

AUSTRALIAN FITNESS EXPO

18-20 June 2004

FITNESS = THE FUTURE

Venue

Sydney Exhibition Centre,
Halls 4 & 5
Darling Harbour, Sydney

Exhibition Hours

Friday 18 June
10:00 am - 5:00 pm
Industry Only

Saturday 19 June
10:00 am - 5:00 pm
Industry & General Public

Sunday 20 June
10:00 am - 5:00 pm
Industry & General Public



Brought to you by





FITNESS = SUCCESS

The Australian Fitness Expo continues to be the largest Fitness and Healthy Lifestyle Expo in the Asia/Pacific region.

And because it is open to both industry and the general public this event provides the perfect arena for your company to showcase your entire range of products and/or services to health and fitness professionals and fitness consumers alike. Whether your target market is the gym owner/manager, fitness instructor or gym member, the Australian Fitness Expo delivers them to you in an environment conducive to buying.

The Australian Fitness Expo showcases the latest in commercial fitness equipment, as well as corporate and domestic gym equipment, sports nutrition, athletic footwear and apparel, education and training, fitness

analysis and club management software and much more. The Expo also features two stages for special demonstrations, body building exhibitions, aerobics displays, product demonstrations and other special events.

The Australian Fitness Expo covers 10,000 square metres of floor space and attracts fitness professionals and fitness consumers who are looking to purchase. In fact, over 15,000 people attended the Expo last year with nearly 4,500 attending on Friday's industry-only day; these visitors include the industry's key decision makers. Couple that with the people that attended on the public days and you have one unrivalled event!

FITNESS = RESULTS

The Australian Fitness Expo delivers everything you want from an exhibition event and more:



- The ideal platform to launch your latest products and services
- An opportunity to boost your sales by selling or sampling your products/services
- A vehicle to increase the corporate recognition of your company
- The ability to interface and build relationships with customers on a one-to-one level
- An opportunity to increase the brand recognition of your products and/or services
- The ability to cater to both fitness professionals and fitness consumers
- An environment to generate leads and establish or enhance your customer database
- An opportunity to educate customers on the benefits of your products/services

FITNESS = EXPERTISE

The Australian Fitness Expo delivers experience you can count on.

Now in its ninth year, the Australian Fitness Expo is organised by Australian Fitness Network, Australia's largest and most respected fitness organisation. Australian Fitness Network is proud to have grown this once small trade show held alongside a fitness convention, to the stand-alone event it is today - the industry's premier showcase of fitness products and services.

To ensure future growth and success, Network has joined forces with AES (Australian Exhibition Services) to deliver an expanded

event in 2004 and the buyers you seek. AES has been organising and running exhibitions around Australia for more than two decades and are considered THE experts in their field. Together, Australian Fitness Network and AES are proud to present the 2004 Australian Fitness Expo.

In an effort to maintain a variety of products and services being exhibited at the Expo, Australian Fitness Network and AES reserve the right to select and regulate the number of companies exhibiting in any one product category.



FITNESS = APPEAL

The Australian Fitness Expo boasts maximum industry attendance!

Held in conjunction with the Australian Fitness Expo is the FILEX Fitness Industry Convention. FILEX is a three-day event attracting over 1,600 fitness professionals from Australia, New Zealand and Asia. Each convention delegate has unrestricted access to the Expo throughout the three days. In addition, fitness professionals who are not attending the convention are also invited to attend the Expo on the industry-only day. In 2004 this day is Friday 18 June. And it doesn't stop there - although Friday is set aside as the industry-only day, fitness professionals are always found to attend the event across the entire expo weekend.



Convention delegates and local fitness professionals include:

- Fitness club owners
- Fitness club managers
- Personal trainers
- Group exercise instructors
- Resistance training/gym instructors
- Aqua instructors
- Sports coaches
- Physiotherapists
- Nutritionists
- Sales personnel

The Australian Fitness Expo also attracts the general public with all levels of interest in fitness.

The Australian Fitness Expo is open to the public on both Saturday 19 and Sunday 20 June. General public attendance is comprised of gym members, fitness enthusiasts and interested fitness consumers who are actively involved or interested in achieving and maintaining a fit and healthy lifestyle. The participation by the public is critical and has proved helpful in providing immediate feedback on new products and services.

