



EXHIBITOR OPPORTUNITY



Thank you for your interest in the **Active Sports Expo** Consumer Show open to the general public the weekend of **September 9-11, 2016** at **WestWorld of Scottsdale**, the premier, nationally recognized, event facility in the Southwest United States.

Whether you're introducing new products, conducting market research, starting a new company, selling merchandise, registering participants for your event, or looking to grow your market share, you won't want to miss this opportunity to meet and network with thousands of influential consumers, trainers, event organizers, fitness center operators, retailers, manufactures and distributors.

Active Sports Expo targets individuals who embrace a positive, energetic and upbeat lifestyle through healthy eating, competitive individual sports and new opportunities to challenge and motivate their ongoing desire to become a better athlete.

The Expo will offer live fitness workouts during the show, living & healthy eating seminars, sports expert panels & demonstrations, a kids mini-expo, a live Bicycle Barn Auction during the show, and the first-of-its-kind daily waves of the "**Big Ball Buddy Battle**" where participants push, pull & lift a huge 8' beach ball through a crazy obstacle course.



Don't pass up this opportunity to connect with your target market at the **Active Sports Expo** in beautiful Scottsdale Arizona. Contact us today to reserve your spot as an Exhibitor or Sponsor at ActiveSportsExpo.com.



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EXHIBITOR DESCRIPTION & BOOTHS

There are approximately 250 booth spaces being offered inside the 55' high air-conditioned Active Sports Expo at the new WestWorld North Hall facility. In addition, for those needing a larger footprint, we're offering acres of outdoor space for large displays, iconic presentations and vehicle staging.

Pricing for the outdoor 10'x10' self-service stalls start at just \$350, with indoor 10'x10' booths starting at \$500, which include colored pipe and drape back wall and two side walls. Booth fees also includes on-site meals at the private "Exhibitor Green Room", complimentary guest passes and marketing of your business. Other booth sizes are available too at 10% off for multiple adjoining booth purchases.

ANTICIPATED DEMOGRAPHICS & PARTICIPANT EXPECTATIONS FOR THE EXPO

- Attendees purchase new fitness clothing, shoes and equipment 2-4 times annually
- Pursues organized training, coaching or instructional courses weekly
- Regularly competes multiple competitive events annually
- Wants to feel full of energy and lose weight
- Focus on healthy nutrition & eating habits
- Uses protein mix & energy drinks regularly
- Takes vitamins or supplements daily
- Works out at least 3 times a week
- Owns home exercise equipment
- Strives for a healthier lifestyle

*Estimated
10,000
Attendees*

