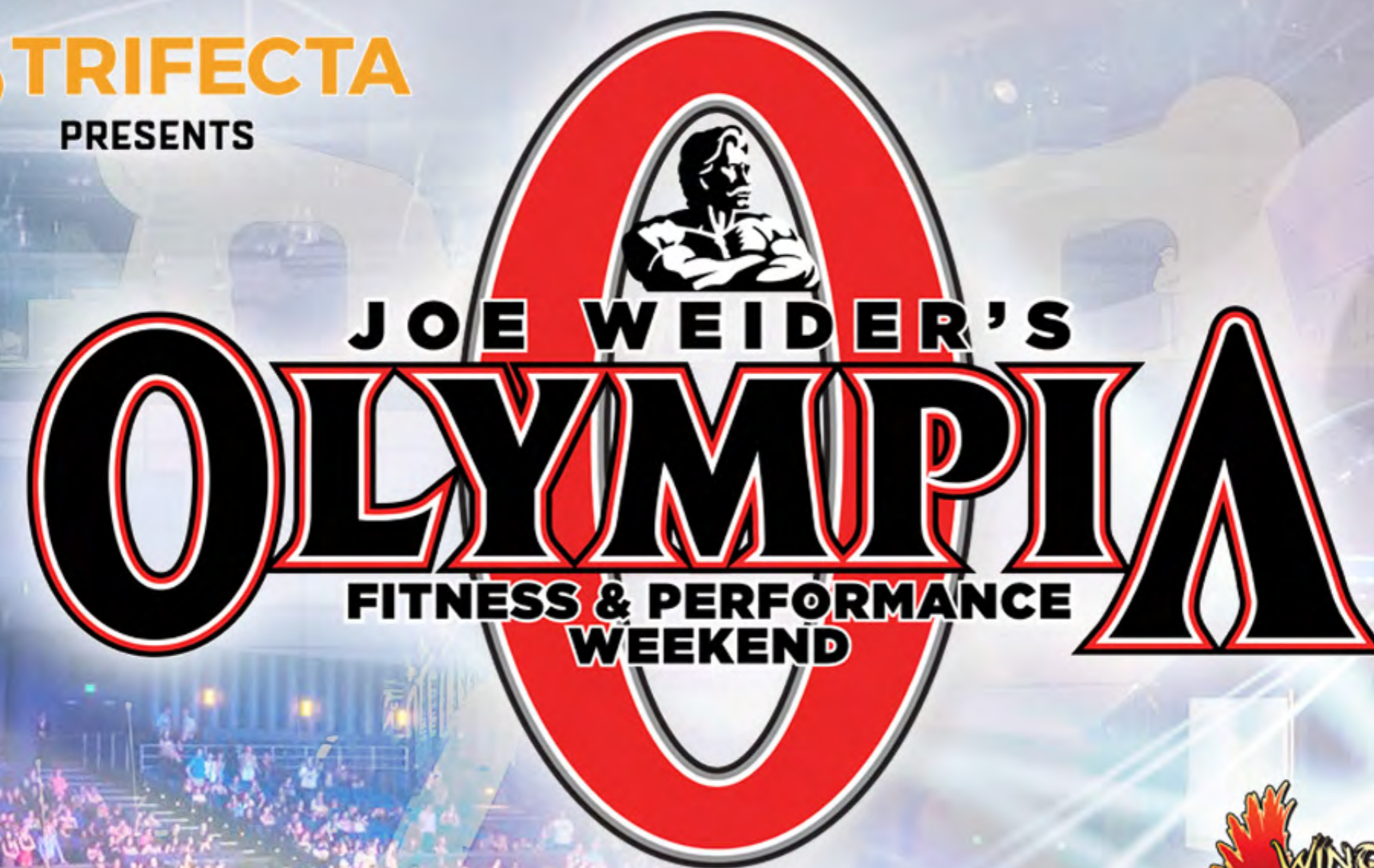


**THE FITNESS INDUSTRY'S MOST COMPREHENSIVE MARKETING PROGRAM**

**DIGITAL, SOCIAL MEDIA, AND EVENT BASED CUSTOMER ENGAGEMENT**

 **TRIFECTA**  
PRESENTS



**OLYMPIA WEEKEND 2022**

**DECEMBER 15 - 18, LAS VEGAS**

THE FITNESS INDUSTRY'S GREATEST TRADITION

LAS  
Vegas<sup>®</sup>

TRIFECTA  
PRESENTS



2022

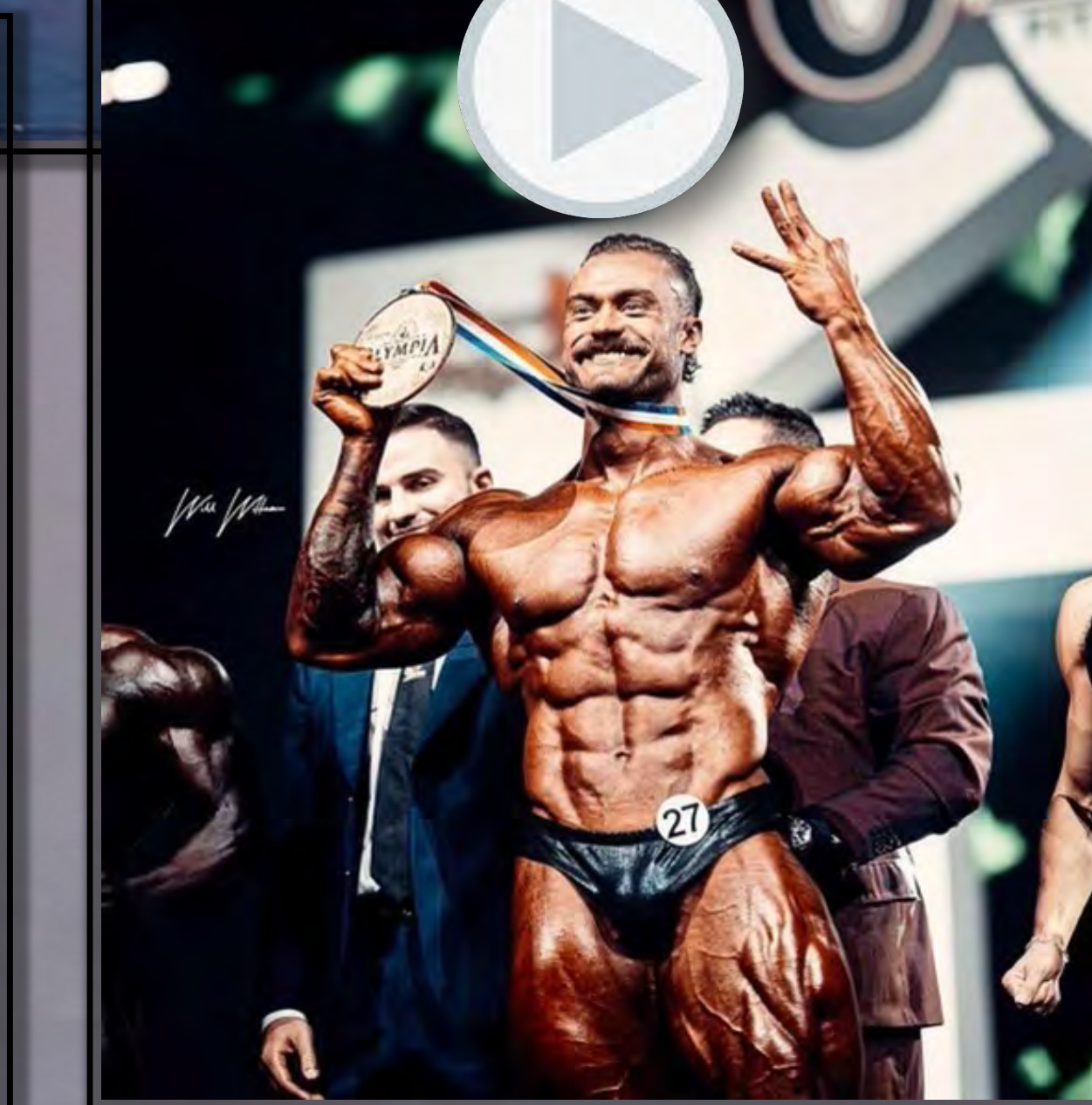


**CONNECT WITH THE  
LARGEST AUDIENCE IN  
THE CATEGORY!**

**ALL OF YOUR CUSTOMER  
ENGAGEMENT OBJECTIVES  
IN ONE  
