

EXPOFITNESS[®]

INTERNATIONAL SPORTS & WELLNESS BUSINESS EXPO

— 2025 —

FITNESS **WELLNESS** **HEALTH** **SPORTS**

FEBRUARY 15 AND 16

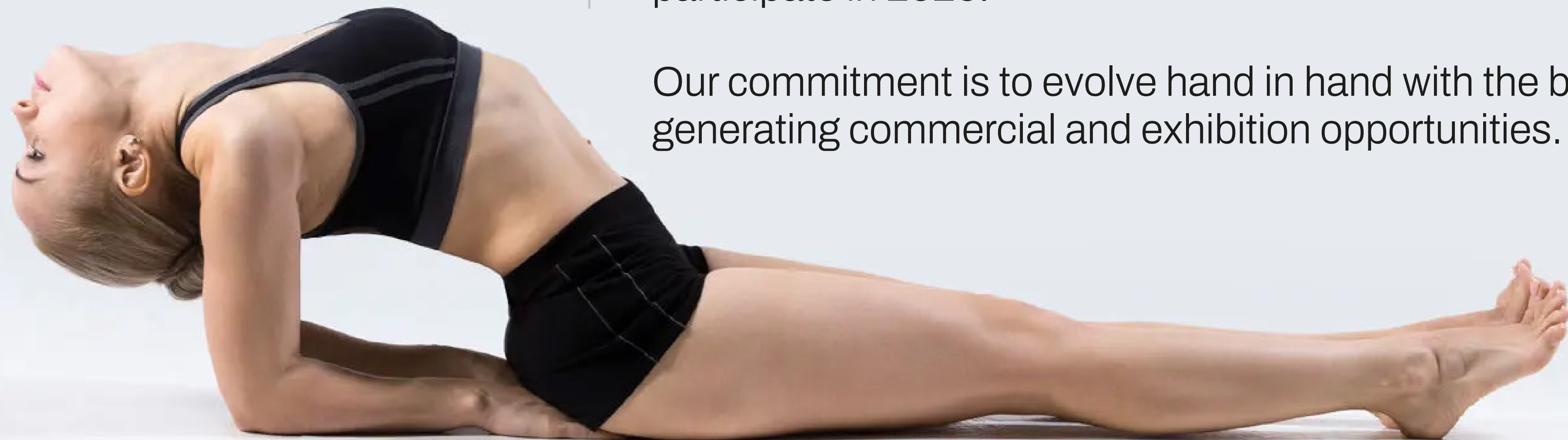
EXPOFITNESS 2025

Bring the opening of the specialized health market.

With this title, we cover a 360° in the sports markets.

From now on, we present the contest with the initiative of creating opportunities for our exhibitors, sponsors, and attendees to participate in 2025.

Our commitment is to evolve hand in hand with the brands, generating commercial and exhibition opportunities.





EXPOFITNESS
INTERNATIONAL SPORTS & WELLNESS BUSINESS EXPO

2025

FITNESS · WELLNESS · HEALTH · SPORTS



Wellness World
BY EXPOFITNESS

INDUSTRIES



FITNESS

- Fitness fashion
- Supplementation
- Accessories
- Gym equipment
- Sports technology
- Conferences

WELLNESS

- Lifestyle Wellness
- Healthy Nutrition
- Mindfulness
- Holistic
- Conferences

HEALTH

- Neuroscience
- Biohacking
- General medicine
- Specialized medicine
- Sports medicine
- Medical technology
- Conferences

SPORTS

- E-sports
- Sports Leagues
- Guest Clubs
- Athletes
- Sportswear
- Conferences
- Outdoor Activities

