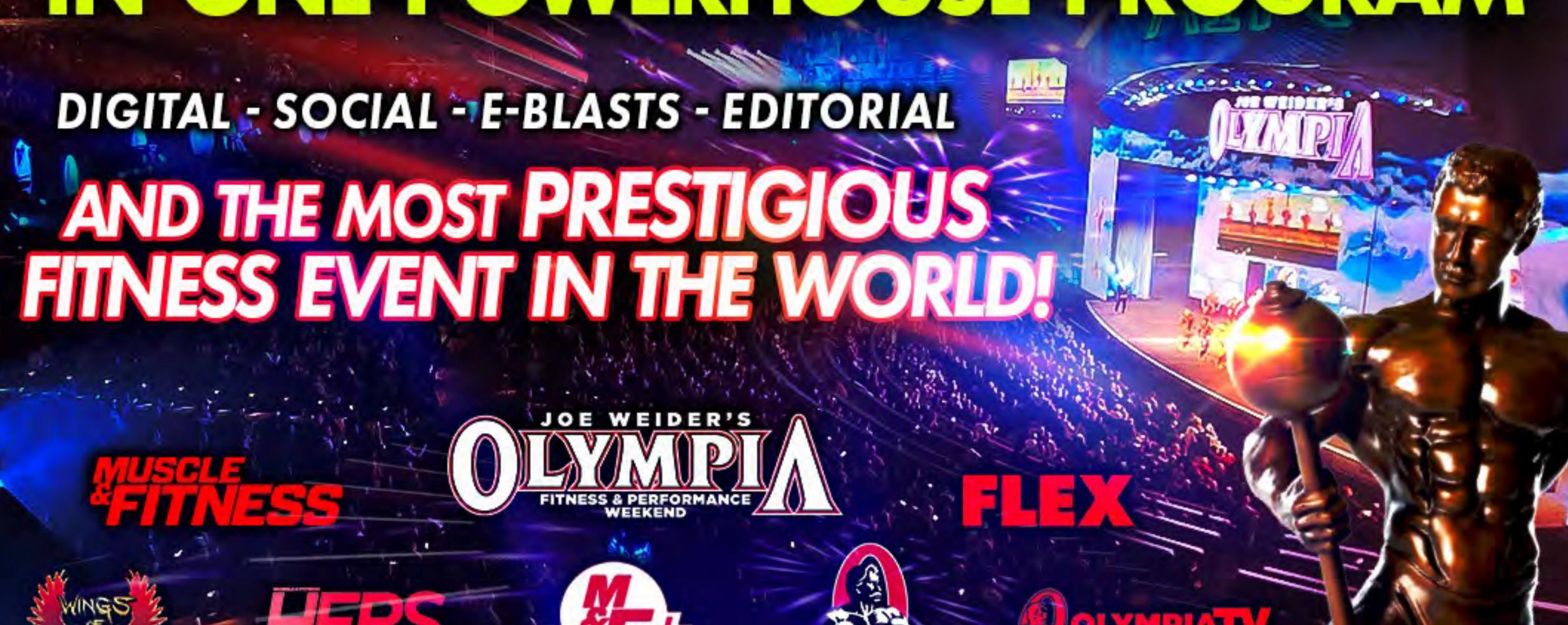
ALL YOUR MARKETING OBJECTIVES IN ONE POWERHOUSE PROGRAM



IN 2023, THE MOST PRESTIGIOUS WEEKEND IN FITNESS RETURNS TO ORLANDO!