POWERHOUSE PROGRAM!**



# OLYMPIA MOMENTS LAST FOREVER



## 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 17.5 million combined fit-focused followers

### **DIGITAL:**

14 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!**



**MUSCLE  
& FITNESS**

**FLEX**

**HERS**

## OLYMPIA BY THE NUMBERS

**December 15-18, 2022**

Location: Las Vegas

The Zappos Theater at Planet Hollywood  
The Venetian Expo and Convention Center

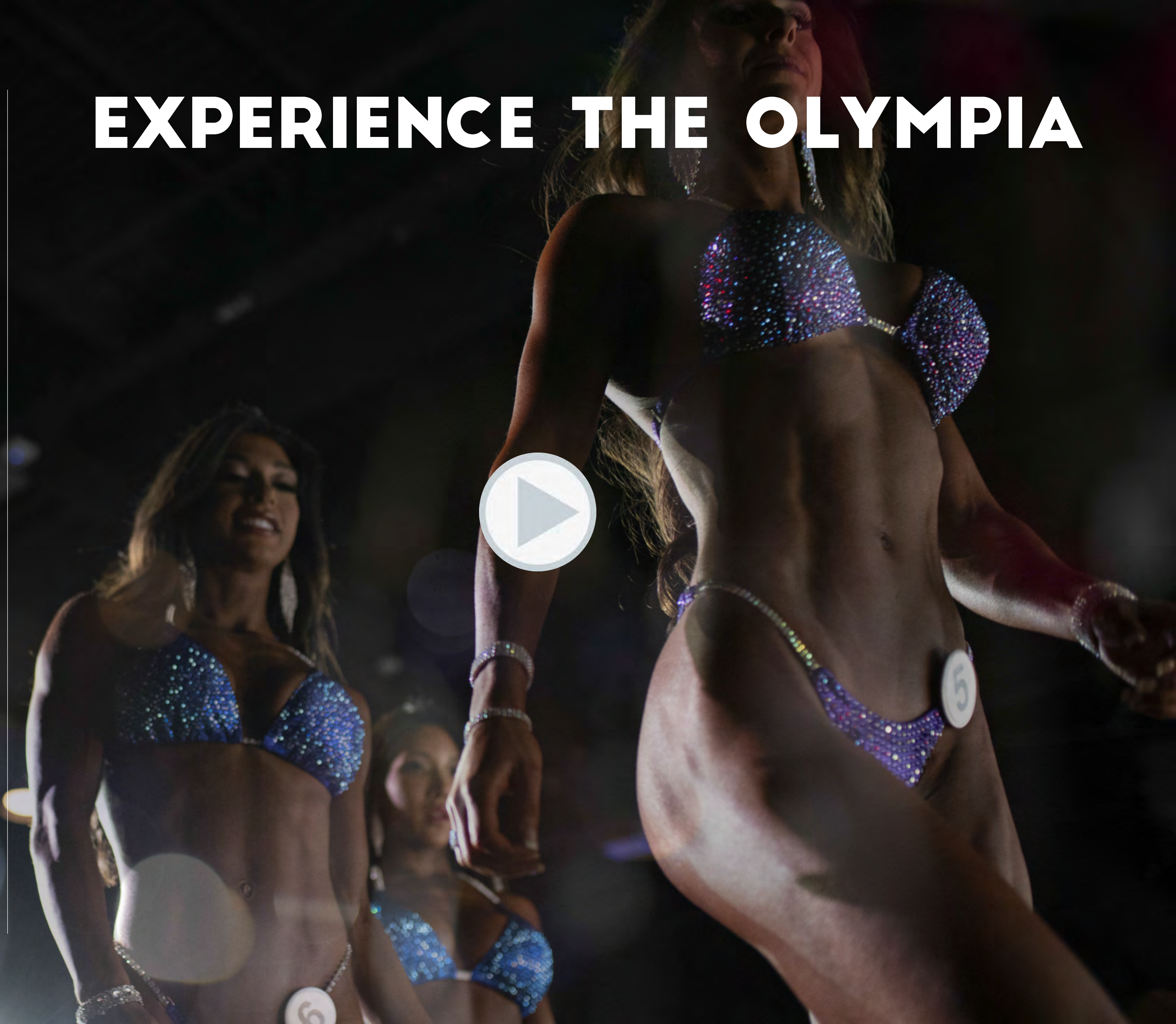
Worldwide PayPerView/Replay  
Audience: **2M+**