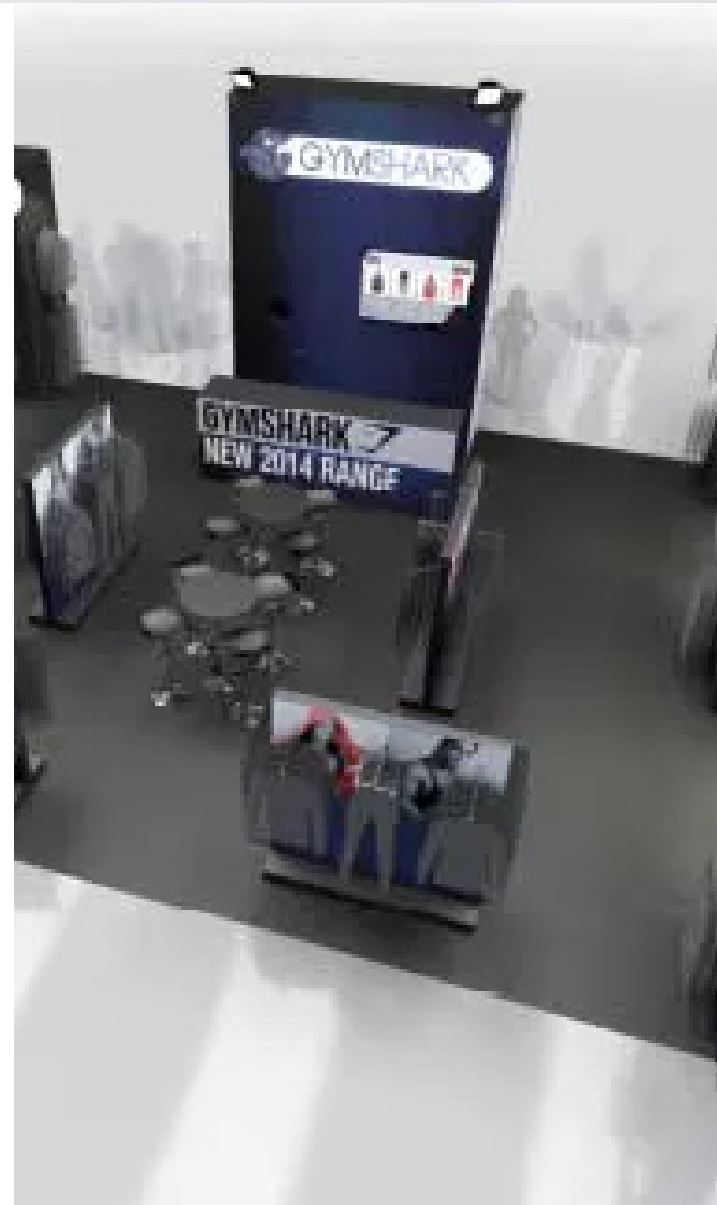
FORMS OF PARTICIPATION



Exhibitor:

Company and/or person who purchases a commercial booth with the intention of exhibiting products or services within the event, usually involving the purchase of square meters.

For the 2025 event, we will include branding plans, digital campaign plans, and other advertising media.



Sponsor:

Company and/or brand that acquires a commercial booth along with advertising plans in all media; print, digital, event exhibitions, and other calendar events.



Sponsor: "PRESENTED BY"

Company and/or person who purchases a commercial booth with the intention of exhibiting products or services within the event, usually involving the purchase of square meters.

For the 2025 event, we will include branding plans, digital campaign plans, and other advertising media.

Expofitness is the pioneering platform and exhibition in Colombia that brings together and energizes the actors and trends of the sports, health, and wellness industries. Our purpose is to consolidate Expofitness as a meeting point and interaction between these industries and the communities and final consumers.

We project relationships and business opportunities at an international level for all participants. By integrating fitness and wellness into the concept of a healthy lifestyle, we seek to promote long-term strategic relationships around business.

The twelfth version of Expofitness will gather manufacturers, consumers, companies, entrepreneurs, media, public entities, and visitors who confirm the mentioned industries for 2 days.



Healthy eating



Beverages



High performance nutrition



Wellness, health, and beauty



Sportswear and fashion



Sports disciplines



Sports technology



Machines and sports equipment



Sports accessories



Gyms and Conditioning Centers and Physical Preparation

OPPORTUNITIES

At Expofitness, participating companies can develop commercial strategies to increase their impact on the market and expand their business opportunities.

For example, they can organize brand activities for the industry and consumers, liquidate inventories, launch new products, strengthen their presence in the market, and establish strategic contacts.

Product prices are determined by each exhibitor, who can offer special prices and market strategies to promote their products and attract their target audience.