OLYMPIA WEEKEND 2023

NOVEMBER 2-5 - ORLANDO, FLORIDA

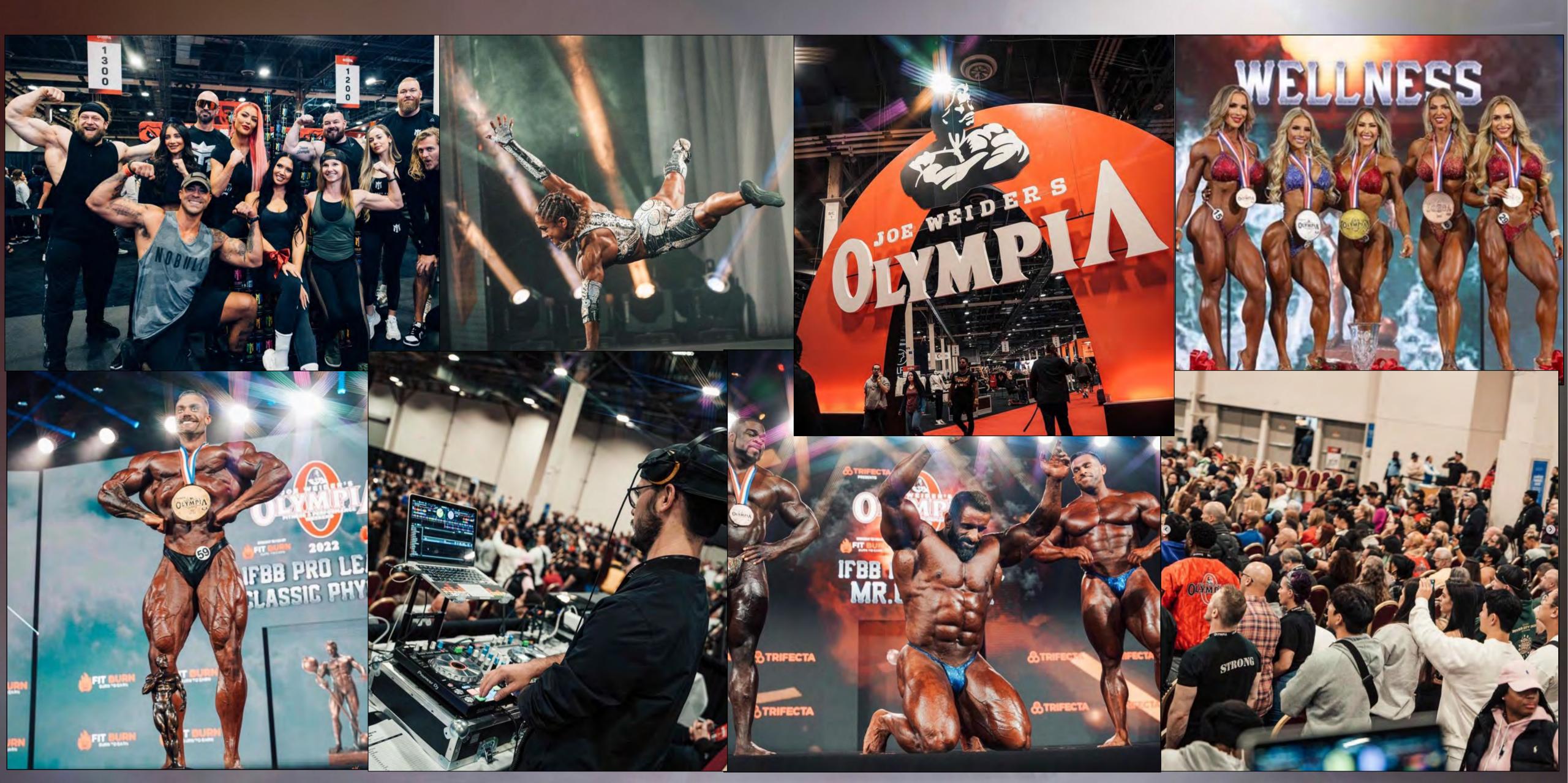


CONNECT WITH THE LARGEST AUDIENCE IN THE CATEGORY!

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 19.9 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:

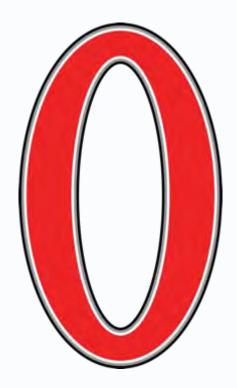
Reach hundreds of thousands of our opt-in subscribers with custom email campaigns

THE MOST COMPREHENSIVE FITNESS MARKETING PROGRAM EVER CREATED!









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 nearly 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 2023 event returns to **ORLANDO**, **FLORIDA**, at the world-famous Orange County 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

November 2-5, 2023
Location: Orlando, Florida
Orange County Convention Center

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

Social Media Reach Across All Brands: 19.9M+

RESERVE YOUR SPOT NOW!

