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## 2020 OLYMPIA WEEKEND

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



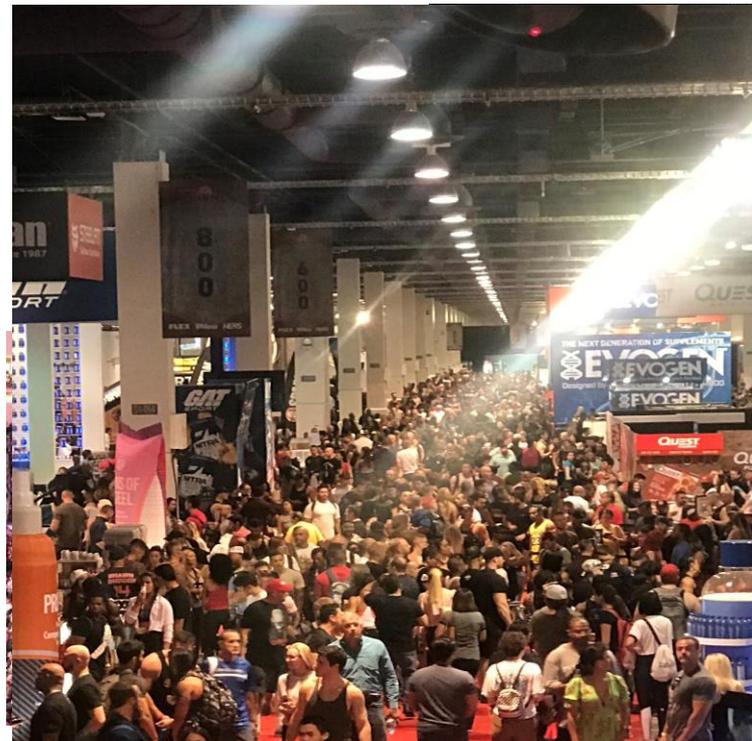
# THE 2020 OLYMPIA WEEKEND

## 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



DANICA SHERIDAN

## 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 complete program that will have your brand top of mind throughout the weekend.

### **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*

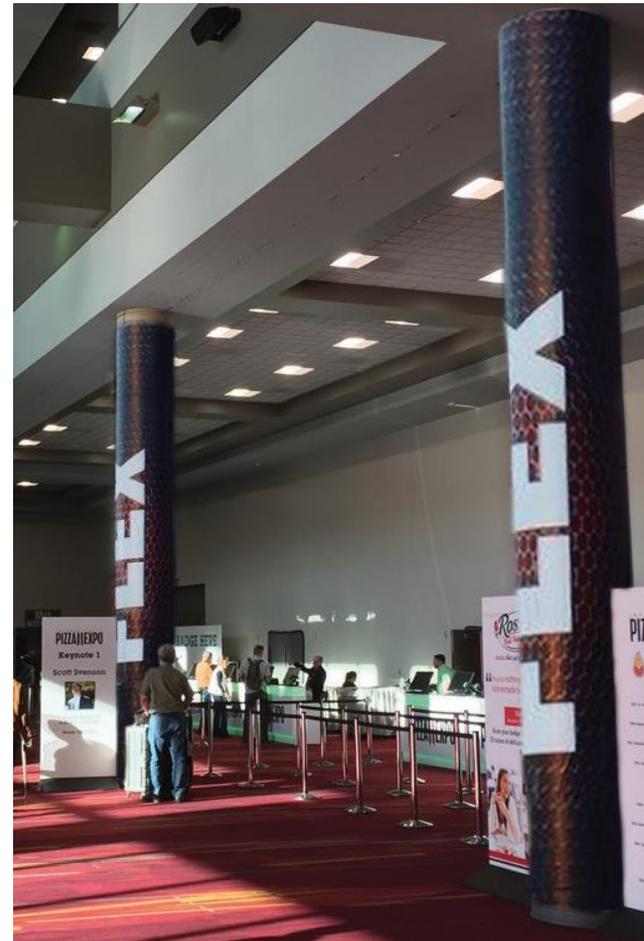
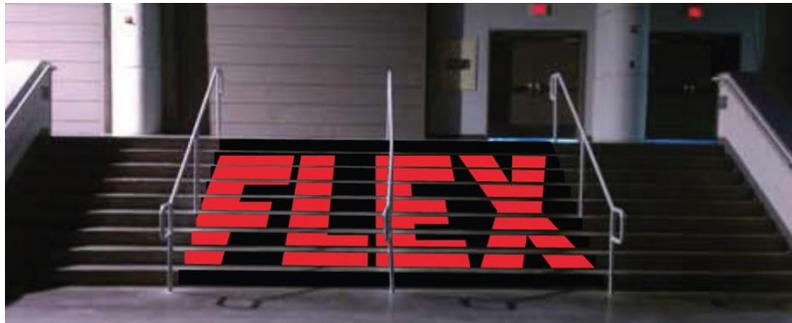
### Front Entrance Branding

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!