Social Media Reach Across All Brands:  
**17.5M+**

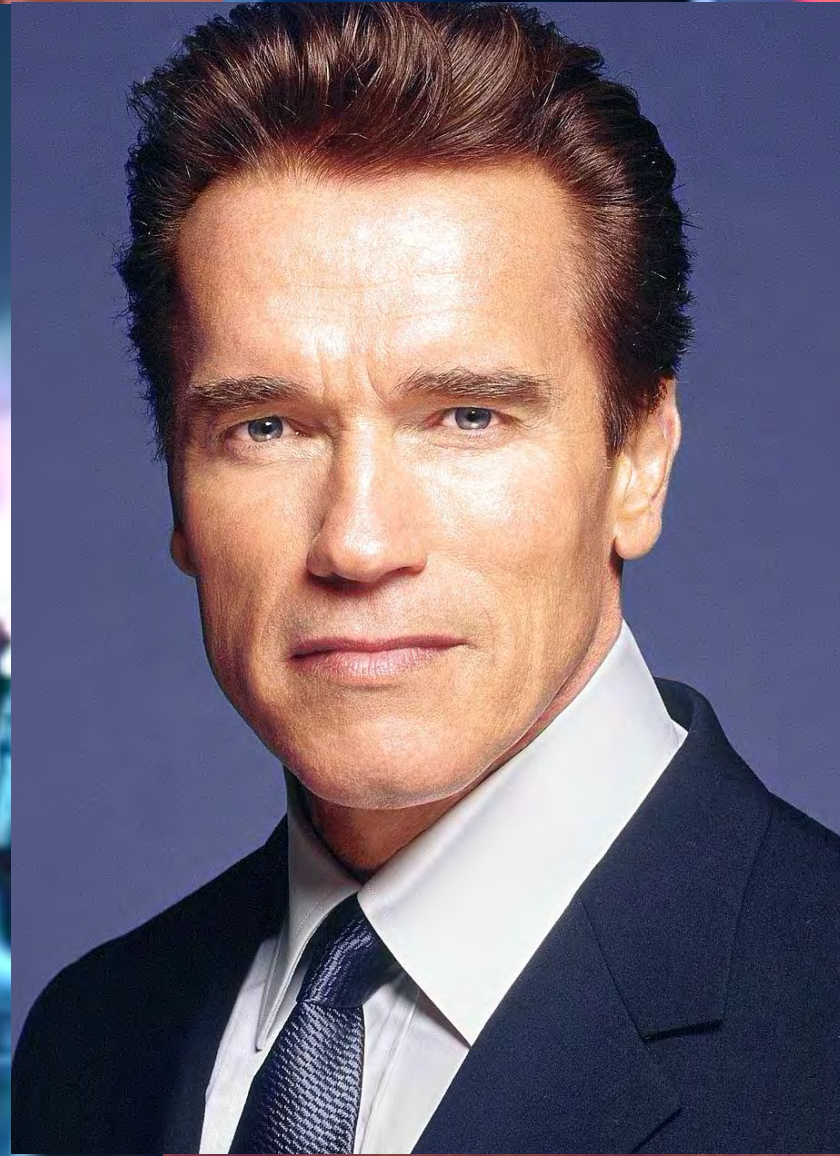
### RESERVE YOUR SPOT NOW!

Here at Olympia headquarters, our team is busy preparing for what promises to be the most exciting weekend in our 58-year history. New events, expanded focus, more celebrities, record prize money, and all the eye-popping physiques you can handle at our return to the Las Vegas Strip, at The Planet Hollywood and The Venetian Expo and Convention Center!

# EXPERIENCE THE OLYMPIA



# CELEBRITIES LOVE THE OLYMPIA!



# 2022 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 Tickets & Special Event Passes
- Logo Inclusion on Event Promotional Material
- Logo Inclusion throughout Expo & Main Arena Stage
- Your Commercial on Video Loop on Expo Stage and Main Arena Stage
- Social Media and Digital Marketing Opportunities
- E-blast Opportunities





# THE ULTIMATE EXHIBITOR AND 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 58 years, Olympia Weekend has remained the fitness industry's signature event, welcoming many of **the world's top brands**. The sights and sounds around Olympia Weekend are enough to keep your social media abuzz for weeks!

In addition to returning to **THE LAS VEGAS STRIP in 2022**, the tradeshow portion of Olympia Weekend will take place at The Venetian Expo and Convention Center (located inside the Venetian Resort). This part of the Olympia experience 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.