Here at Olympia headquarters, our team is busy preparing for what promises to be the most exciting weekend in our 59-year history. New events, expanded focus, more celebrities, record prize money, and all the eye-popping physiques you can handle at our return to Orlando, Florida, at the Orange County Convention Center!



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're just getting started!













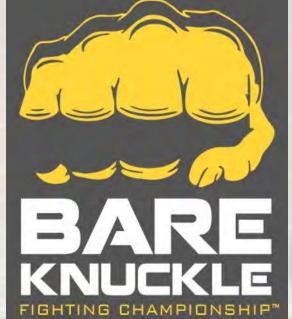


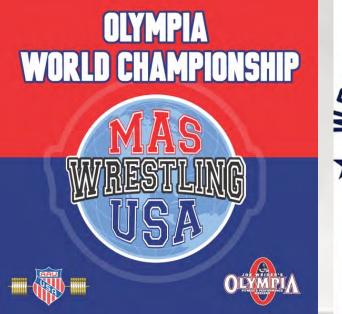


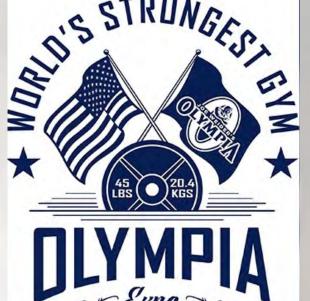
















ADDED VISIBILITY: ON-SITE BRANDING

FRONT ENTRANCE BRANDING

ORANGE COUNTY CONVENTION CENTER

Looking to make a BIG splash? Secure signage opportunities at the Olympia World Fitness Expo main entrance, located at the Orange County 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

ORANGE COUNTY CONVENTION CENTER

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

MUSCLE AFITNESS INTEGRATION

DIGITAL MEDIA, CUSTOM CONTENT & 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:

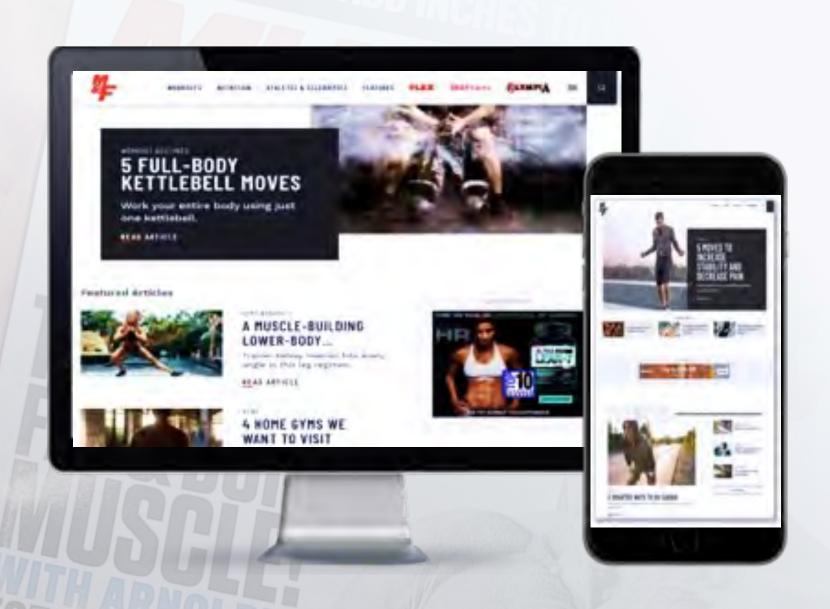
Our Video department will develop professional-grade, turn-key, and efficient branded video, designed to elevate your product and compliment your marketing.

SOCIAL INTEGRATIONS:

Unique social integrations and programs, designed to create buzz and leverage to our 19.9 million+ fitminded 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.

