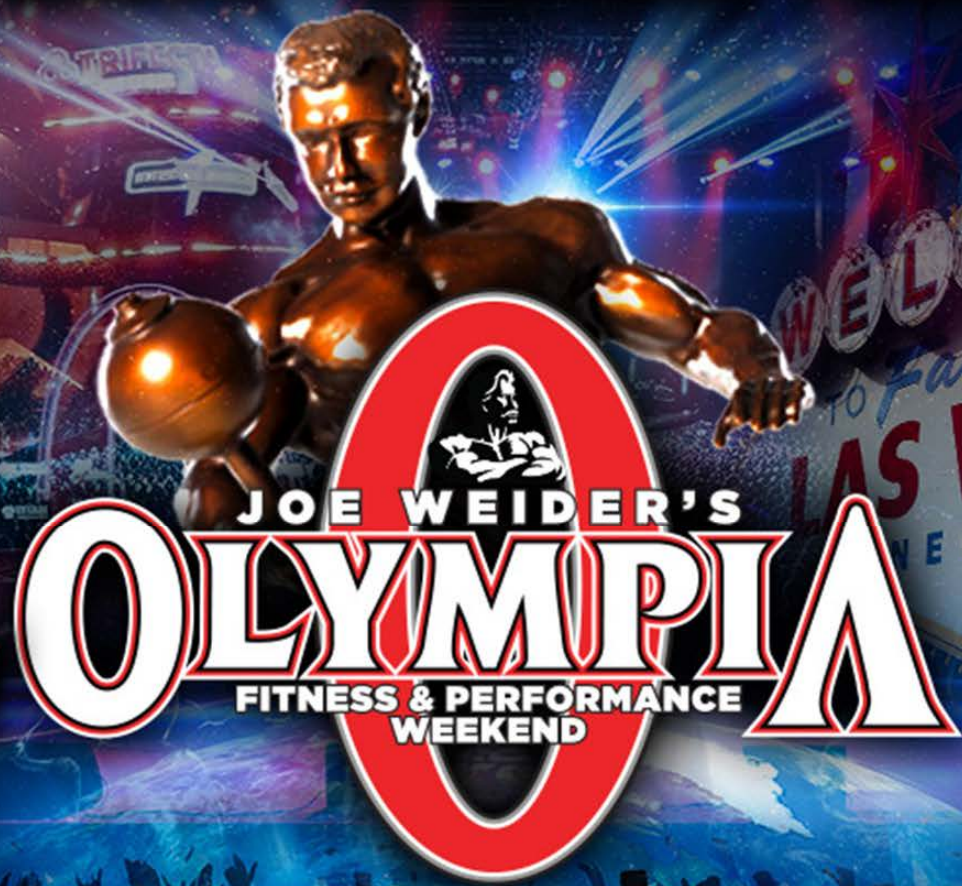


• DIGITAL • SOCIAL • E-BLASTS • EDITORIAL

**ALL YOUR  
MARKETING  
OBJECTIVES  
IN ONE  
POWERHOUSE  
PROGRAM**



**CONNECT  
AND  
ENGAGE  
AT THE  
HIGHEST  
LEVEL**

# **THE MOST DEDICATED ENTHUSIASTS IN THE WORLD IN SEARCH OF THE NEWEST INNOVATIONS IN FITNESS, WELLNESS, & PERFORMANCE**



## **VISIBILITY, CREDIBILITY, & POWERFUL AMPLIFICATION**

The Olympia Fitness & Performance Weekend invites you to capitalize on a powerful and inspiring weekend with an array of on-site activations, entertainment, networking and a variety of powerful customer engagement, marketing and branding opportunities – a complete momentum-building, customer engagement program, elevated by the most prestigious, fitness-themed event in the world.

### **SOCIAL MEDIA:**

Over 22.7 million combined fit-focused followers

### **DIGITAL:**

Over 15 million highly engaged M&F monthly page views

### **EVENT:**

Connect & Network with thousands of enthusiasts & leaders at the Olympia!

### **CUSTOM CONTENT:**

Shine a spotlight on your brand or innovation in Muscle & Fitness, published for the world!

### **M&F WEEKLY - The Official Newsletter of Muscle & Fitness:**

Reach hundreds of thousands of subscribers with custom email campaigns

**The Most Comprehensive Fitness Marketing Program Ever Created!**



# CELEBRITIES LOVE THE OLYMPIA!



# MUSCLE & FITNESS.

## MEDIA 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.

#### 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 22 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)

# HIGH-IMPACT BRANDING OPPORTUNITIES

## Entrance & High Traffic Branding LAS VEGAS CONVENTION CENTER

Looking to make a BIG splash? Secure signage opportunities at the Olympia World Fitness Expo main entrance and high visibility areas.