## ADDED VISIBILITY: ON-SITE BRANDING

### FRONT ENTRANCE BRANDING

#### VENETIAN EXPO AND CONVENTION CENTER

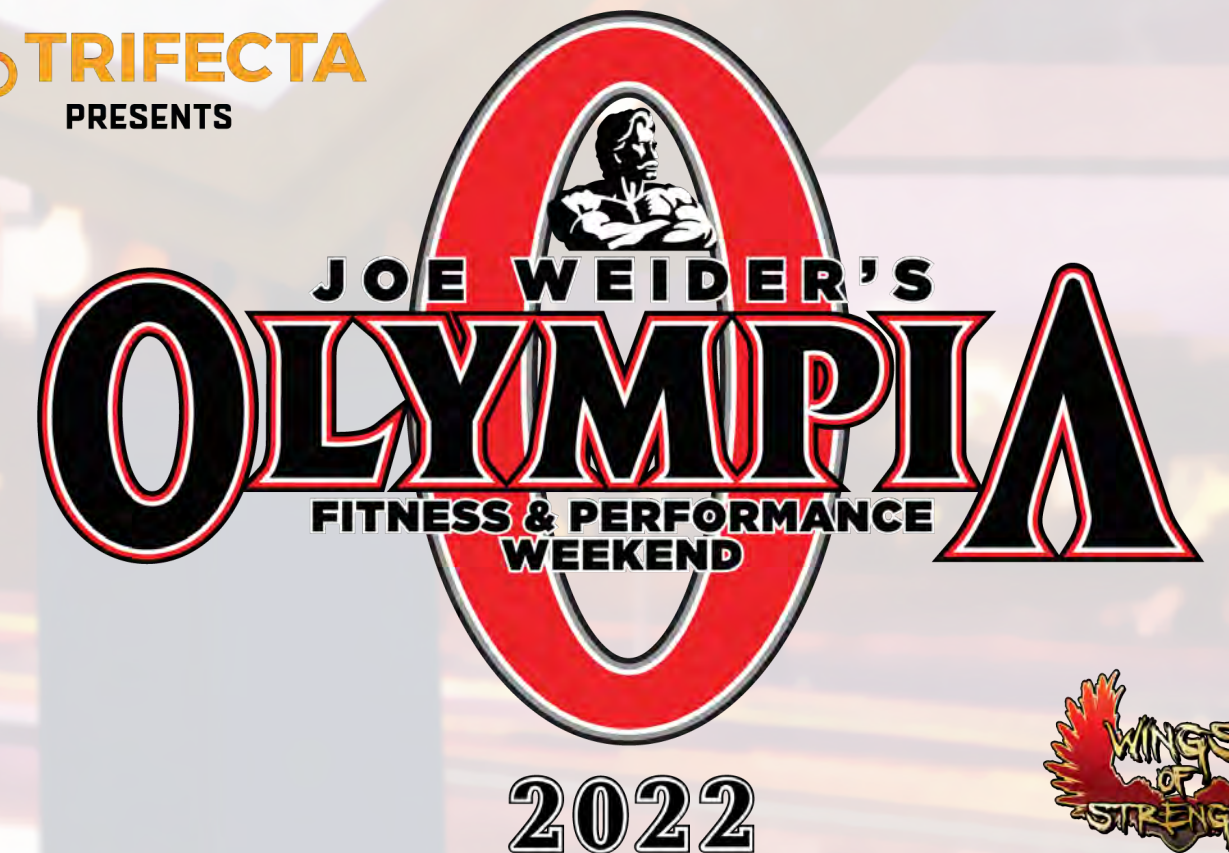
Looking to make a BIG splash? Secure one of the signage opportunities at the main entrance of the Olympia World Fitness Expo at the Venetian Expo and Convention Center.

With options measuring up to 60 feet, these are some of the most visually powerful branding opportunities available anywhere in the industry.

