



MEDIA RELEASE

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AUSTRALIAN FITNESS EXPO EVOLVES INTO AUSTRALIAN FITNESS & HEALTH EXPO

Diversified Exhibitions today announced the strategic brand repositioning of its award winning exhibition, the Australian Fitness Expo. The new look **Australian Fitness & Health Expo** will be a more targeted event, consolidating the strengths of the existing show and increasing the visitor demographic from the health sector.

Exhibition Manager, Ashley Robertson, said that the evolution was not a complete re-brand but a repositioning of the exhibition in order to benefit exhibitors by continually providing new, relevant and hard to reach buyers.

“With a change of name, logo, floor plan and feature areas, the Australian Fitness & Health Expo has evolved to meet the needs of our clients and by doing so will facilitate a more relevant and focused industry event,” Robertson said.

In 2010, the focus of the marketing effort will be to attract a larger audience of higher spending fitness professionals and qualified trade buyers. Consequently, the marketing budget will be more targeted to delivering an increased number of trade prospects keen to do business.

A revised floor plan will reflect the new positioning, aid traffic flow and assist visitors to plan their time at the event more effectively. New feature areas are also planned to attract more buyers to the event by providing a professional setting in which to conduct and discuss business opportunities.



“A key objective of the Australian Fitness & Health Expo will be to provide benefit to our exhibitors by delivering a high-spending and highly targeted audience of trade buyers of fitness and health products and services and high quality ‘pro-sumers’,” Robertson said.

Key targets in the fitness sector will continue to be heavily targeted to ensure exhibitors gain market share in essential sectors while the inclusion of ‘health’ in the new-look name and logo will open up a greater number of buyers from the Allied Health and Medical industries. New target markets include wellness centres, physiotherapy and rehabilitation facilities and hospitals.

“The Australian Fitness & Health Expo provides the greatest concentration of buyers in one place than any other event for the fitness and health industry in Australia. The addition of ‘health’ to our already successful model will open up relevant and rewarding opportunities for our exhibitors through the provision of a new population of qualified buyers,” Robertson said.

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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

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**

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