



MEDIA RELEASE

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FITNESS EXPO FLEXES ITS MUSCLES AT INDUSTRY AWARDS NIGHT

The Australian Fitness Expo is fighting fit after winning two prestigious awards at last night's Exhibition and Event Association of Australia (EAAA) Awards for Excellence.

The awards recognise outstanding achievement within the Australasian exhibition and events industry and showcase members' innovation, performance and success throughout the year.

Australia's largest and most successful health and fitness event, the *Australian Fitness Expo*, took home two awards including **Best Trade Show over 10,000 square metres** and **Best Australian Show**.

"To receive recognition from the industry as not only the best trade, but also the best Australian show is a real thrill and demonstrates the commitment of our team to continually provide a relevant and cutting edge exhibition," said Ashley Robertson, Exhibition Manager, Australian Fitness Expo.

The Australian Fitness Expo is the industry's largest expo and covers everything from fitness and training equipment to spa, yoga and everything in between. The expo attracts more than 17,000 trade and consumer visitors and connects attendees with manufacturers, suppliers and retailers in the health and fitness industry.

"Winning these two awards reflects our position as the pinnacle event for the fitness industry and our understanding of the exhibitions marketplace. We are committed to the success of our exhibitors and the enjoyment of our visitors – winning these awards is testament to this," Ashley said.

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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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