

# OLYMPIA HEADS TO PLANET HOLLYWOOD!

 **TRIFECTA**  
PRESENTS



**NORTHERN  
CHILL**  
AMERICA'S WATER

**MUSCLE  
& FITNESS**

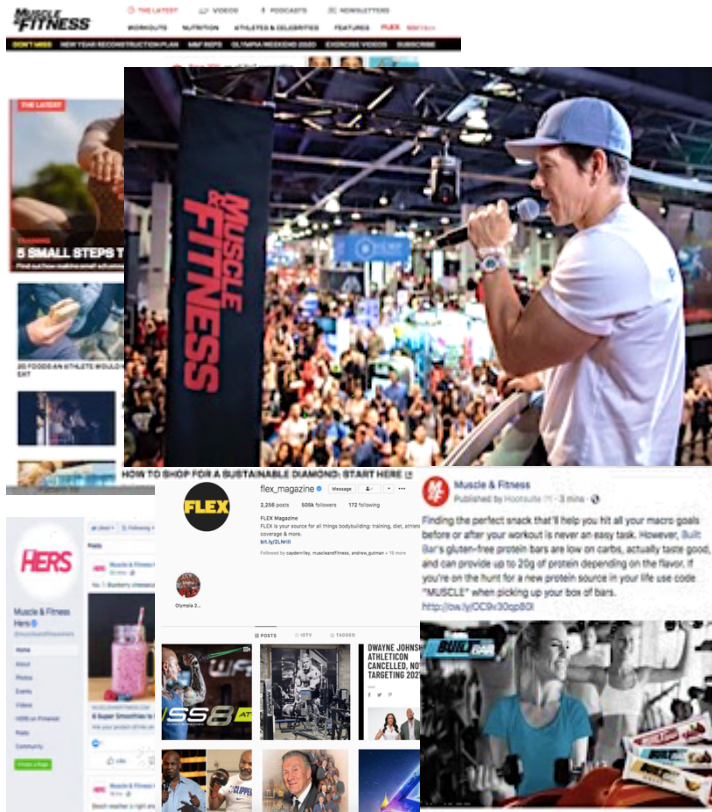


**FLEX**

**The Fitness Industry's Most Comprehensive Marketing Program**

Digital, Social Media and Event Based Customer Engagement

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



- **Social Media:** Nearly **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**

**HERS**

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



# The Olympia World Fitness Festival

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

Each year, the world's most dedicated fitness enthusiasts and industry insiders journey to Las Vegas 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 56 years Olympia Weekend has remained the fitness industry's signature event, welcoming many of the world's A-List celebrities. The sights and sounds around The Olympia Weekend are enough to keep your social media abuzz for weeks!

\*\*\*\*\*NEW LOCATION IN 2020\*\*\*\*\*

Now at its new home at the **Planet Hollywood Resort** on the Las Vegas Strip, the new **Olympia Fan Pavilion** replaces the convention center "expo" allowing the entire Olympia experience to be held conveniently inside the headquarter hotel. This part of the Olympia experience showcases the fastest growing and most influential companies spanning all corners of an industry that measures in the billions - a powerful opportunity to establish new distribution channels, while forming relationships within a sea of fitness enthusiasts.

A promotional poster for the 2020 Joe Weider's Olympia Fitness &amp; Performance Weekend. The top half of the poster has a dark blue background with a starry pattern. At the top, the text "OLYMPIA PLANS FINALIZED!" is written in large, bold, white letters. Below this, the "TRIFECTA PRESENTS" logo is visible, followed by the "JOE WEIDER'S OLYMPIA FITNESS &amp; PERFORMANCE WEEKEND 2020" logo. To the right of the main logo is a smaller logo for "WINGS OF STRENGTH". Below the logos, the text "ENTIRE EVENT TO BE HELD INSIDE PLANET HOLLYWOOD RESORT" is written in bold, white letters. The bottom half of the poster features a photograph of the Planet Hollywood Resort at night, with its distinctive blue and yellow facade and palm trees. In the bottom right corner, there is a portrait of Shaquille O'Neal, who is smiling and wearing a light blue suit. Below his portrait, the text "SHAQUILLE O'NEAL 2020 HONORARY OLYMPIA WEEKEND AMBASSADOR" is written in bold, white letters.



# EXPERIENCE THE OLYMPIA

## OLYMPIA BY THE NUMBERS

Timing:	December 2020
Location:	Las Vegas Strip
Social Media Reach Across All Brands	16 Million+

## RESERVE A SPOT NOW!

Here at Olympia headquarters, our team is busy preparing for what promises to be the most anticipated weekend in our 56-year history. New events, expanded focus, more celebrities, record prize money, and all the eye-popping physiques you can handle at our new home at Planet Hollywood on the Las Vegas Strip!



