database.
- Logo on ticketing and registration counters.
- Logo on all VIP, exhibitor and sponsor lanyards and badges.
- Product marketing literature or products can be distributed to all attendees upon entry or exiting.
- Professional video footage and photos will be taken for your company and some posted on our social media channels.
- Any of our media partners including local news, local radio, and online networks will be encouraged to visit your booth.
- Your company logo will be placed on AFE seminar stage backdrop.
- Our 2017 speakers had a combined social media following of over 20 million and usually post seminar footage.
- Logo on large truss entrance units, entry walls.
- Logo on competition backdrops and barrier walls.
- Logo on 4 banners suspended from the ceiling in expo main hall.
- American Fitness expo will make up to 4 social media posts per month.
- Professional content must be provided by your company.
- A brief description of your company and your booth location will be announced, once every 2 hours during the two-day event.



PREVIOUS GUESTS

JULY 22-23, 2023
HOUSTON TX, GRB CENTER

MICHELLE LEWIN



- FITNESS ICON
- WORLD RENOWNED MODEL
- 2017 FORBES TOP 5 FITNESS ENTREPRENEURS
- FORMER IFBB PRO

SOCIAL MEDIA FOLLOWING
22.1 MILLION

APEARANCE: (2016)(2017)

JAY CUTLER



- 4X MR OLYMPIA
- WORLD RENOWNED BODYBUILDER
- PUBLIC FIGURE

SOCIAL MEDIA FOLLOWING
8.9 MILLION

APEARANCE: (2016)(2017)(2018)

DANA & ROB BAILEY



- FITNESS ICONS
- MS PHYSIQUE OLYMPIA 2013
- POWERLIFTERS
- MOTIVATIONAL SPEAKER

SOCIAL MEDIA FOLLOWING
4.3 MILLION

APEARANCE: (2017)(2018)

SIMEON PANDA



- 2017 FORBES TOP 5 FITNESS INFLUENCER IN THE WORLD
- FITNESS ENTREPRENEUR
- MEDIA PERSONALITY
- MOTIVATIONAL SPEAKER

SOCIAL MEDIA FOLLOWING
9.8 MILLION

APEARANCE: (2017)

CASS MARTIN



- SOCIAL MEDIA INFLUENCER
- WRKTHIC SUPPS CEO
- INSTAGRAM SUPERSTAR

SOCIAL MEDIA FOLLOWING
1.8 MILLION

APEARANCE: (2017)(2018)

C.T FLETCHER



- MOTIVATIONAL SPEAKER
- 3X WORLD BENCH PRESS CHAMPION
- 3X STRICT CURL CHAMPION
- ACTOR

SOCIAL MEDIA FOLLOWING
3.2 MILLION

APEARANCE: (2016)(2017)

KAI GREENE



- ACTOR (STRANGER THINGS)
- WORLD FAMOUS BODYBUILDER
- MOTIVATIONAL SPEAKER
- MEDIA PERSONALITY
- PUBLIC FIGURE

SOCIAL MEDIA FOLLOWING
8.9 MILLION

APEARANCE: (2018)

LAUREN DRAIN



- WORLD RENOWNED MODEL
- SOCIAL MEDIA INFLUENCER
- NY TIMES BEST SELLING AUTHOR
- NASM CERTIFIED TRAINER
- REGISTERED NURSE NY

SOCIAL MEDIA FOLLOWING
5.5M

APEARANCE: (2016)(2017)(2018)

BRADLEY MARTYN



- SOCIAL MEDIA INFLUENCER
- YOUTUBE SUPERSTAR

SOCIAL MEDIA FOLLOWING
6.8 MILLION

APEARANCE: (2018)

MIKE RASHID



- FITNESS PERSONALITY
- MOTIVATIONAL SPEAKER
- CEO IMSOALPHA
- CEO ALPHA ACADEMY
- MEDIA PERSONALITY

SOCIAL MEDIA FOLLOWING
758K

APEARANCE: (2016)(2017)(2018)

JON JONES



- 2X UFC LIGHT HEAVYWEIGHT CHAMPION
- MIXED MARTIAL ARTIST
- MEDIA PERSONALITY

SOCIAL MEDIA FOLLOWING
2.7 MILLION

APEARANCE: (2017)

BRIAN SHAW

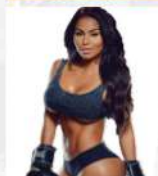


- 4X WORLDS STRONGEST MAN CHAMP
- MOTIVATIONAL SPEAKER
- MEDIA PERSONALITY

SOCIAL MEDIA FOLLOWING
534K

APEARANCE: (2017)

DOLLY CASTRO



- FITNESS MODEL
- ACTRESS
- DESIGNER
- INSTAGRAM SUPERSTAR

SOCIAL MEDIA FOLLOWING
6 MILLION

APEARANCE: (2016)(2017)