TARGET AUDIENCE

The expo is designed for those seeking a healthy lifestyle, sports enthusiasts, and those interested in health and wellness topics.

The target audience aims to discover the latest products and trends in various industries, as well as to experience elements of sports, gastronomy, and entertainment.

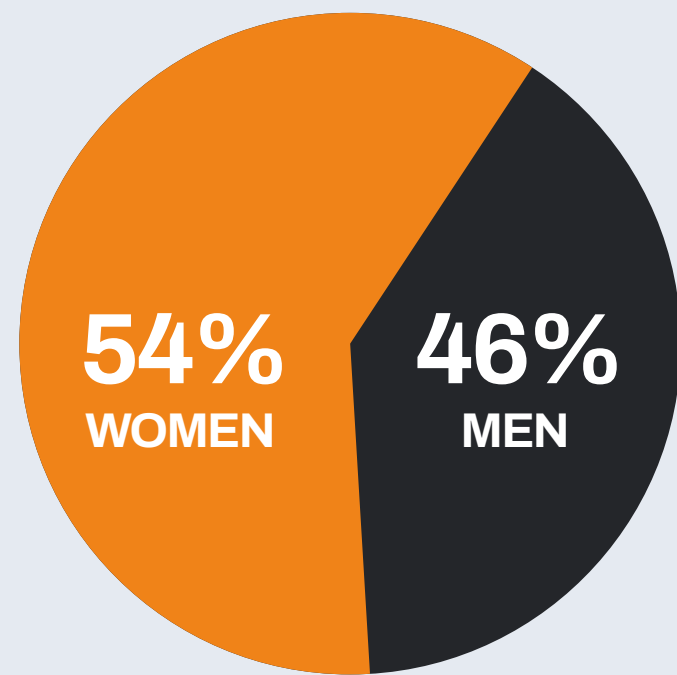
This event provides the ideal opportunity for families, friends, and professionals to interact with the variety of products and services available in the market.



GENERAL METRICS



VISITOR PROFILE



STRATUM:	3-6
AGE:	5-65
ATHLETE:	15%
INVESTORS:	5%
VISITORS:	50%
ENTREPRENEURS:	25%
INFLUENCERS:	5%

DIGITAL COMMUNICATION



CONVENTIONAL COMMUNICATION



IMPACTED COUNTRIES



PRESS



GUEST JOURNALISTS

NATIONAL

150

INTERNATIONAL

12

PUBLICATIONS

**LOCAL, NATIONAL
AND INTERNATIONAL**

110

VALUATION OF FREE PRESS

TV	WEB	SOCIAL MEDIA	RADIO	TOTAL
\$146.300.000	\$112.700.000	\$55.100.000	\$41.400.00	\$355.500.000

TOTAL PEOPLE IMPACTED

16.039.846



DIGITAL METRICS



WEB VISITS
64.350

META - TIKTOK
ENGAGEMENT
286.200

META - TIKTOK
REACH
3.053.200

META - TIKTOK
IMPRESSIONS
4.845.394

META - TIKTOK
VISITS
450.210

DIGITAL GROWTH
PERCENTAGE
+ 511%

Business roundtable with commercial purposes and integration of business communities, featuring an offer with 500+ managers and commercial directors.

OBJECTIVES EXPOFITNESS TAB

Create a NETWORKING space for entrepreneurs to conduct business and establish alliances.

Organize a large B2B showcase for exhibitors to present their brand, product, or service in order to expand their commercial database.

Bring together exhibitors with potential suppliers, importers, distributors, and clients

Provide a training platform with a schedule of various business topics.



ECONOMIC IMPACT

1	BUSINESS COMPLETED	US \$1.950.000
2	TOTAL PARTICIPANTS	143
3	BUSINESS MEETINGS	525
4	BUYERS	49 NATIONALS 16 INTERNATIONALS
5	PARTICIPATING COUNTRIES	6
6	ATTENDING BRANDS	89



JOIN AS AN **EXHIBITOR**

- Presence on event and partner social media
- Being part of digital media advertising campaigns
- Being part of the podcast
- Your brand on various areas of the event website
- Business roundtable
- Presence and mention during the event
- Power Mind Event
- and more...