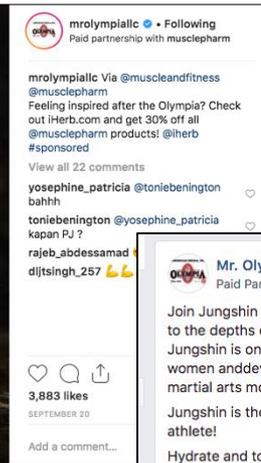
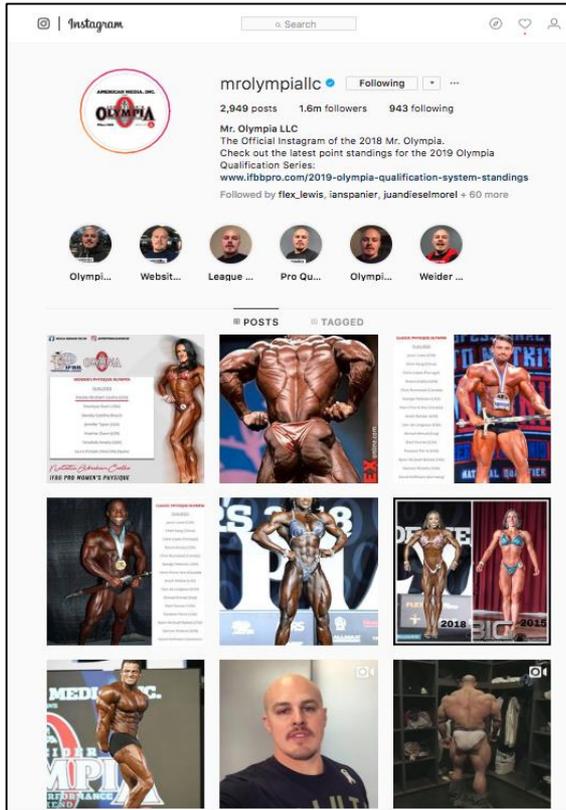
### 30-Sec Commercial Spots

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.



