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PHOTOFLEX

## 2020 OLYMPIA WEEKEND

More Than Just an Event. An Experience Unlike Any Other.  
Sponsorship & Exhibitor Opportunity

## THE FITNESS INDUSTRY'S MOST PRESTIGIOUS & CELEBRATED TRADITION

Each September, more than 60,000 serious fitness enthusiasts and industry insiders journey to Las Vegas to experience an annual tradition credited for launching the careers of men named Schwarzenegger and many of the world's top influencers, while serving as a gathering place for many of the biggest stars and most influential brands. The sights and sounds around the Las Vegas Convention Center and the Orleans Arena are enough to keep your social media abuzz for weeks!

### Where the Fastest Growing & Most Influential Brands Gather!

*The Olympia Fitness & Performance Expo*, one of the highlights of the Olympia experience, has emerged as a central hub for the global fitness industry, showcasing the fastest growing and most influential companies spanning all corners of an industry that measures in the billions. Each year, hundreds of brands introduce their products and services at the Olympia Expo, a powerful opportunity for companies to establish new distribution channels, while forming relationships within a sea of fitness enthusiasts.





# THE 2020 OLYMPIA WEEKEND

## OLYMPIA BY THE NUMBERS

Timing:	Sept 2020
Location:	Las Vegas
Expo Attendance (Convention Center)	60,000+
Event Attendance (Arena)	10,000+
Worldwide Webcast/Replay Reach	2 Million+
Social Media Followers	4 Million+



## RESERVE A SPOT NOW!

Here at Olympia headquarters, our team is busy preparing for what promises to be the biggest weekend in our 55-year history. New events, expanded focus, more celebrities, record prize money, and all the eye-popping physiques you can handle.

**Sponsorship and exhibitor opportunities are limited, so reserve your spot before it's too late!**



# JOE WEIDER'S OLYMPIA

FITNESS & PERFORMANCE  
WEEKEND

Take advantage of our sponsorship and exhibitor packages...and ask about our powerful branding opportunities!

## TOP COMPANIES ALREADY PLANNING FOR OLYMPIA WEEKEND



Olympia Weekend is the premier event to grow your brand and make a name for yourself in the fitness field.

While much of the focus during Olympia Weekend will center on the chiseled physiques and world-class athletes set to invade Sin City in mid-September, in the middle of it all are the most influential brands in nutrition, supplementation, exercise equipment, and fitness apparel. The Olympia Fitness & Performance Expo is the gathering place for the fitness industry's most celebrated companies. But don't take my word for it—check out what some top CEOs have to say:

Aaron Singerman, CEO of RedCon1, one of the supplement industry's hottest brands, explains, "The Olympia helps create momentum for the

entire year. It's a perfect opportunity to connect with customers and distributors. Not to mention a valuable opportunity for many of our marketing and social media strategies."

Aaron isn't alone. Stacy Kaufman, CEO of ProTan, the company that ushered in the sunless tanning category, sent me this note: "This year will be our 15th year at the Olympia, and I can honestly say it's crucial to our overall success. The prestige and the energy that surrounds the Olympia is hard to truly explain. You really have to be there to understand the power of the Olympia experience."

As the business of health and fitness continues to grow, emerging brands are always

seeking powerful and efficient ways to reach target customers, while positioning themselves among the leaders in their categories. The Olympia Expo has expanded to include brands from around the world and is the premier destination for innovative companies eager to capitalize on the numerous opportunities that surround the most prestigious fitness showcase event of the year. For more information, including tickets, visit [mrolympia.com](http://mrolympia.com) before it's too late.

**DAN SOLOMON**  
Chief Olympia  
Officer



BRUCE SCHWARTZ

# 2020 Sponsorship Packages

The Olympia invites you to take part in the action-packed weekend via on-site activations, client entertainment opportunities, and a variety of powerful customer engagement, marketing and branding opportunities - providing a powerhouse program that will introduce your brand to a sea of fitness enthusiasts.