**BOOTH
AREA**

9 M²

3 cockade
2 courtesy

**BOOTH
AREA**

18 M²

6 cockade
5 courtesy

**BOOTH
AREA**

27 M²

9 cockade
7 courtesy

**BOOTH
AREA**

36 M²

12 cockade
12 courtesy

* We receive payments in USDT



WHICH AREA SUITS YOUR BRAND?

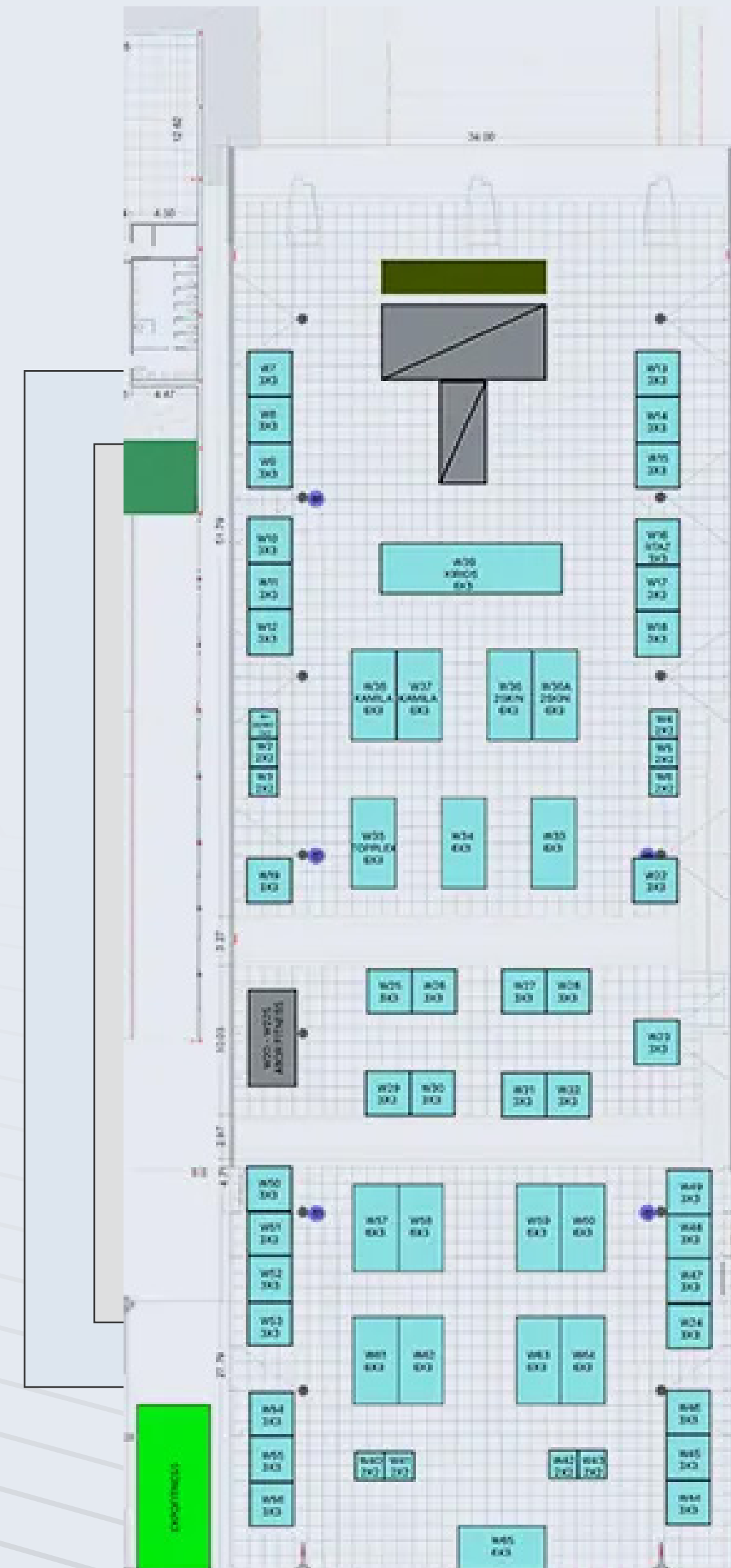


Recorrido 360



EXHIBIT HALL WHITE

- **Sportswear**
- **Healthy nutrition**
- **Wellness**
- **Health**
- **Entrepreneurship**