## Co-Branded Promo Posts

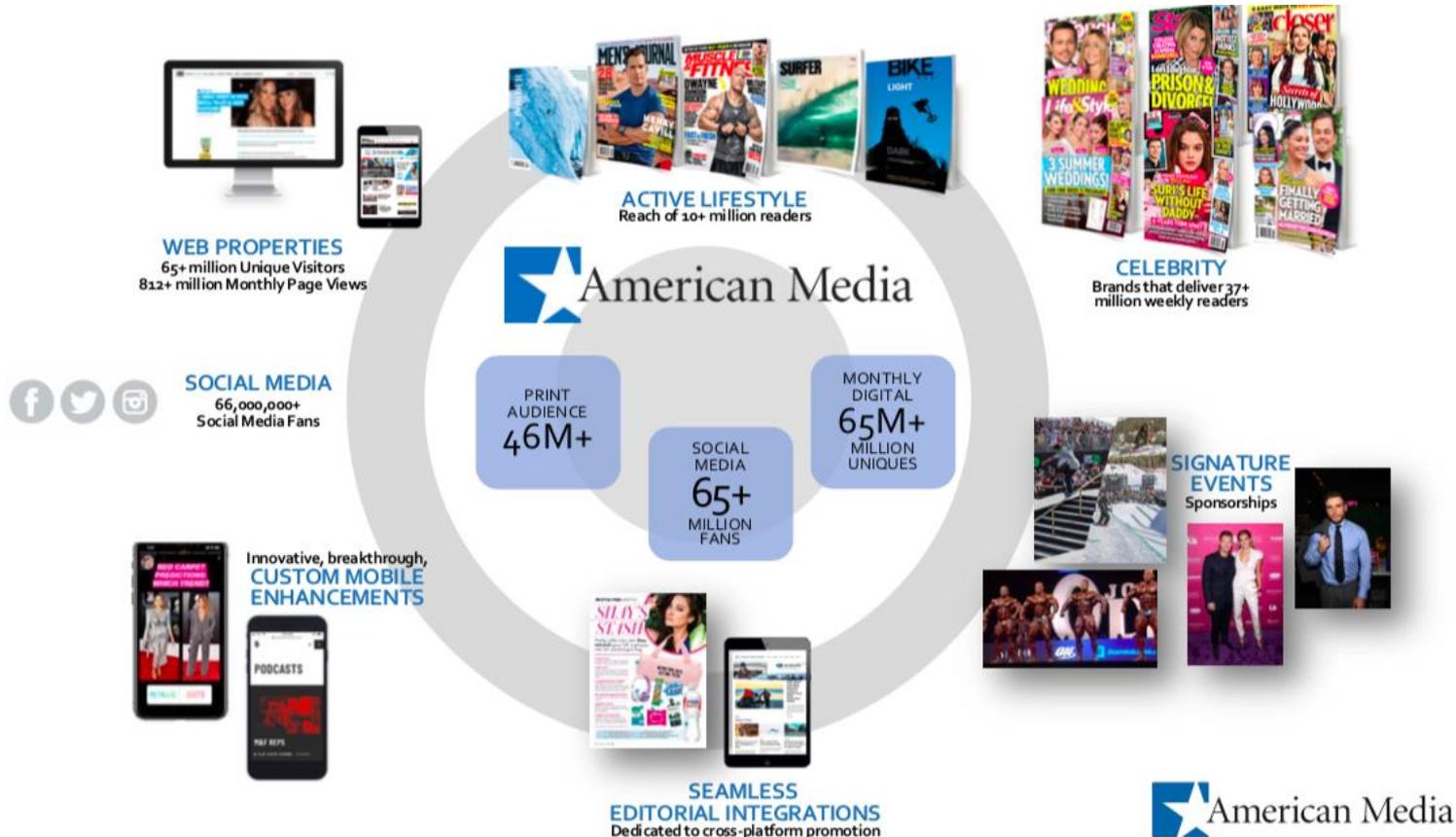
With more than 4 million followers across all channels, Olympia social media has emerged as a powerful tool to support your media, marketing and call-to-action objectives. Olympia social media may be exactly what you need as you look to expand your reach within a growing audience of serious fitness minded consumers!  
**Ask us how we can include social media in your sponsorship package.**



# American Media Opportunities

## American Media Print & Digital Platforms

American Media is one of the most wide-reaching media and publishing companies in the world. With more than two dozen entertainment and fitness themed publications, our combination of print and digital reaches 130 million people each month. **Ask your sales rep about special opportunities now available exclusively to Olympia exhibitors.**



## High Impact Ads & In-Book Integrations

American Media titles offer several high-impact cover and in-book opportunities, designed to showcase your products or upcoming new launches within exclusive editorial content.

*American Media print opportunities include:*

- **Cover Chips:** American Media was the first publisher in the United States to offer advertising space on our magazine covers. Cover Chips are one of the most impactful units available to an advertiser – they are the first message consumers see. These units reach every reader of the magazine, not just those who selectively page through an issue. Even more important, Cover Chips are a visible billboard to every shopper in the checkout lane, whether they buy the magazine or not.
- **Editorial Integrations:** Editorial integrations are widely used by American Media clients and partners as a means of organically promoting brands and products in American Media titles. No other magazine publisher works as closely with its advertisers to ensure our client's messages is delivered to our audience.