## 2020 Sponsorship Benefits

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.

### EVENT SPONSORSHIP BENEFITS

- Premium booth space!
- Custom Co-Branded on-site events
- Private meeting rooms
- VIP Tickets & Special Event Passes
- Logo inclusion on event promotional material
- Logo inclusion throughout the event and promo media
- Brand ad(s) in the Olympia Program
- 30-sec commercial(s) on stage video
- Social Media and Digital Marketing Opportunities

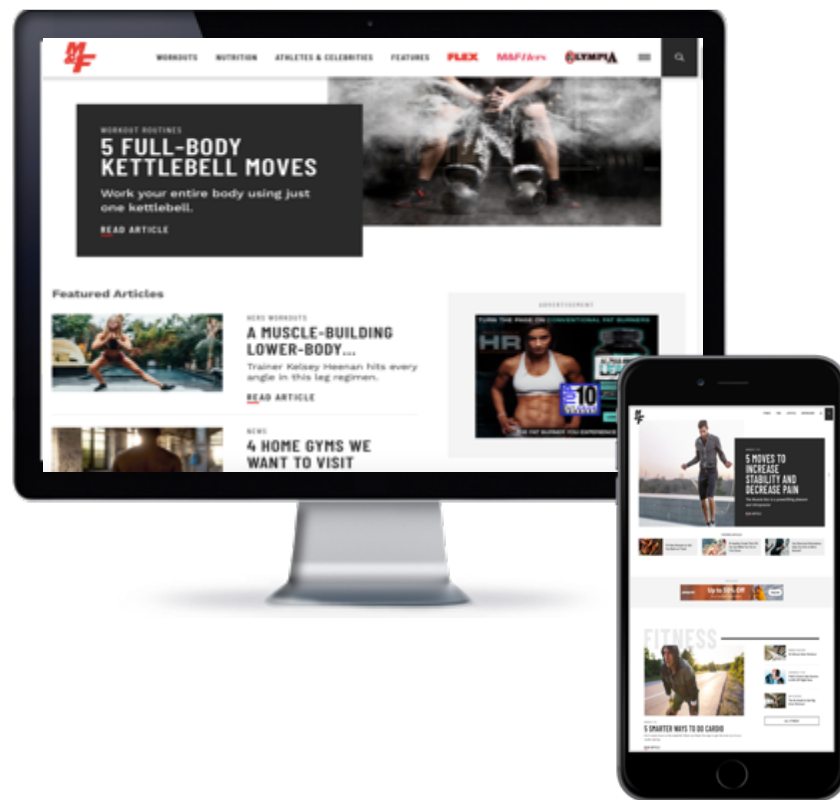


## Digital Media, Custom Content and Social Integration

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.

### 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:** Align your brand and products with popular digital content via ad takeovers, 'presented by' mentions and seamless product integration
- **Shareable Video Creation:** Our Video Solutions 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 our 20 million+ fit-focused visitors and followers.