MAIN HALL

- Other Markets

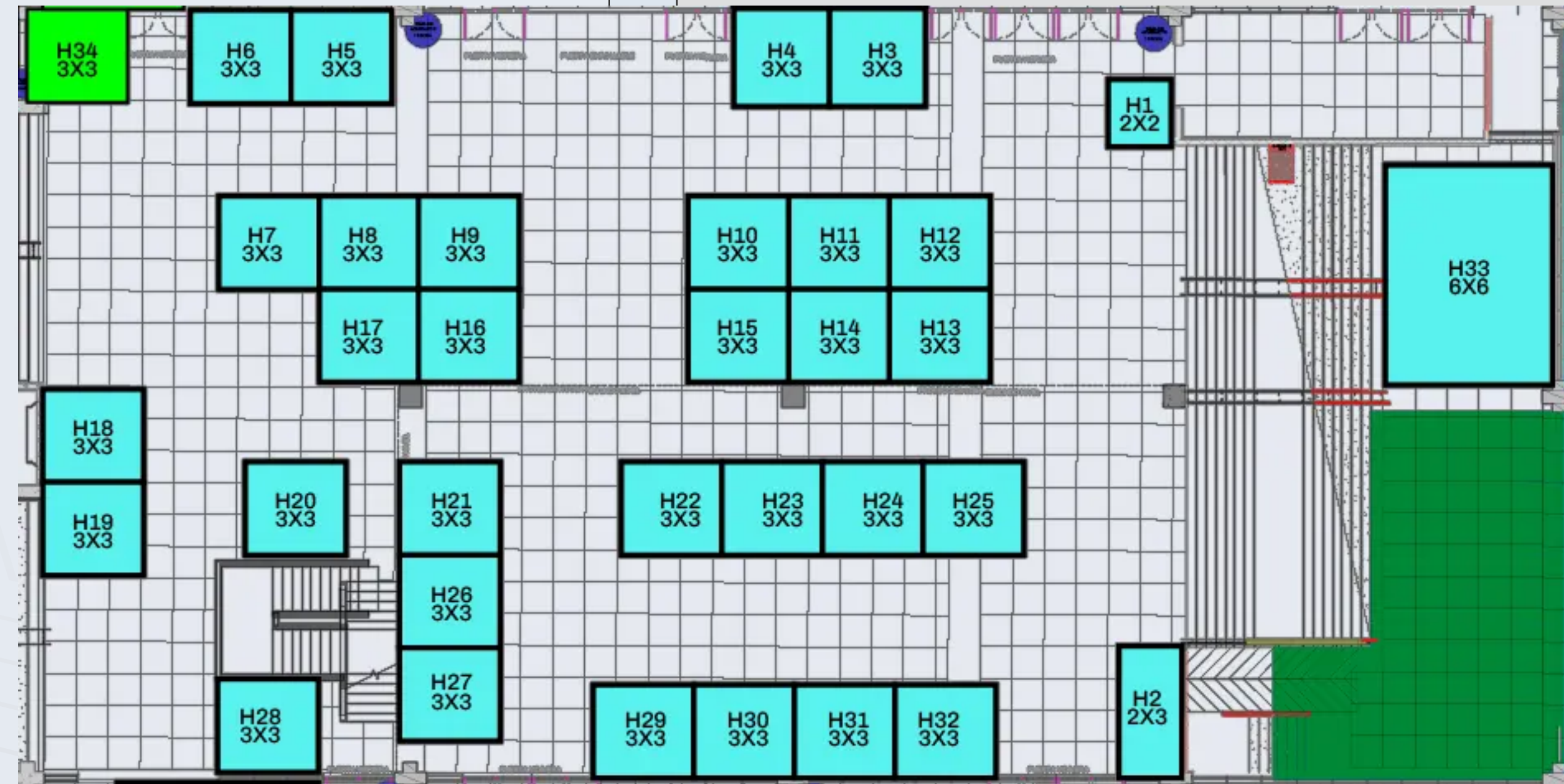


EXHIBIT HALL

BLUE

SUPPLEMENTS

- Supplements
- World Star open
- Body-building

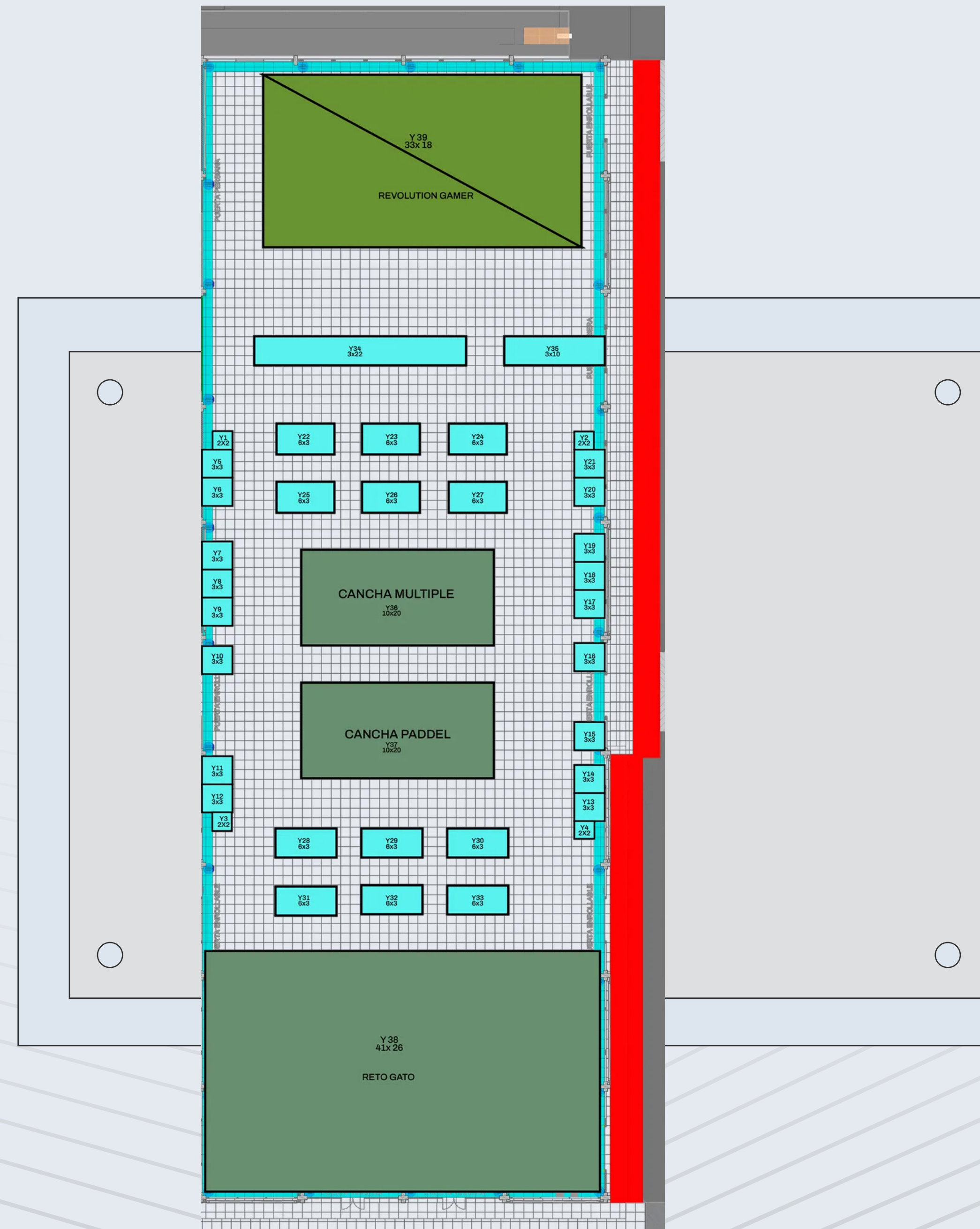


