



## MEDIA RELEASE

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### **FITNESS & HEALTH EXPO SHAPING UP WITH MORE FOCUS ON TRADE**

The new look Australian Fitness & Health Expo is shaping up with a renewed focus on trade opportunities in a bid to attract more qualified buyers to the successful industry event.

Following the announcement of the strategic brand repositioning of the event in July last year, the team at Diversified Exhibitions have worked to rebuild the expo to meet the needs of the industry and provide a more relevant exhibition of the Australian fitness industry.

Exhibition Manager, Ashley Robertson, said that the repositioning had so far garnered a positive response from the industry with exhibition space in the Trade Hall already almost double that of 2009.

“The change in the expo’s format has pleased the fitness market and we are pumped with what we have created specifically for the trade buyer in 2010. Interest in the Trade Hall has really taken off and we are seeing the greatest cross section of product and service ever offered at the exhibition,” Robertson said.

The Trade Hall positions all exhibitors selling product direct to fitness facility owners and managers in the one place. The concentration means buyers can observe all the latest products and services available for their business without having to navigate the entire show floor.

With 60 exhibitors covering a host of categories, the Trade Hall offers a complete stop for owners and managers seeking to get ahead of the competition.

“The Trade Hall has been designed specifically with the trade buyer top of mind and serves to not only provide access to outstanding products and services, but to save time and provide exceptional value,” Robertson said.



In addition to the bigger, better Trade Hall, the exhibition will provide a networking hub for trade buyers with the inclusion of the Club Lounge to the show floor. The space will include lounges, a café and a bar and will allow buyers to take time out from the frantic pace on the floor, to relax and talk business.

“We have focused our efforts to attract a targeted audience of trade buyers in 2010 but we understand that there is more to business than simply getting buyers and sellers to meet. The Club Lounge is a custom designed space where buyers and sellers can relax, talk shop and reach vital business decisions in a more casual environment,” Robertson said.

Another new initiative in 2010 will provide trade visitors with an opportunity to expand their knowledge and gather information to assist them in better running their fitness business.

“Talking Fitness is an interactive consultative forum where buyers will have the chance to meet with business professionals to discuss better ways to manage their facility. The education initiative is just another way that we are seeking to provide a complete buyer experience for our key visitors,” Robertson said.

Talking Fitness will be located within the Club Lounge and will consist of various 30 minute sessions in which a business consultant will address up to 10 visitors at a time. Following the 30 minute session, visitors can consult one-on-one with the session host in a pre-booked 15 minute meeting. Speakers will include consultants with expertise in finance, online marketing, franchising, business coaching and business buying and selling.

“A key objective of the Australian Fitness & Health Expo in 2010 is to attract a highly targeted audience of trade buyers of fitness and health products and services. In order to achieve this objective, we have overhauled our trade offering to more accurately provide to these buyers and offer them a complete business development experience.”

“Whether that experience involves sourcing the latest product or service, networking with industry peers or gaining knowledge to better run a business, buyers can find all the solutions they need at the Australian Fitness & Health Expo,” Robertson concluded.



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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