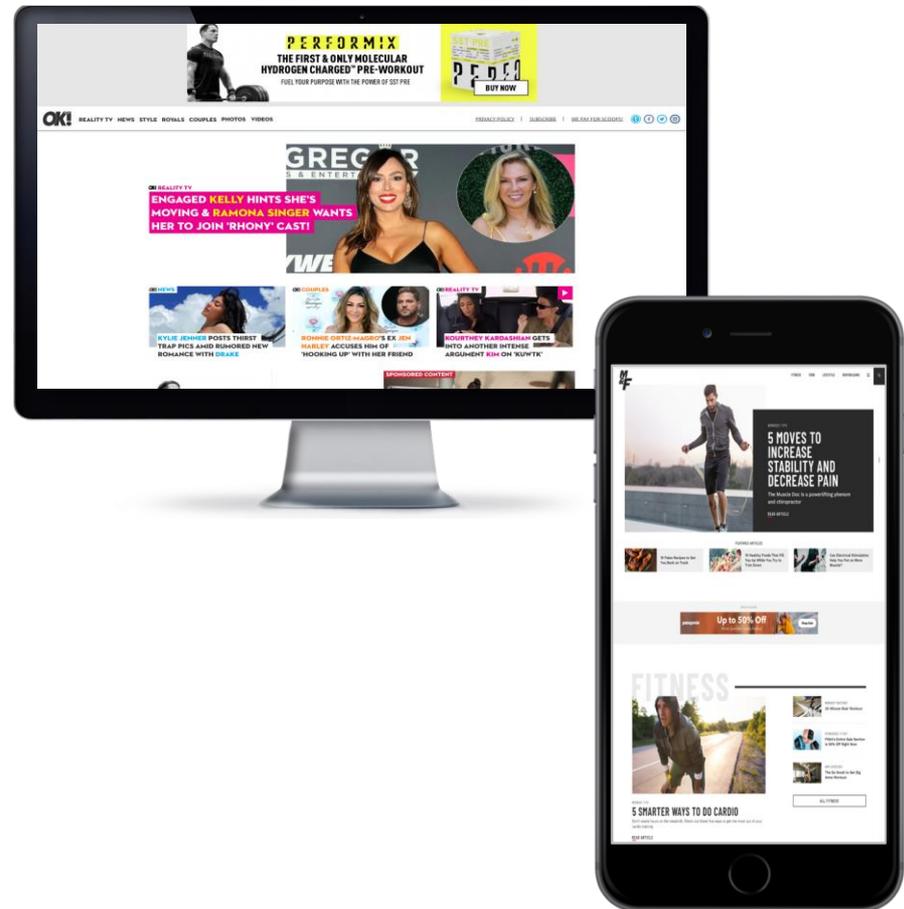


## Digital Media, Custom Content and Social Integration

American Media's strong digital and social media presence allows us to provide our partners the opportunity to reach millions. Between targeted digital media units, turnkey sponsorships and custom created digital content, American Media can develop a tailored digital plan based on brand objectives and targeted audience.

*American Media 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:** American Media's Video Solutions department will develop professional-grade, turn-key and efficient branded video, designed to elevate your product and compliment your marketing
- **Social integrations:** American Media will provide advertising partners with unique social integrations and programs, designed to create buzz and leverage our 33 million+ avid and active social brand followers.



# American Media, LLC American Media Digital - Examples

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 put the finishing touches on your physique by lifting the metabolism and accelerating calorie burn, never in a precursor to losing weight.

### FUELING ATHLETES SAFELY

Subscribe to M&F

2019 SUMMER SHRED WORKOUT

To gain more weight, he even considered chugging melted ice cream, but Cooper advised against it: "You'll just be throwing up rocky road while we're on the beach in Malibu, and no one will want to hang out with you." Wise words.

**BEST-DRESSED**  
The league-leaders in style points.

10 Celebrity Diet Staples >>>

### PRODUCT SPOTLIGHT

**Big Agnes Chimney Creek 4 mtnGLO™ Tent**

BY REI

Winner of Backpacker magazine's 2015 Editors' Choice Award for its built-in LED lighting, the Big Agnes Chimney Creek 4 mtnGLO™ Tent features ample living space, comfort and convenience.

Sponsored by: **REI**

**The suit: Calvin Klein**

Get the Products You Need to Look and Feel Your Best at GNC Live Well >>>

McDorman considers risk a part of his personal style, too. Take this sky-blue Calvin Klein number. "You could end up looking like Jeff Daniels from Dumb and

**OK!** Magazine with Nature's Truth Vitamins & Aromatherapy.  
January 3 · Paid

This celebrity fitness trainer has all the knowledge to balance your work and life!

**Autumn Calabrese's Must-Have Products For The New Year**

Celebrity trainer Autumn Calabrese's hectic schedule would make you break a sweat. The 21-Day Fix creator has a successful business and an 8-year-old son...

OKMAGAZINE.COM

YouTube

## ZERO BOUNDARIES

Zero Boundaries Training Episode 3

1,673 views

Muscle and Fitness  
Published on Apr 13, 2017

SUBSCRIBE 26K

M&F Deputy Editor Zack Zeigler takes a class with Adrian Williams, head coach and training and recovery program manager at Tone House in New York City.

SHOW MORE

- 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





**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)