## **SPONSOR BENEFITS\*:**

- Premium booth space at the Las Vegas Convention Center
- Custom on-site event sponsorship
- Private meeting rooms
- VIP Tickets & Special Event Passes
- Logo inclusion on event promotional efforts
- Logo inclusion throughout Olympia Expo & Main Arena Stage
- Brand ad(s) in the Olympia Program
- 30-sec commercial(s) on video loop on both Olympia Expo Stage and Main Arena Stage



*\*Final sponsorship elements to be determined based upon final overall commitment*

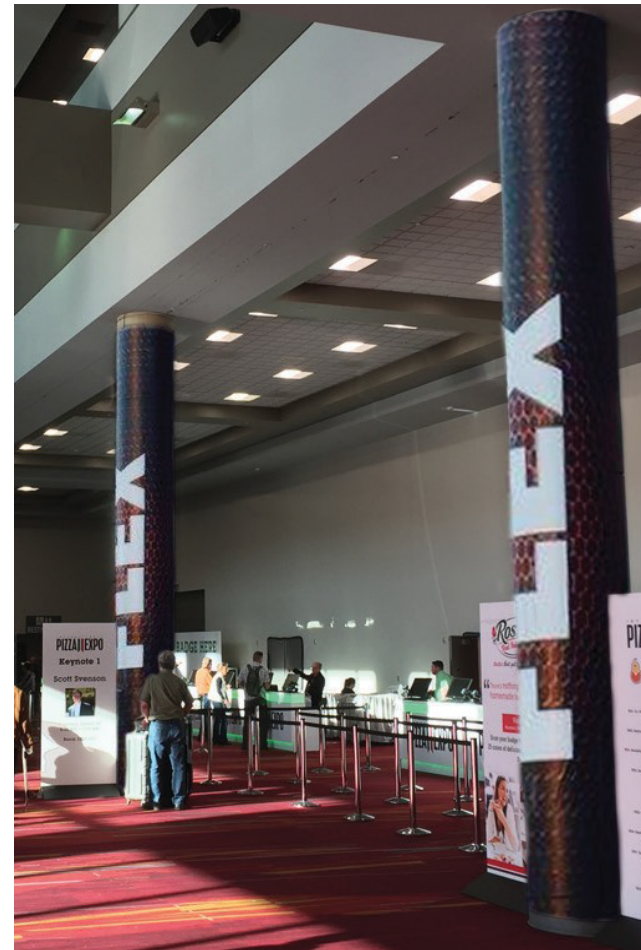
## Front Entrance Branding

Looking to make a BIG splash? Secure one of the signage opportunities at the main entrance of the Las Vegas Convention Center. With options measuring up to 60 feet, these are some of the most visually powerful branding opportunities available anywhere in the industry.



## Indoor Branding: Convention Center Lobby & Expo Hall

With locations available in the expo lobby and other high traffic locations at the Las Vegas Convention Center, the indoor signage options include windows, column wraps, stair graphics, wall banners and other high visibility, camera-friendly locations.



## Expo Shuttle Bus Wrap

Turn the Olympia Shuttle bus into a moving billboard for your brand. The shuttle makes frequent round trips between the LVCC and the Orleans Area, the two official sites of the 2020 Olympia, throughout the weekend. This high impact unit extends your reach outside of Olympia weekend attendees, taking your message to the streets of Las Vegas!



