



australian
fitness&health
expo

Evolved for more buyers!

30th April - 2nd May, 2010
Sydney Convention & Exhibition Centre



We're evolving to deliver you more buyers!

Our focus in 2010 will be to provide a higher spending fitness professional and other consumer visitors to the event. Your industry show is evolving to give you a great return from immediate sales and generate quality leads for 2010.



A new name opening up new markets

The inclusion of Health in our name opens up a greater number of buyers from the Allied Health and Medical industries such as wellness centres, physiotherapy & rehabilitation facilities and hospitals

A new program for independent fitness facility owners

The new tailor made program of business to business sessions and events, called Talking Fitness, designed for the independent fitness facility owner and manager will provide more buyers to the event.

Demonstrate the power of your products at the heart of the health & fitness industry and grab your share of \$273.5m of health & fitness business.

Grab your share of \$273.5m of fitness & health business.

With over 15,000 visitors, the Australian Fitness & Health Expo provides the greatest concentration of buyers in the one place, for 3 days, than any other event for the health & fitness industry in Australia.



Greater spread of buyers

Demonstrate your products to a greater cross section of visitors, including -

*Facility Director/Owner
Facility Manager
Retail buyer
Procurement officer
Instructor
Group fitness instructor
Fitness Instructor
Yoga/Pilates instructor
Personal trainer*

*Therapist
Physiotherapist
Chiropractor
Nutritionist
Massage therapist
Spa therapist
Sales manager/assistant
Marketing manager/assistant
Fitness & health enthusiast*

Product or services visitors were most interested in seeing

Fitness & Training Equipment	45.4%
Nutrition, Supplements & Functional Foods	30.9%
Clothing, Apparel & Music	28.4%
Business Services	17.1%
Spa & Wellness	11.9%
Yoga	8.5%
Other	1.4%

GENERATE QUALITY LEADS FOR 2010

Contact Tracy today on +61 3 9261 4543
or email Tracy Esterhuyzen to reserve
your stand today!





FILEX
THE FITNESS INDUSTRY
CONVENTION

Powerful Industry Support

FILEX 2010 will be the largest event of its kind in the Southern Hemisphere and will be staged alongside the Australian Fitness & Health Expo. FILEX is attended by over 2,000 delegates from Australia and Asia, all of whom will have unrestricted access to the expo over the 3 days.

Covering all areas of interest including personal training, fitness facility management, aqua instruction, nutrition and fat loss, group exercise choreography and mind body practices, the FILEX 2010 convention program has been specifically designed to educate fitness professionals regardless of their specific expertise.

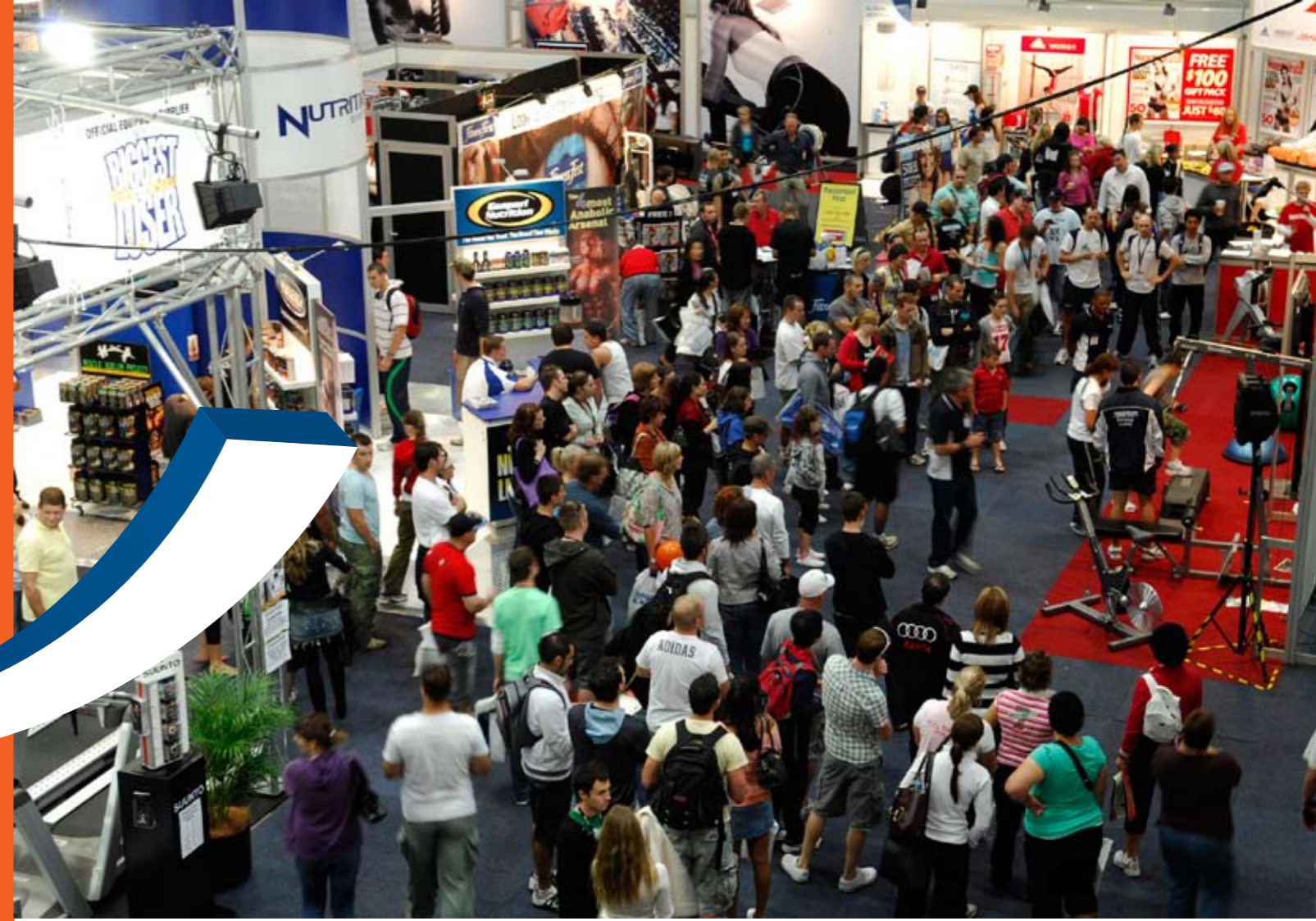
To find out more contact Analee Matthews at the Australian Fitness Network on 02 8424 7213 or email Analee.matthews@fitnessnetwork.com.au