# Social Media Audience...by the Numbers

## Olympia Accounts | Total Followers: 4,354,650



2,361,355 Followers  
@mrolympiallc



1,868,208 Followers  
@mrolympiallc



125,087 Followers  
@MrOlympiaLLC



## Flex Accounts | Total Followers: 3,167,163



505,000 Followers  
@flex\_magazine



2,469,731 Followers  
@flexmagazine



192,432 Followers  
@FLEX\_Magazine



## M&F Accounts | Total Followers: 8,312,792



781,483 Followers  
@muscleandfitness



6,504,787 Followers  
@MuscleandFitnessMag



1,026,522 Followers  
@muscle\_fitness



## Hers Accounts | Total Followers: 589,672



150,861 Followers  
@muscleandfitnesshers



316,970 Followers  
@muscleandfitnesshers

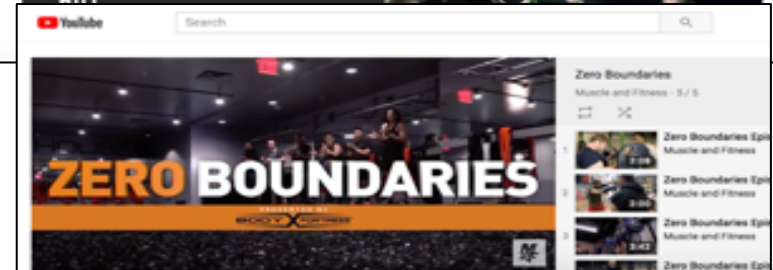


121,841 Followers  
@mandfhers



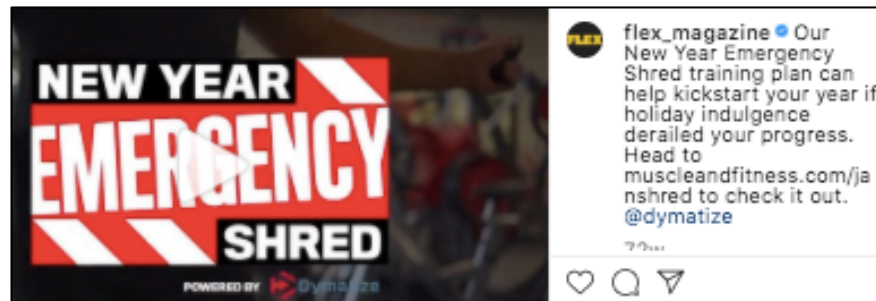
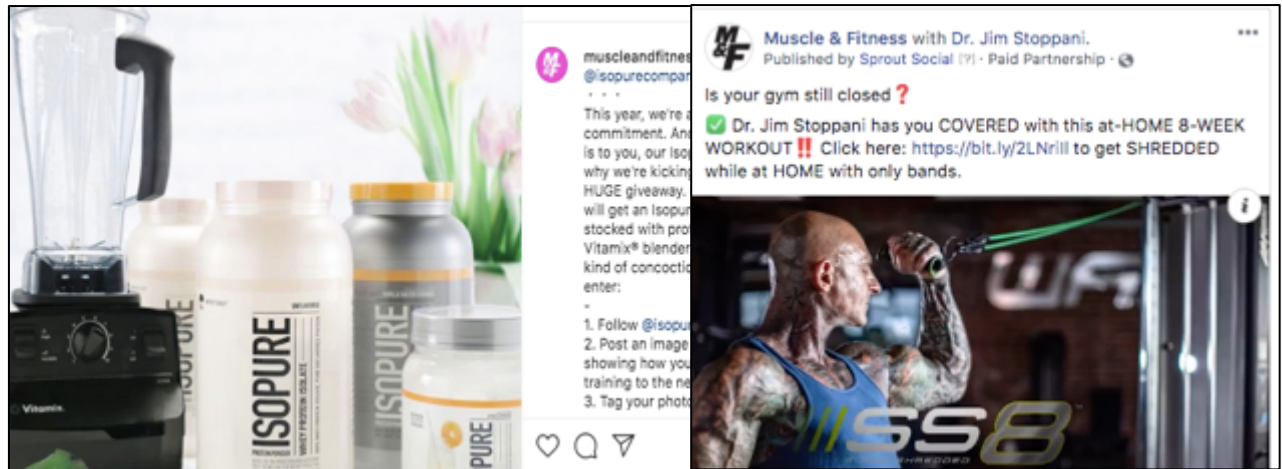
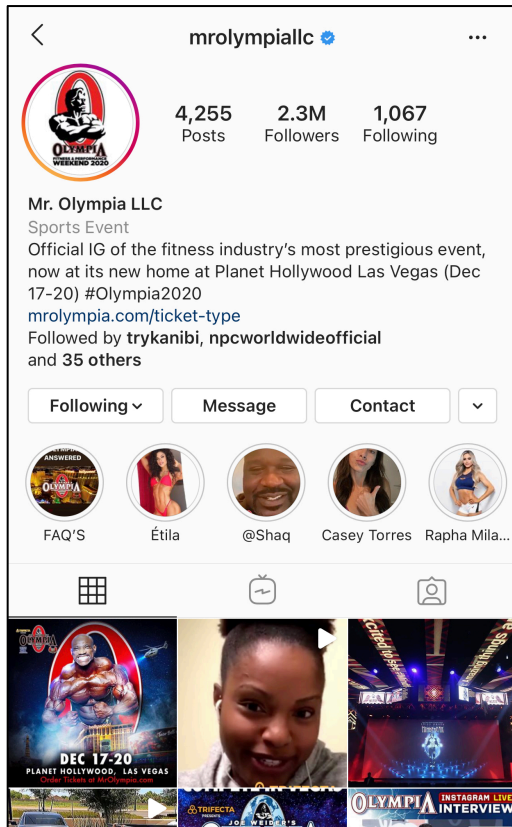
**TOTAL SOCIAL MEDIA FOLLOWING: 16,424,277**

*Updated October 2020*



## Co-Branded Promotional Posts

With more than 16 million followers across all channels, The Olympia Social Media Network is one of the world's largest fit-focused 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!**



## Added Visibility: Webcast Advertising

### 30-Second Commercial Spots

While audiences inside the Planet Hollywood's famed Zappos Theater experience the biggest event of the year, hundreds of thousands of fitness enthusiasts around the world are watching LIVE on the official Olympia Pay-Per-View, one of the most viewed online fitness events of the year. As an exhibitor or sponsor, 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.



# 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

BARA KREYER



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on all our Olympia opportunities.**

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