



## **MEDIA ALERT**

FOR RELEASE: 19 MARCH

### **FITNESS & HEALTH EXPO LAUNCHES BUFF NEW WEBSITE**

The [Australian Fitness & Health Expo](#) has launched a brand new website – revamped and redesigned to reflect the developments and evolution of the exhibition itself.

The user-friendly site offers visitors the option to view the site as ‘work’ or ‘pleasure’ – to offer the best possible experience for each individual. The work option caters for those who work in or with the industry, whilst the pleasure option is designed for those interested in personal fitness or health.

Exhibition Manager, Ashley Robertson, said the expo’s visitor demographic can be divided into two broad categories – trade and general health and fitness – and that the new website reflected this distinction.

“The expo attracts those serious about buying for their business and those seeking solutions for their personal fitness and health goals. It is important for us to recognise the needs of each group and ensure individuals get exactly what they need from the website and their expo experience in general,” he said.

#### **Features of the new site**

- Register to attend the expo – follow simple steps to receive your tickets to attend the expo
- Exhibitor list – see who’s exhibiting, plan your visit
- Floor plan – don’t miss an inch of the expo, find the exhibitors you want to visit and all the special features
- What’s On
  - Commercial Hall – the most comprehensive range of fitness and health products
  - Talking Fitness – a new business to business consultation program; expand your knowledge, learn from the experts
  - General Fitness – keep up with the newest and best in the industry



- Main stage – product launches, program performances and body building demonstrations, the latest fitness fashion, apparel parades, dance routines and more
- Spa and wellness – an exclusive space to explore the latest trends and discover new products and treatments including skin care, anti-ageing, aromatherapy, weight loss, feng shui, hydrotherapy and more
- New Products – view exciting new exhibitor products online before checking them out at the expo
- Information for exhibitors – discover the benefits of exhibiting at Australia’s largest fitness and health event. Find information about how to exhibit, access the exhibitor manual and other resources
- Media room – keep up to date with news from the expo with the media release library

The Australian Fitness & Health Expo is the largest event of its kind in Australia. With almost 300 exhibitors, the expo is the best place to discover new products and trends in the Australian fitness and health industry.

For more information, visit [www.fitnessexpo.com.au](http://www.fitnessexpo.com.au)

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**ABOUT THE AUSTRALIAN FITNESS & HEALTH EXPO**

The Australian Fitness & Health Expo is the industry’s largest expo for the fitness and health industry in Australia.

The pinnacle event for the fitness industry, the expo attracts more than 15,000 buyers and connects attendees with manufacturers, suppliers and retailers in health and fitness industry. Further information:

[www.fitnessexpo.com.au](http://www.fitnessexpo.com.au)

**ABOUT DIVERSIFIED EXHIBITIONS**

Diversified Exhibitions is one of Australia’s largest exhibition organising companies with a portfolio of 30 trade and consumer exhibitions, operating in key industry sectors such as Food, Security, Building, Oil & Gas, Fitness and Retail. Diversified runs exhibitions at premier venues throughout Australia and has its head-office in Melbourne.

Further information: [www.divexhibitions.com.au](http://www.divexhibitions.com.au)

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\*The exhibition will be open to trade-only on Friday and to the general public Saturday and Sunday