



NEWS ALERT  
FOR RELEASE:

## **FITNESS & HEALTH EXPO SCORES GYMLINK AS MAJOR SPONSOR FOR SECOND YEAR RUNNING**

The Australian Fitness & Health Expo has today announced the signing of GymLink Australia as its major sponsor for the second consecutive year.

Exhibition Manager, Ashley Robertson, said the synergies between the expo and GymLink would assist the expo in reaching a targeted group of fitness professionals and potential visitors.

“Both GymLink and the Australian Fitness & Health Expo seek to connect people with the products and services of the fitness and health industry. GymLink is the country’s leading online health and fitness portal – its sponsorship of the expo provides a new channel of communication through which we can reach more people, drive visitor attendance and increase exhibitor satisfaction,” Robertson said.

The comprehensive online portal provides a total educational and informational resource to the fitness, health and wellbeing industry and incorporates an online directory that allows users to easily locate gyms, personal trainers, fitness classes and much more.

Managing Director, GymLink Australia, Craig Mac, said that the more industry focused Australian Fitness & Health Expo reflected an ongoing confidence in the growth of the Australian fitness industry.

“The Australian Fitness & Health Expo has refined its format and now provides a more focused industry event aligned with the momentum of the industry. GymLink is committed to connecting key industry decision makers with suppliers in the Australian fitness industry – our sponsorship of the expo allows us an additional opportunity to do just that.”

“A destination for business, GymLink is proud to sponsor the 2010 Australian Fitness & Health Expo and we look forward to welcoming visitors to the exhibition floor,” Mac said.

The Australian Fitness & Health Expo will showcase 300 fitness and health exhibitors at Sydney Convention & Exhibition Centre, Darling Harbour, 30 April – 2 May 2010.



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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**