### INDOOR BRANDING

#### VENETIAN EXPO AND CONVENTION CENTER

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

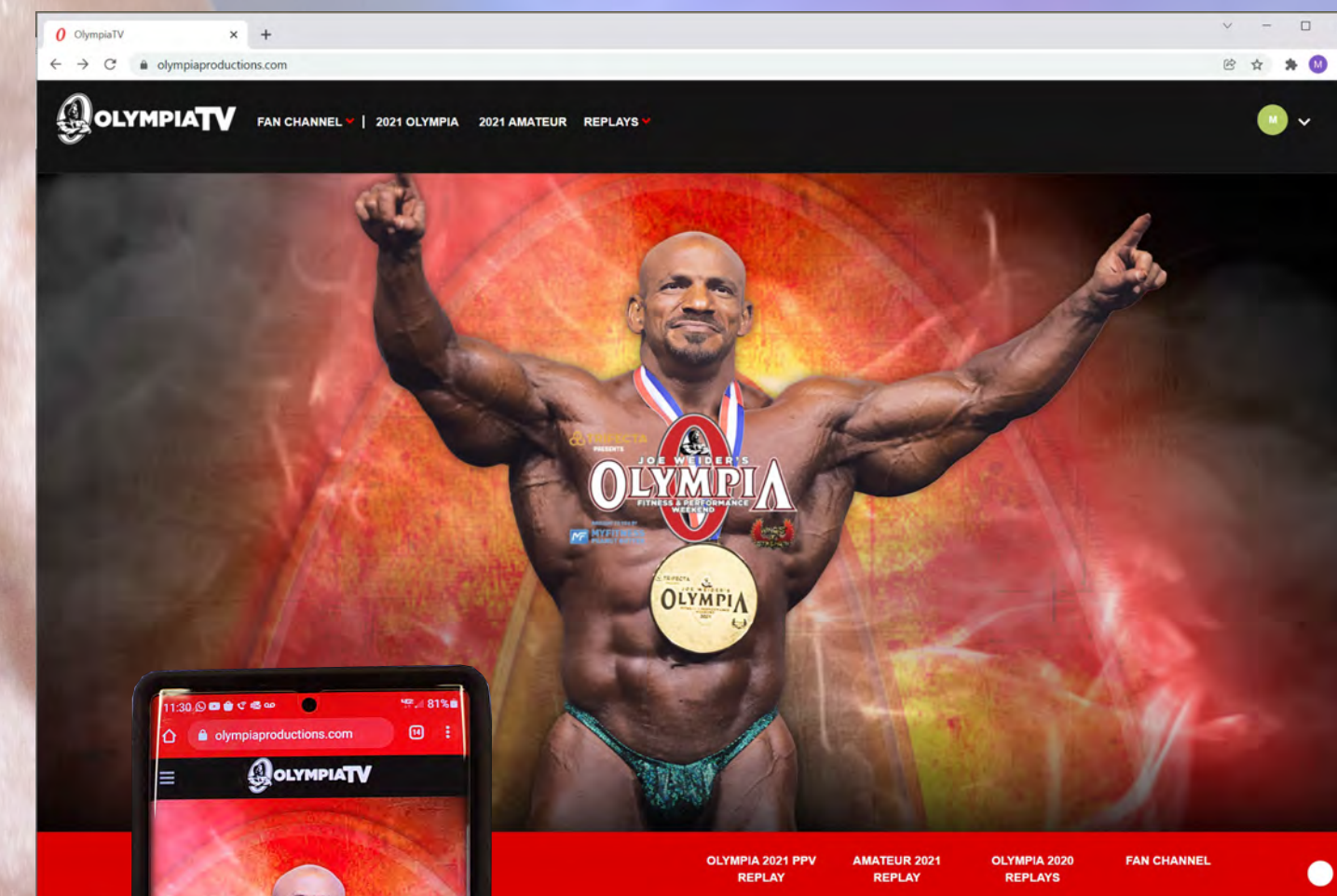




# OLYMPIATV

OUR OLYMPIA STREAMING PLATFORM

## REACH MILLIONS!



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Roku android



iPhone

**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 placements.

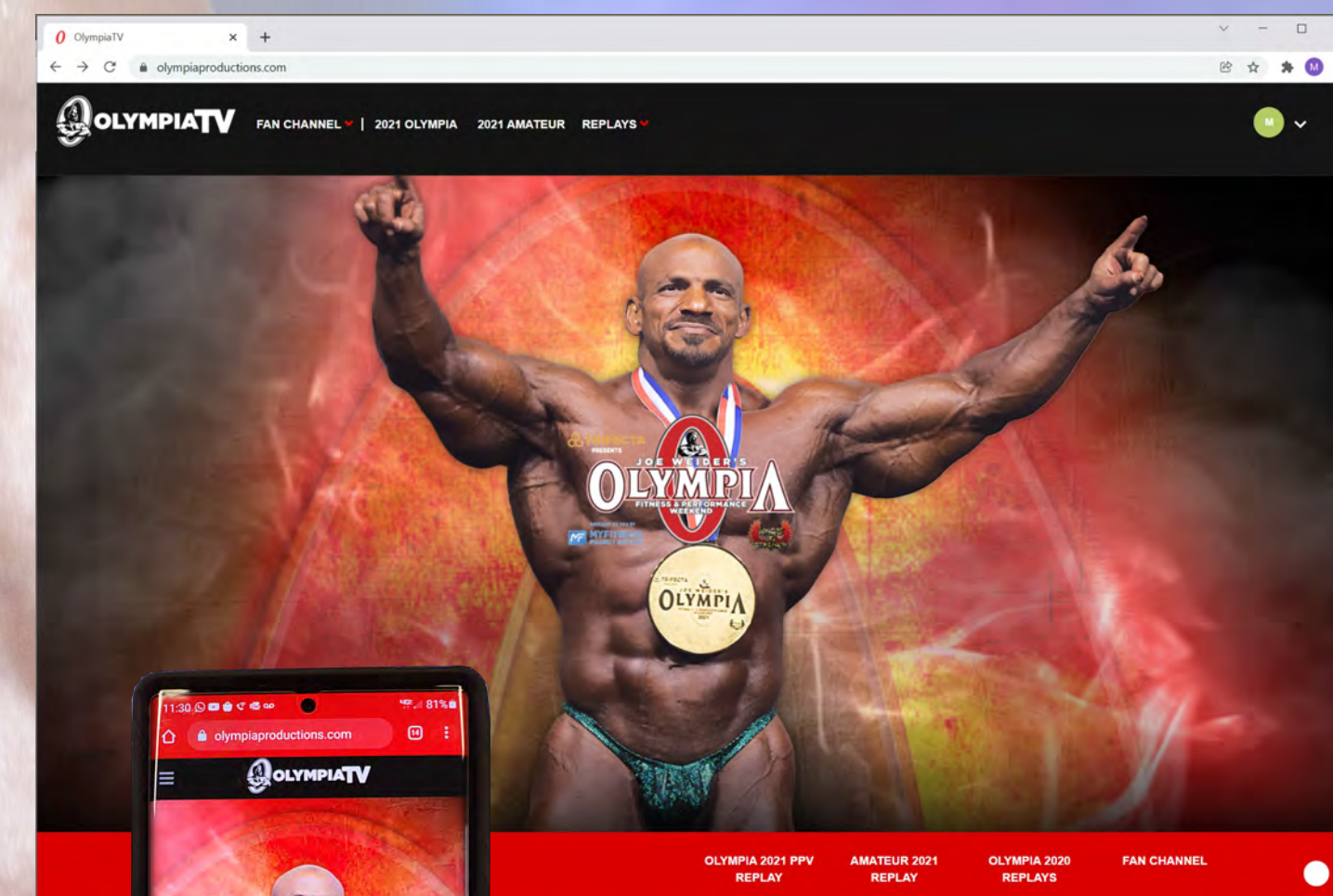
**AND WHEN THE LIVE EVENT ENDS,** the PayPerView is available for on-demand replay ensuring viewership that measures in the millions.

