



OLYMPIA WEEKEND 2024 October 10-13: Las Vegas

Throughout Olympia Weekend, there are several opportunities for brands to maximize visibility.

The Olympia invites you to capitalize on this action-packed weekend via on-site activations, entertainment, and a variety of powerful customer engagement, marketing and branding opportunities – a complete momentum building, customer engagement program.



SOCIAL MEDIA:

Over 21.5 million combined fit-focused followers

DIGITAL:

Over 15 million highly engaged M&F monthly page views

EVENT:

Connect with thousands of enthusiasts at Olympia weekend

CUSTOM CONTENT:

Shine a spotlight on your brand with specially created content published for the world to see

E-BLASTS:

Reach hundreds of thousands of our opt-in subscribers with custom email campaigns

The Most Comprehensive Fitness Marketing Program Ever Created!



CONNECT WITH THE LARGEST AUDIENCE IN THE CATEGORY!

ALL OF YOUR CUSTOMER ENGAGEMENT OBJECTIVES IN ONE POWERHOUSE PROGRAM!



CELEBRITIES LOVE THE OLYMPIA!





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OLYMPIA SPONSORSHIP BENEFITS

- Premium Booth Space at the Olympia World Fitness Expo!
- Custom Co-Branded On-Site Events
- On-Site Branding See Your Logo Everywhere!
- Private Meeting Rooms *Close Deals at the Event!*
- VIP Packages & Special Event Passes
- Logo Inclusion on Event Promotional Material
- Logo Inclusion throughout Expo & Main Stage
- Your Commercial on Video Loop on Expo & Main Stage
- Social Media & Digital Marketing Opportunities
- E-blast Opportunities
- AND MORE!

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THE ULTIMATE EXHIBITOR & FAN EXPERIENCE

Each year, tens of thousands of serious fitness enthusiasts and industry insiders journey to experience a tradition credited for launching the careers of the world's most influential fitness celebrities, while serving as a gathering place for many of the biggest stars and most influential brands.

For 60 years, Olympia Weekend has remained the fitness industry's signature event, welcoming many of the world's top brands. The sights and sounds around the Olympia Expo are enough to keep your social media abuzz for weeks!

A big part of the Olympia's recent growth, is the rotation between West Coast and East Coast host cities, building connections to more fans and opportunities for Sponsors and Exhibitors. The 2024 event returns to **LAS VEGAS**, at the world-famous Las Vegas Convention Center, one of the top-rated convention center venues in the world. The Olympia Expo showcases the fastest growing and most influential companies spanning all corners of an industry measured in the billions – a powerful opportunity to establish new distribution channels, while forming relationships within a sea of fitness enthusiasts.



OLYMPIA BY THE NUMBERS

OCTOBER 10-13, 2024 Location: Las Vegas Las Vegas Convention Center

Worldwide PayPerView/Replay Viewership: **2M+**

Social Media Reach Across All Brands: 21.5M+

RESERVE YOUR SPOT NOW!

Here at Olympia headquarters, our team is busy preparing for what promises to be the most exciting weekend in our 60-year history! New events, expanded focus, more celebrities, record prize money, and all the eye-popping physiques you can handle at our return to Las Vegas, at the Las Vegas Convention Center!





OLYMPIA WORLD FITNESS EXPO MORE EVENTS = MORE CUSTOMER ENGAGEMENT

The Olympia Expo has emerged as a home for many of the world's most exciting events, shining a spotlight on a diverse assortment of competitions and exhibitions, creating powerful opportunities for sponsors and exhibitors to connect with audiences that extend far beyond our bodybuilding roots. These are just a few of the events that have fueled the Olympia's incredible growth in recent years. And we are just getting started!

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ADDED VISIBILITY: ON-SITE BRANDING

FRONT ENTRANCE BRANDINGLAS VEGAS CONVENTION CENTER

Looking to make a BIG splash? Secure signage opportunities at the Olympia World Fitness Expo main entrance, located at 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. **Limited space available*

INDOOR BRANDING LAS VEGAS CONVENTION CENTER

With locations available in the Expo lobby and other high-traffic locations within the Las Vegas Convention Center's Expo Hall, the indoor signage options include windows, column wraps, wall banners, and other high-visibility, camera-friendly locations.





DIGITAL MEDIA, **CUSTOM CONTENT & SOCIAL INTEGRATION**

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DIGITAL MEDIA PACKAGES:

Homepage takeovers, first impression packages, run of site media, adhesion units, native units, video pre-roll, and more.

SPONSORED CONTENT:

Align your brand and products with popular digital content via ad takeovers, 'presented by' mentions, and seamless product integration.

SHAREABLE VIDEO CREATION:

Our Video department will develop professional-grade, turn-key, and efficient branded video, designed to elevate your product and compliment your marketing.

SOCIAL INTEGRATIONS:

Unique social integrations and programs, designed to create buzz and leverage to our 21.5 million+ fitminded visitors and followers.

INTEGRATION

MUSCLE & FITNESS is dedicated to covering the full fitness landscape, regularly introducing our active and engaged community to new trends in training, nutrition, gear, and technology to help them achieve results.

One of the most celebrated fitness media brands, M&F connects your brand to millions of loyal fit-focused visitors.



WWW.MUSCLEANDFITNESS.COM

THE OLYMPIA SOCIAL MEDIA NETWORK **CO-BRANDED PROMOTIONAL POSTS OVER 21.5 MILLION FOLLOWERS!**



With more than 21.5 MILLION global followers across all channels, The Olympia Social Media Network is one of the world's largest fitfocused social media opportunities and has emerged as a powerful tool to support your media, marketing, and call-to-action objectives.

With the combined power of the Olympia, Muscle & Fitness, FLEX, and M&F HERS thriving social media accounts, your brand will have access to one of the category's largest audiences! In the world of fitness media, there has never been a more powerful and efficient opportunity to reach your target audience.

ASK US ABOUT INCLUDING SOCIAL MEDIA IN YOUR SPONSORSHIP PACKAGE!











REACH AROUND THE WORLD!

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ADDED VISIBILITY: PAY-PER-VIEW

THE EXCLUSIVE OLYMPIA PPV - REACH A WORLDWIDE AUDIENCE!

Discover opportunities to reach viewers in more than 100 countries.

And when the LIVE event ends, the Pay-Per-View is available for on-demand replay ensuring viewership that measures in the millions!











TO SECURE YOUR SPOT -CONTACT YOUR SALES REP TODAY!



ASK HOW YOUR LOGO CAN BE HERE!

OR EMAIL US AT CONTACT@MROLYMPIA.COM