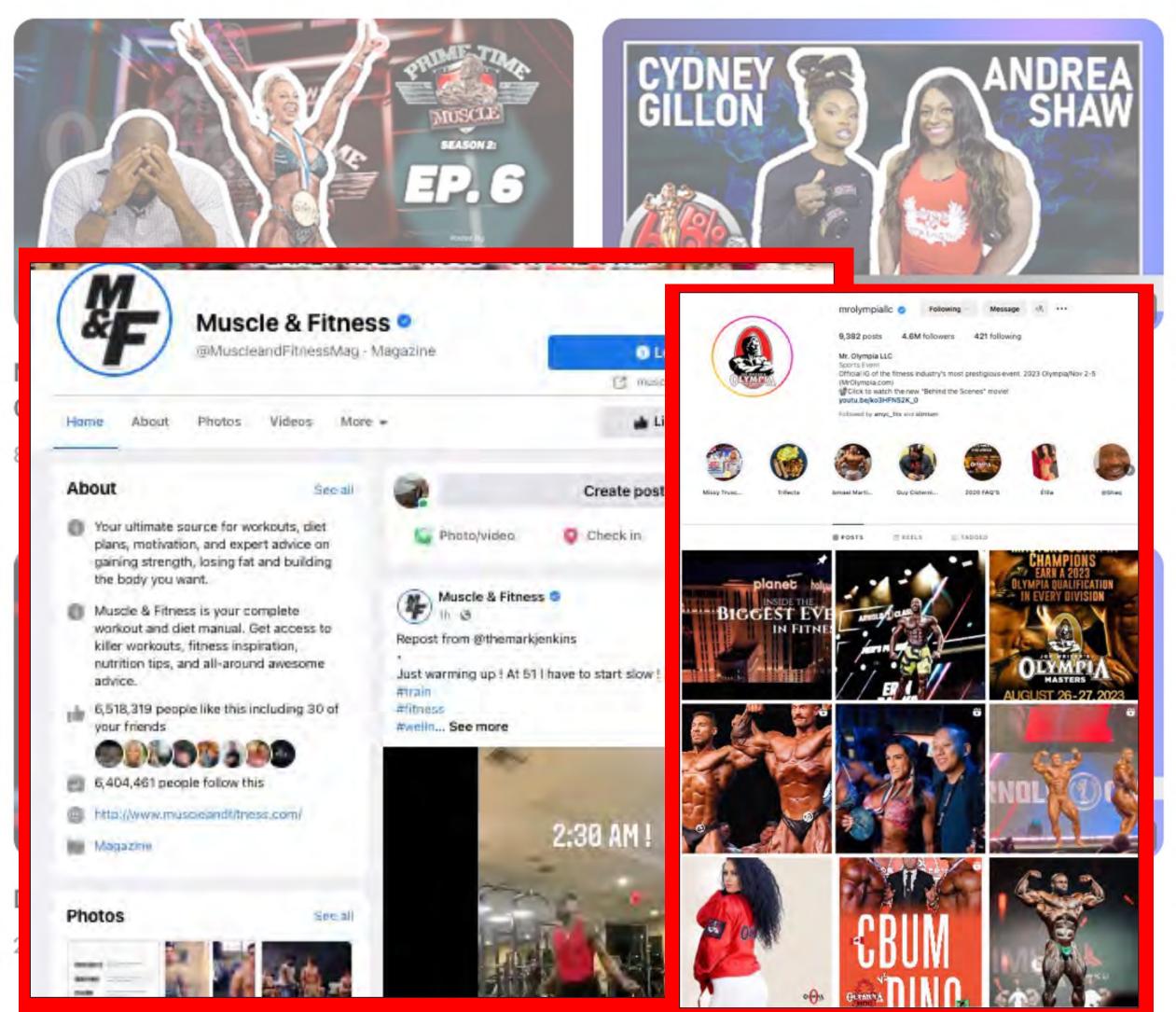
One of the most celebrated fitness media brands, M&F connects your brand to millions of loyal fit-focused visitors.



WWW.MUSCLEANDFITNESS.COM

Recently uploaded

POPUTHEYOLYMPIA SOCIAL MEDIA NETWORK





With more than 19.9 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!

551 views • 8 days ago

Filliess Event in the world

7.6K views • 9 days ago











firety androidty

Roku android



#iPhone

REACH AROUND THE WORLD!

ADDED VISIBILITY: PAY-PER-VIEW

AS AN EXHIBITOR OR SPONSOR, opportunities are available to your company, allowing you to connect with your target audience through 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.

While audiences at the Orange Country Convention Center experience the biggest event of the year, millions of fitness enthusiasts around the world are watching LIVE on PayPerView on our Official Olympia PayPerView Channel.

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

International viewership in over 100 other countries.





FOR MORE INFORMATION, CONTACT YOUR SALES REP TODAY!



OR EMAIL US AT CONTACT@MROLYMPIA.COM