## **ADDED VISIBILITY: PAY-PER-VIEW ADVERTISING**

While audiences inside the Zappos Theater at the Planet Hollywood experience the biggest event of the year, hundreds of thousands of fitness enthusiasts around the world are watching LIVE on the Official Olympia PayPerView, on our official Olympia PayPerView OTT.

The Olympia at OlympiaProductions.com is one of the most viewed online fitness events of the year.

International viewership includes Brazil, India, Egypt, UAE, Korea, Japan, China, and 27 other nations.



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Roku android



iPhone



# **OLYMPIATV**

<http://www.olympiaproductions.com/>

# MUSCLE & FITNESS INTEGRATION

## DIGITAL MEDIA, CUSTOM CONTENT, AND SOCIAL INTEGRATION

### 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:

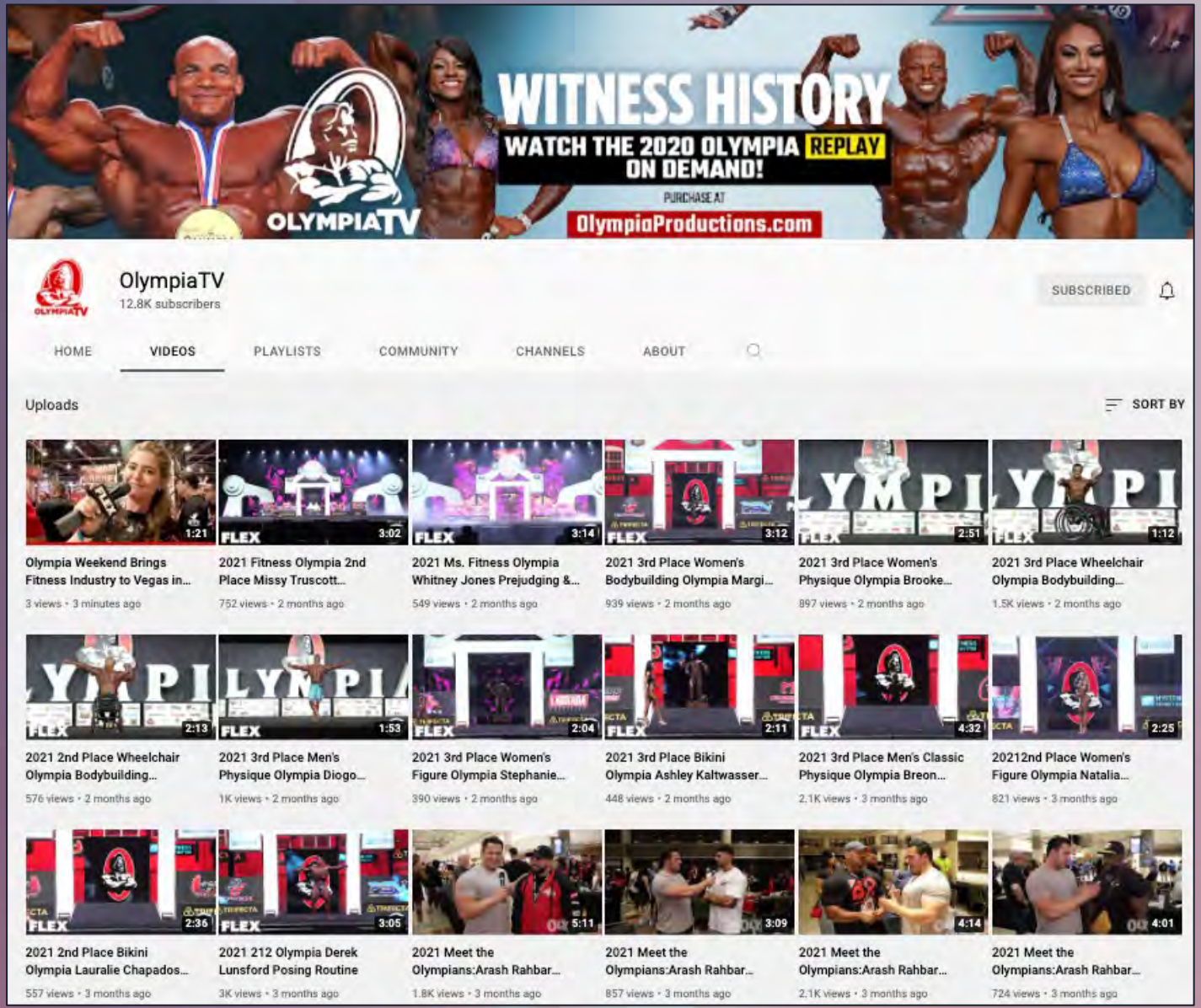
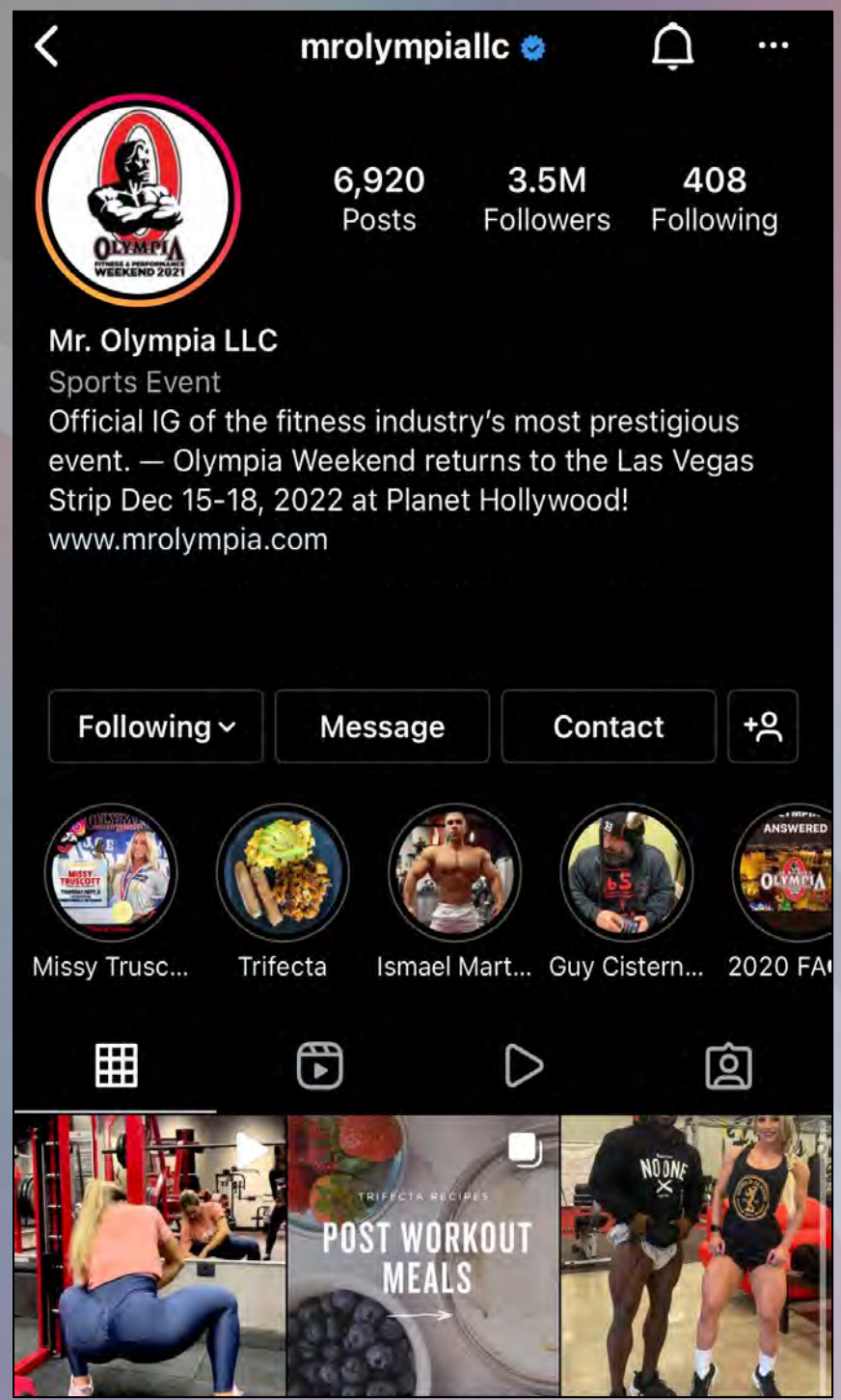
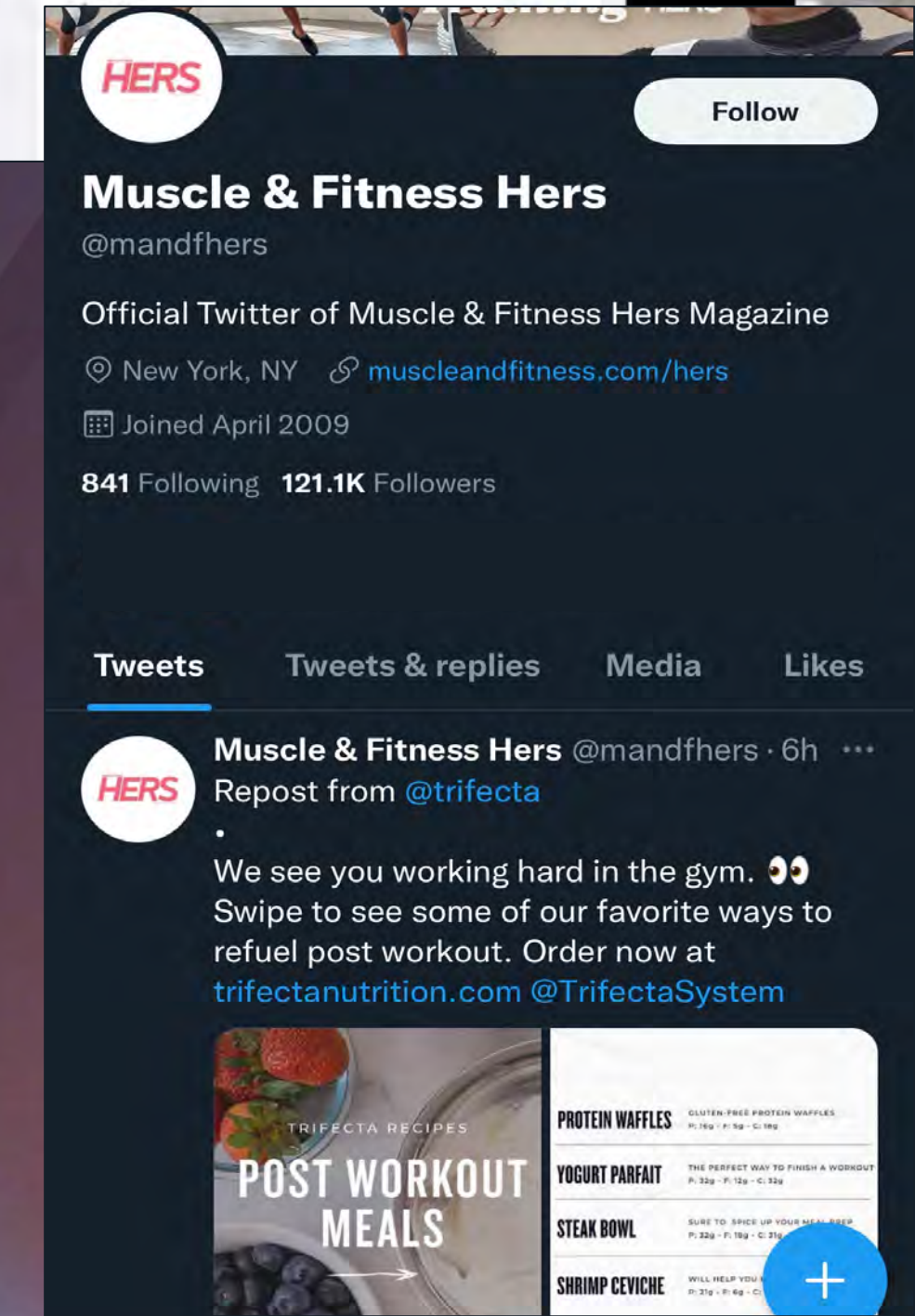
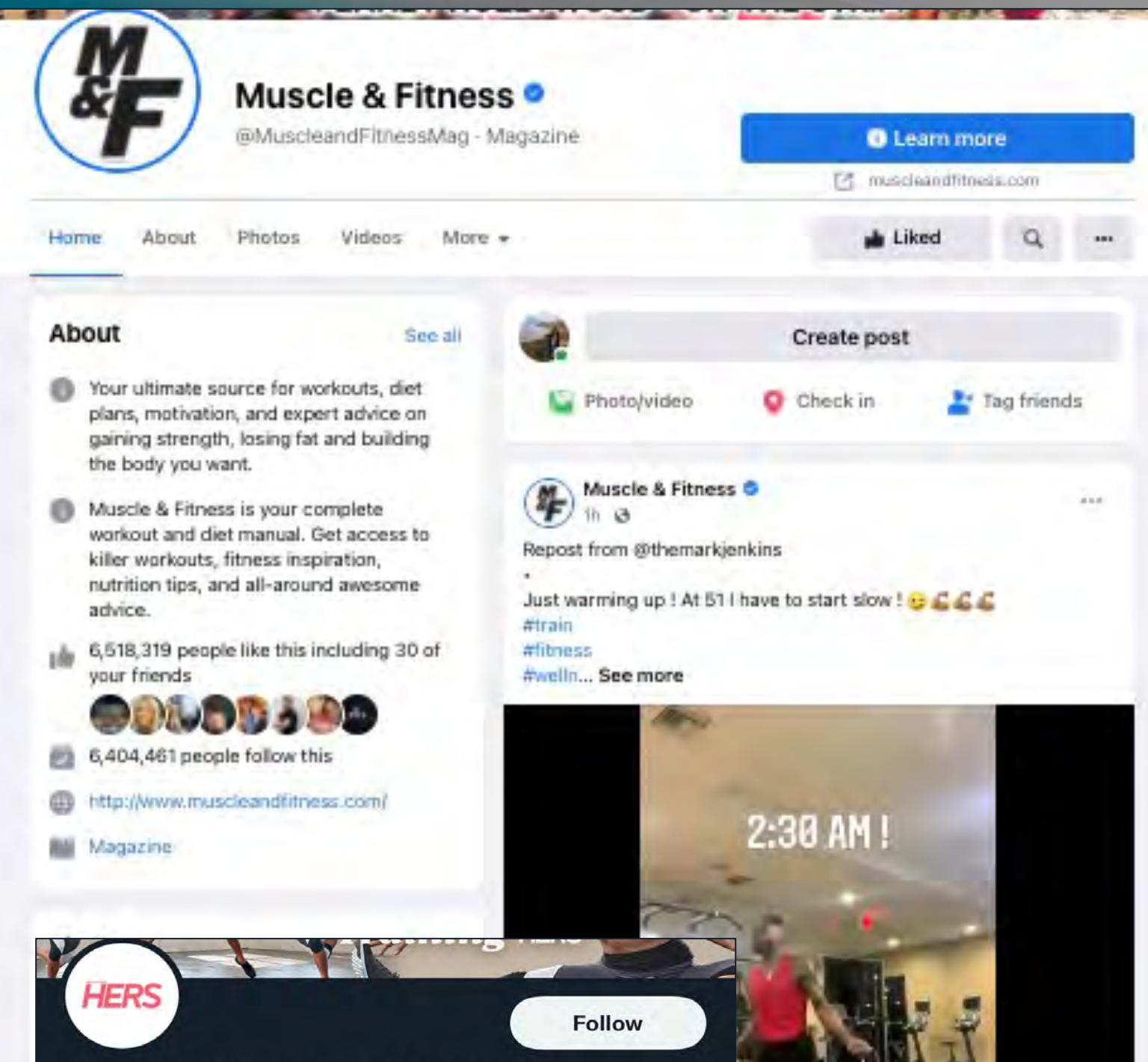
Unique social integrations and programs, designed to create buzz and leverage our 17.5 million+ fit-minded visitors and followers.

**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](http://WWW.MUSCLEANDFITNESS.COM)**



# THE OLYMPIA SOCIAL MEDIA NETWORK

## CO-BRANDED PROMOTIONAL POSTS

With more than 17.5 MILLION global 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!

FACEBOOK

Instagram

YouTube

twitter



 **TRIFECTA**

 **MYFITNESS**  
PEANUT BUTTER



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PEANUT BUTTER



**FOR MORE INFORMATION, CONTACT YOUR SALES REP TODAY!**

 **TRIFECTA**  
PRESENTS



**2022**



**OR EMAIL US AT  
[CONTACT@MROLYMPIA.COM](mailto:CONTACT@MROLYMPIA.COM)**