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



## LET LAS VEGAS KNOW YOU'VE ARRIVED

Locations are available in the Expo lobby and other high-traffic areas within the Las Vegas Convention Center and Resorts World Hotel. Signage options include windows, column wraps, wall banners, and other high-visibility, camera-friendly locations.



# OLYMPIA EVENT OPPORTUNITIES

- 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
- Newsletter Opportunities
- ***AND MORE!***



# 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!

The 2025 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

### 2025 LOCATION:

Resorts World, Las Vegas  
Las Vegas Convention Center

### WORLDWIDE AUDIENCE:

Viewership 2M+

### EXPO:

600,000 Square Feet  
More than 40 Events

### SOCIAL MEDIA REACH:

22.7M+ Across All Brands

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, more celebrities, record prize money, and the most passionate fitness enthusiasts in the world!



# OLYMPIA WORLD FITNESS EXPO

## YOUR BRAND CENTER STAGE AT THE OLYMPIA EXPO

Experience the energy of the Olympia Expo - where top brands, elite athletes, influencers, and passionate fans collide. Join us to showcase your brand to an energized audience that lives and breathes fitness and wellness.

### Your Dream Audience Awaits:

- Reach decision-makers and brand-loyal consumers who drive the fitness market
- Dedicated fitness fanatics, athletes, and influencers
- Attendees actively seeking supplements, apparel, gear, and wellness solutions
- Trainers, gym owners, health practitioners, and wellness experts

### Value for Exhibitors:

- Connect with top athletes, influencers, and media to amplify brand reach
- Increase visibility through live sampling demonstrations, product displays, and brand activations
- Gather valuable feedback from consumers in real-time
- Direct access to a motivated and inspired audience
- Build momentum at the year's most high-profile event!



# OLYMPIA WORLD FITNESS EXPO EVENTS

## 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!

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ADVANCE DESIGNS  
The World Leader in Powerlifting Apparel

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 USA POWERLIFTING

 UAW  
ULTIMATE ARMWRESTLING LEAGUE

 WPO  
CHAMPIONSHIP SERIES

 Angel  
Competition Bikinis

 OLYMPIA UNIVERSITY

 UNITED GRID LEAGUE

 BARE KNUCKLE  
FIGHTING CHAMPIONSHIP

ARMLIFTING  
USA

 ARMORED COMBAT SPORTS

UFC GYM

# THE MOST COVETED TITLE IN THE WORLD



# EVENTS ALL WEEKEND LONG





From the Press Conference to the Rooftop After Party, Olympia Weekend includes several high-traffic fan experiences that can be built around your brand, including the **NEW** Olympia Watch Party, Meet the Olympians, The Champions Seminar, and other unforgettable events that make the Olympia an experience unlike any other!



# THE OLYMPIA SOCIAL MEDIA NETWORK

## Olympia Accounts

Total Followers:

-  6.6M Followers  
[@mrolympialc](#)
-  2.3M Followers  
[@mrolympialc](#)
-  221.3K Followers  
[@MrOlympiaLLC](#)
-  395K Subscribers  
[@OlympiaTV](#)



## FLEX Accounts





Total Followers:

-  855K Followers  
[@flex\\_magazine](#)
-  2.3M Followers  
[@flexmagazine](#)
-  217.8K Followers  
[@FLEX\\_Magazine](#)



## M&F Accounts

Total Followers:

-  1.3M Followers  
[@muscleandfitness](#)
-  6.5M Followers  
[@MuscleandFitnessMag](#)
-  1.1M Followers  
[@muscle\\_fitness](#)
-  75.6K Subscribers  
[@Muscle and Fitness](#)



## HERS Accounts

Total Followers:

-  206K Followers  
[@muscleandfitnesshers](#)
-  537K Followers  
[@muscleandfitnesshers](#)
-  134.6K Followers  
[@mandfhers](#)



With more than 22 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!**



# OLYMPIA TV

## OUR OLYMPIA STREAMING PLATFORM

fire tv androidtv

Roku android



iPhone

[www.olympiaproductions.com](http://www.olympiaproductions.com)

The Official Olympia Pay-Per-View, along with other original programming, can help connect with customers around the world.

**TO SECURE YOUR SPOT  
CONTACT YOUR SALES REP TODAY!**



Or email us at  
[CONTACT@MROLYMPIA.COM](mailto:CONTACT@MROLYMPIA.COM)