GUY CISTERNINO

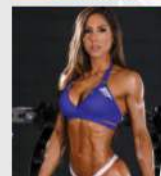


- IFBB PRO BODYBUILDER
- OVER 20 IFBB PRO TITLES
- MOTIVATIONAL SPEAKER

SOCIAL MEDIA FOLLOWING
301K

APEARANCE: (2017)(2018)

ANGELICA TEIREIXA



- 2017 BIKINI OLYMPIA WINNER
- 2017 ARNOLD CLASSIC WINNER
- FITNESS MODEL

SOCIAL MEDIA FOLLOWING
218K

APEARANCE: (2017)(2018)



SOME OF OUR GUESTS

JULY 22-23, 2023
HOUSTON TX, GRB CENTER

FLEX LEWIS

- 5X MR OLYMPIA 212
- WORLD FAMOUS BODYBUILDER
- MEDIA PERSONALITY

SOCIAL MEDIA FOLLOWING
2.3 MILLION

APE APPEARANCE: (2016)(2017)

PAIGE HATHAWAY

- SOCIAL MEDIA INFLUENCER
- ENTREPRENEUR
- FITNESS MODEL

SOCIAL MEDIA FOLLOWING
9.7 MILLION

APE APPEARANCE: (2018)

SHAWN RHODEN

- IFBB PRO BODYBUILDER
- 2016 MR OLYMPIA 2ND PLACE
- MEDIA PERSONALITY

SOCIAL MEDIA FOLLOWING
767K

APE APPEARANCE: (2017)

KALI MUSCLE

- ACTOR
- PRO BODYBUILDER
- POPULAR YOUTUBE VLOGGER
- MOTIVATIONAL SPEAKER

SOCIAL MEDIA FOLLOWING
2.9 MILLION

APE APPEARANCE: (2016)(2017)

JASON POSTON

- 4X OLYMPIA IFBB PRO
- PROFESSIONAL TRAINER
- SOCIAL MEDIA INFLUENCER

SOCIAL MEDIA FOLLOWING
1 MILLION

APE APPEARANCE: (2018)

TONY SENTMANAT

- SOCIAL MEDIA INFLUENCER
- USMC VETERAN
- 1ST PHORM ATHLETE
- RETIRED SWAT

SOCIAL MEDIA FOLLOWING
1.1 MILLION

APE APPEARANCE: (2017)

STEPHANIE MAHOE

- IFBB PRO
- 2X OLYMPIAN
- 2X PRO CHAMP
- FITNESS MODEL

SOCIAL MEDIA FOLLOWING
245K

APE APPEARANCE: (2018)

MIKE O'HEARN

- ACTOR
- BODYBUILDER
- 4X MR UNIVERSE
- OVER 500 MAGAZINE COVERS

SOCIAL MEDIA FOLLOWING
2.2 MILLION

APE APPEARANCE: (2016)(2017)(2018)

JUJI MUFI

- SOCIAL MEDIA PERSONALITY
- PROFESSIONAL BODY BUILDER
- YOUTUBE SENSATION

SOCIAL MEDIA FOLLOWING
1.8 MILLION

APE APPEARANCE: (2016)(2017)(2018)

DEXTER JACKSON

- 2008 MR OLYMPIA WINNER
- 9X ARNOLD CLASSIC CHAMP
- MOST IFBB TITLES IN HISTORY
- WORLD FAMOUS BODYBUILDER

SOCIAL MEDIA FOLLOWING
1.3 MILLION

APE APPEARANCE: (2016)

LARRY WHEELS

- PROFESSIONAL POWER-LIFTER
- SOCIAL MEDIA INFLUENCER
- PROFESSIONAL BODY BUILDER

SOCIAL MEDIA FOLLOWING
580K

APE APPEARANCE: (2018)

CHRISTIAN GUZMAN

- SOCIAL MEDIA INFLUENCER
- CEO ALPHALETE ATHLETICS
- POPULAR YOUTUBE VLOGGER

SOCIAL MEDIA FOLLOWING
1.9 MILLION

APE APPEARANCE: (2016)

STRENGTH CARTEL

- TOP POWER-LIFTERS IN THE WORLD
- POWER-LIFTING TRAINERS
- YOUTUBE VLOGGERS

SOCIAL MEDIA FOLLOWING
362K

APE APPEARANCE: (2016)(2017)(2018)

JEFF LOGAN

- ACTOR
- MODEL
- FITNESS EXPERT
- PERSONAL TRAINER

SOCIAL MEDIA FOLLOWING
382K

APE APPEARANCE: (2016)(2017)

TINA NGUYEN

- IFBB PRO FIGURE
- 2017 OLYMPIAN
- FITNESS MODEL

SOCIAL MEDIA FOLLOWING
812K

APE APPEARANCE: (2016)