FITNESS = OPTIONS

2004 Stand Packages

Three booth options are available, which provide versatility in accommodating your needs. Option 1 is for exhibitors needing limited space (one stand per company)*, Option 2 is the standard shell scheme package and can be booked in multiples for increased size and exposure and Option 3 is for larger exhibitors purchasing 36 square metres or more and not requiring shell scheme.

Option 1

Stand size: 2m X 3m (6 SqM.)

Cost: Network Business Members **\$1,400**
Non-Business Members **\$1,600**

Includes: Shell scheme stand
Two 150 watt spot lights
One 4 amp power point
Velcro compatible walls
- 2.4m high (colour: grey)
Front fascia with company sign (colour: red with white letters)
Standard carpeting throughout

*Note: Option 1 stands are booth #'s 735, 737, 843, 845, 847, 848, 849, 850, 942, 944, 946 and 948 (refer to floorplan).

Option 2

Stand size: 3m X 3m (9 SqM.)

Cost: Network Business Members **\$2,300**
Non-Business Members **\$2,500**

Includes: Shell scheme stand
Two 150 watt spot lights
One 4 amp power point
Velcro compatible walls
- 2.4m high (colour: grey)
Front fascia with company sign (colour: red with white letters)
Standard carpeting throughout

Option 3

Stand size: 36 SqM or greater (space only rate)

Cost: Network Business Members **\$2,100** per 9 SqM
Non-Business Members **\$2,300** per 9 SqM

Includes: Space only with no walls, floor covering or fixtures. Exhibitor is responsible for lights, electrical supply, floor covering, walls and signage, etc.

NB. Non-members - your rate includes a six-month Business Membership to Australian Fitness Network. Any additional stands required after the first one will be charged at the Network member rate.



FITNESS = AWARENESS

The Australian Fitness Expo provides extreme value for your investment.

In order to maximise attendance, grassroots marketing efforts will be implemented, promoting the event throughout Sydney fitness, leisure and recreation centres. This strategy aims to attract both fitness professionals and consumers, providing each distinct target market with an opportunity to learn more about the latest in the fitness industry, as well as creating the optimal arena for you to successfully conduct business. In addition, Australian Fitness Network will implement an aggressive and diversified promotional campaign to best reach the target audience.

The Australian Fitness Expo capitalises on the personal touch in its marketing.

In an effort to reach industry professionals and consumers, a 'gym visit' campaign takes place in over 150 gyms and fitness centres throughout Sydney. This strategy involves a team of dynamic individuals visiting each and every fitness centre in the Sydney metro area promoting the Australian Fitness Expo to gym staff and gym members. Over the years, this personal approach has been proven to provide an effective avenue for poster and flyer distribution as well as circulation of industry passes and entry discounts to gym members.

The Australian Fitness Expo undertakes direct marketing campaigns that pay off!

An extensive, national direct marketing campaign will be undertaken to promote the Expo. Promotional materials such as complimentary expo passes, event flyers and posters will be distributed to:

- Over 1,000 fitness facilities around Australia
- Affiliated sporting associations
- 12,000 registered fitness leaders throughout Australia
- The Network membership database consisting of more than 8,500 fitness professionals

The Australian Fitness Expo's media campaign is exhaustive and varied.

Over \$100,000 will be spent on advertising and promotion of the Australian Fitness Expo in local and national media. Media formats include:

- Sydney city and suburban newspaper advertising
- Radio promotions and advertising on major Sydney stations
- Television advertising on Sydney's free-to-air stations
- Inclusion in national magazines and fitness industry publications
- Aggressive public relations campaign to secure television news and sports coverage



FITNESS = EXPO

2003 Australian Fitness Visitor Profile:

Gender

54%	Female
46%	Male

Age group

4%	Under 18
23%	18-24
23%	25-29
19%	30-34
13%	35-39
18%	40+

Personal income

23%	\$56,000+
27%	\$40,000 - \$55,999
21%	\$30,000 - \$39,999
29%	Under \$30,000

Gym membership

67%	Yes
33%	No

Reason to attend the Expo?

39%	New fitness ideas centre
25%	Purchase clothing / equip.
14%	Centre stage attractions
9%	Workout zone
13%	Other

How did you hear about the Expo?

38%	At a gym / fitness
22%	Word of mouth
10%	Television
10%	Newspaper
9%	Radio
11%	Other