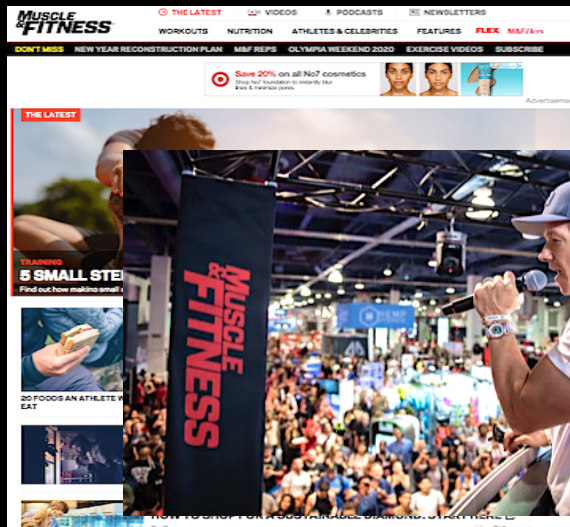


### 30-Sec Commercial Spots

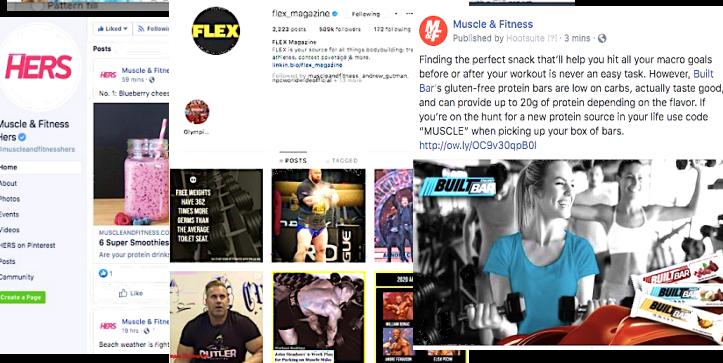
While audiences inside the Orleans Arena experience the biggest event of the year, hundreds of thousands of fitness enthusiasts around the world are watching LIVE on the official Olympia Webcast, one of the most viewed online fitness events of the year. As an Expo exhibitor, opportunities are now available to your company allowing you to connect with your target audience with commercials, host mentions, and other logo placement. And when the LIVE event ends, the webcast is available for on-demand replay ensuring viewership that measures in the millions.



# ALL YOUR CUSTOMER ENGAGEMENT OBJECTIVES IN ONE **POWERHOUSE** PROGRAM



- **Social Media:** More Than **17 Million** Combined Fit Focused Followers
- **Digital:** 2.7 Million Highly Engaged M&F Monthly Visitors
- **Event:** Connect with a Sea of Enthusiasts at Olympia Weekend
- Custom Created and Branded Content
- Newsletter E-Blasts!
- The Most Comprehensive Fitness Marketing Program Ever Created!



**MUSCLE  
& FITNESS**

**OLYMPIA**

**FLEX**

**MUSCLE & FITNESS  
HERS**

**CONNECT WITH THE LARGEST AUDIENCE IN THE CATEGORY!**

The **OLYMPIA SOCIAL MEDIA NETWORK** is one of the world's most wide-reaching fit-focused social media marketing and branding opportunities, a unique chance to connect and engage with more than **17 million** fitness, health, nutrition, and muscle building enthusiasts. The network includes our entire family of media brands, including MUSCLE & FITNESS, FLEX, M&F HERS and the OLYMPIA all rolled up into a single implementation. In the world of fitness media, there has never been a more powerful and efficient way to reach your target social media audience.

## BENEFITS OF THE **NEW** SOCIAL MEDIA PACKAGES

- Engage our entire audience via social media posts with activations across OLYMPIA, MUSCLE & FITNESS, FLEX, and M&F HERS accounts. **17 million fit-focused followers.**
- Showcase your brand or product at the forefront of the health and fitness industry, encouraging dedicated enthusiasts to join your community of followers and customers.
- Social posts (and stories) containing your brand's handle and tagging to achieve both short- and long-term objectives.
- The easiest, most efficient way to execute your social media, brand building and sales strategy.

## SOCIAL MEDIA OPTIONS

### **Platinum Package**

- 18 Posts over a period of 6 months (3 posts per month). Each post will be published on ALL 12 social media accounts (IG, FB, Twitter). Also Includes 1 IG and 1 FB story each month.

\$20,000

### **Gold Package**

- 12 Posts over a period of 6 months (2 posts per month). Each post will be published on ALL 12 social media accounts (IG, FB, Twitter).

\$12,000

### **Silver Package**

- 6 Posts over a period of 3 months (2 posts per month). Each post will be published on ALL 12 social media accounts (IG, FB, Twitter).

\$7,500

*\*Text & images for posts to be provided by sponsor. All posts are subject to review & approval prior to publishing. The Olympia Social Media Network has no control over the editorial decisions made by the individual social media companies.*