EXHIBIT HALL

YELLOW

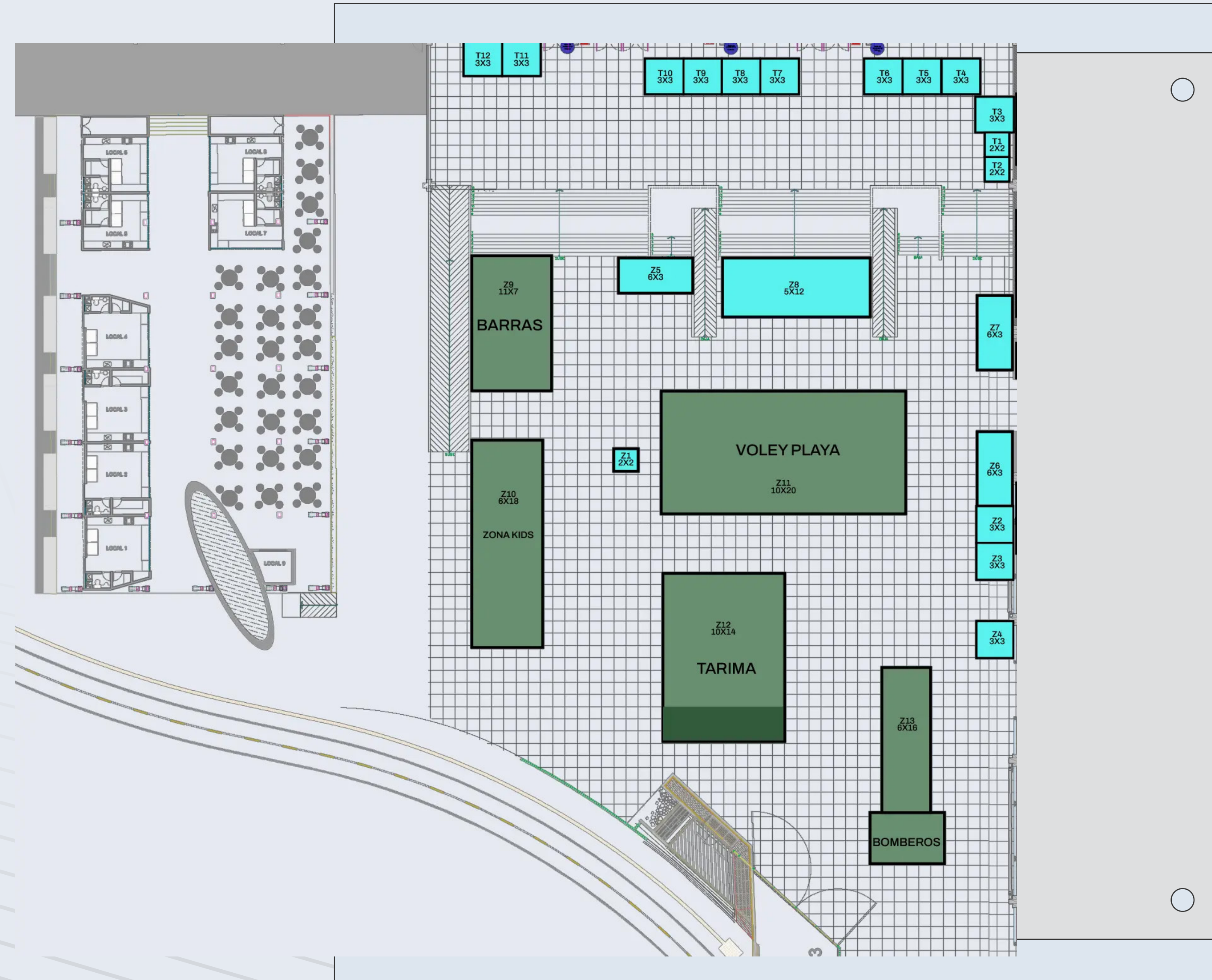
SPORTS

- OCR
- Revolution games
- Padel
- Multiple court
- Sports
- Gyms



HARD ZONE FOOD PLACE

- Feeding
- Decking
- Beach volleyball
- Calisthenics
- Firefighter competition
- Commercial sample



WELCOME TO:

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www.expofitness.com