GET A GREAT RETURN FROM IMMEDIATE SALES

Contact me by email Tracy Esterhuyzen
today for more information or call me
on +61 3 9261 4543



The POWER of the Australian Fitness & Health Expo



Conversation beats communication!

All advertising and marketing seeks to communicate appropriate messages to customers and prospects. Exhibitions allow you to go one step further and engage in the power of conversation with your target audience.

The 'chemistry' factor

We are social beings. We like to do business face-to-face, shaking hands and looking people in the eye.

Trade shows deliver buyers.

76% of visitors to trade shows have buying responsibility. Furthermore, a third of trade show visitors cannot be reached by you in your office – they use trade shows to make buying decisions.

Delivering a practical platform to gauge your industry.

Exhibitions offer a snapshot of the industries they serve, conveying clients with 'what's new' and 'who's who', as well as providing a rare yet key opportunity to 'literally' keep a close eye on your competition!

Use all FIVE senses to communicate your message.

This defines 'experiential marketing'. Clients increasingly want to use it to bring their brand messages alive: I saw it at an exhibition...touched it, heard it, smelled it, squeezed it, discovered it, tried it, liked it – bought it!

You can't afford NOT to be part of THE event where the Fitness & Health Industry meet once a year

Don't just take our word for it

Exhibitor Quotes

“Not being at the Australian Fitness Expo is the biggest single mistake of any fitness product supplier”

LEE SMITH, PARTNER, BODY BIKE AUSTRALIA

“The Australian Fitness Expo in Sydney is a great event for all things fitness under one big roof. It's a fantastic platform for any business in the industry to make themselves known, generate leads and sales and to learn from others.”

TRAVIS BELL, DIRECTOR, NEW LEVEL PERSONAL TRAINING

“The Australian Fitness Expo provides a brilliant opportunity to showcase the many innovations we bring to the market each year, to impact businesses and their members”

DAVID NORMAN, CEO, EYE FITNESS

“The level of exposure to supplier, trade and consumer sectors provides Gymlink Australia with the perfect platform for its business. As an event, this expo is as good as any other international show”

CRAIG MAC, MANAGING DIRECTOR, GYMLINK AUSTRALIA

Contact **Tracy Esterhuyzen**
to find out how on
+61 3 9261 4543



Download a PDF of the
Australian Fitness
& Health Expo
Floorplan here (158kb)



Capitalise on \$273.5m of fitness & health business and get a great return from immediate onsite sales and generate quality leads for 2010



Contact me to find out how on **+61 3 9261 4563**
or email me **Tracy Esterhuyzen**

*Australian Fitness Expo
Winner of the 2008 EEA Awards Recognising Excellence*



WINNER BEST TRADE SHOW
OVER 10,000m²



WINNER BEST AUSTRALIAN SHOW



diversified
EXHIBITIONS ■ AUSTRALIA

BRW 50 BEST
COMPANIES TO WORK FOR 2009



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