**OLYMPIA SOCIAL MEDIA NETWORK**

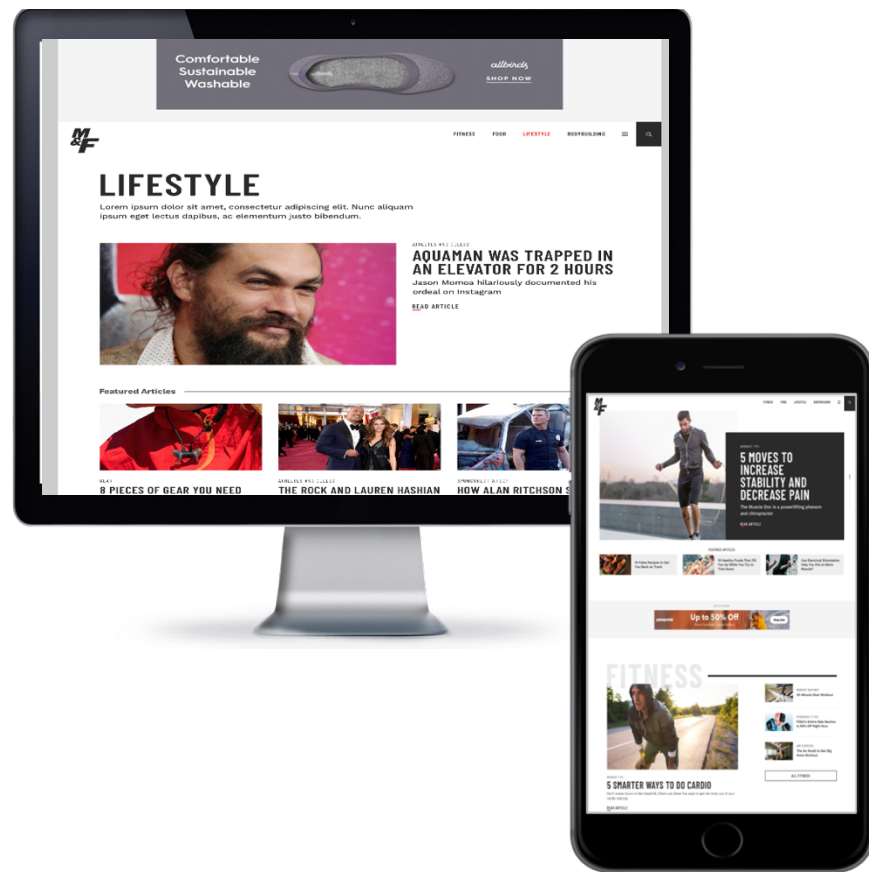


## Digital Integration


Connect your brand with the largest audience in the fitness category while being part of the most powerful fitness marketing and customer engagement program ever created. MusclevelandFitness.com creates an audience of more than 2.7 million highly engaged visitors each month. Between targeted digital media units, turnkey sponsorships and custom created digital content, Muscle and Fitness can develop a tailored digital plan based on brand objectives and targeted audiences to hit all your customer engagement objectives.

*Muscle and Fitness Digital Opportunities include:*


- **Digital Media Packages:** homepage takeovers, first impression packages, run of site media, adhesion units, native units, video pre-roll and more
- **Sponsorable Content:** Partners can align their brand and products with popular digital content via ad takeovers, 'presented by' mentions and seamless product integration
- **Shareable Video Creation:** Muscle and Fitness' Production department will develop professional-grade, turn-key and efficient branded video, designed to elevate your product and compliment your marketing



Comfortable Sustainable Washable




## SUMMER SHRED




For those who already have a solid foundation of muscle, this program will strip away that last layer of fat and get the finishing touches on your physique by lighting the metabolism and accelerating calorie burn, never to a precursor to losing weight.

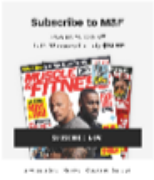
Adapted from our best-selling program, this new program, designed to strip away the last layer of fat to reveal your true physique, will call a spade a spade and get you in the best shape of your life. This program will strip away the last layer of fat and get the finishing touches on your physique by lighting the metabolism and accelerating calorie burn, never to a precursor to losing weight.




### FUELING ATHLETES SAFELY



Subscribe to M&F






2019 SUMMER SHRED WORKOUT

FITNESS FOOD LIFESTYLE BODYBUILDING

## VIDEO



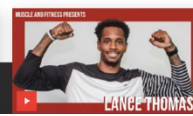
### AUBREY HUFF TALKS ANXIETY, ADDICTION, AND LIFE AFTER BASEBALL

Huff gets real with 'M&F' executive editor Zack Zeigler and celebrity trainer Don Saladino.


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Zero Boundaries Training Episode 3

1,673 views

Muscle and Fitness

SUBSCRIBE 28K

Adrian Williams, head coach and training New York City.

Zero Boundaries

- Zero Boundaries Episode 4: Bodybuilding Muscle and Fitness
- Zero Boundaries Episode 5: Boxing Muscle and Fitness
- Zero Boundaries Episode 1: Powerlifting Muscle and Fitness
- Zero Boundaries Episode 2: CrossFit Muscle and Fitness
- Joe vs gym - Episode 4 with Tone House Founder Alonzo EBOOST 1K views
- BASKETBALL TRAINING with New York Knicks Director of Tone House 2.1K views
- Joe vs. Gym - Episode 2 at Dogpound NYC with Joe Fauria

## SST PRE





**THANK YOU!**

**Please contact your sales rep for additional information  
on all our Olympia opportunities.**

Or email us at [Contact@MrOlympia.com](mailto:Contact@MrOlympia.com)