

# Build your business muscles!

Fitnessfestivalen is the largest event in Northern Europe for fitness, training, and active health.

Fitnessfestivalen provides the opportunity to network with leading companies and connect with our wide range of visitors, all under one roof.





## Fitnessfestivalen is the largest fitness, training, and active health event in Northern Europe.

With over 50 competitions and events, it is the go-to place for a growing, broad, and passionate audience interested in fitness and gym training trends, inspiration, and news.

As an exhibitor, Fitnessfestivalen provides a unique opportunity to showcase your products and services to a highly-engaged and affluent consumer base, allowing you to sell on-site and develop new customer relationships.

We offer turnkey booth packages to meet your specific needs and ensure your participation is as smooth as possible.

Our goal is to ensure that visitors leave the festival inspired and energized, which is why we have a packed schedule of activities and competitions that fitness enthusiasts won't want to miss. These include the Luciapokalen, Fitnessfestivalen Throwdown, martial arts competitions and demonstrations, open training seminars, Swedish championships in dips, chins, and body press, among others.



# Participating in Fitnessfestivalen offers several key benefits.



Firstly, it is the largest event of its kind in Northern Europe, providing unmatched exposure to a broad and passionate audience.

Secondly, it offers an opportunity to sell your products and services on-site and develop new customer relationships.

Thirdly, it provides a unique opportunity to connect with key players in the industry and develop critical relationships.

Finally, we make sure to continuously market the event to attract visitors and offer maximum exposure on our digital signage and sponsor opportunities.

Join us in creating an unforgettable and exciting fitness event for all fitness and training enthusiasts!





# Basic Package

**EFFECTIVE EXPOSURE:** Exposure on Fitnessfestivalen's various banners and backdrops, including those at the central Expo stage and the Activity stage. Your logo will be displayed on banners and backdrops in various locations throughout the hall and will be visible in photos and videos taken during the event on the stages.

**DIGITAL CAMPAIGNS:** Your company logo will be included on the homepage of [www.fitnessfestivalen.se](http://www.fitnessfestivalen.se) under the category "Festivalsponsor", where all traffic from our digital campaigns leads.

**PRINT ADS:** Your company name will be included in all of our print ads.

**INSTAGRAM:** We will promote your participation in the fair according to agreement.

**VIP TICKETS TO GULDHJÄRTAT:** You will receive two VIP tickets to the prize ceremony Guldhjärtat with dinner included

**EXTRA TICKETS:** Partnership also includes the opportunity to order extra tickets to Guldhjärtat at a favorable price for customers and staff.

Price 49 500 SEK.



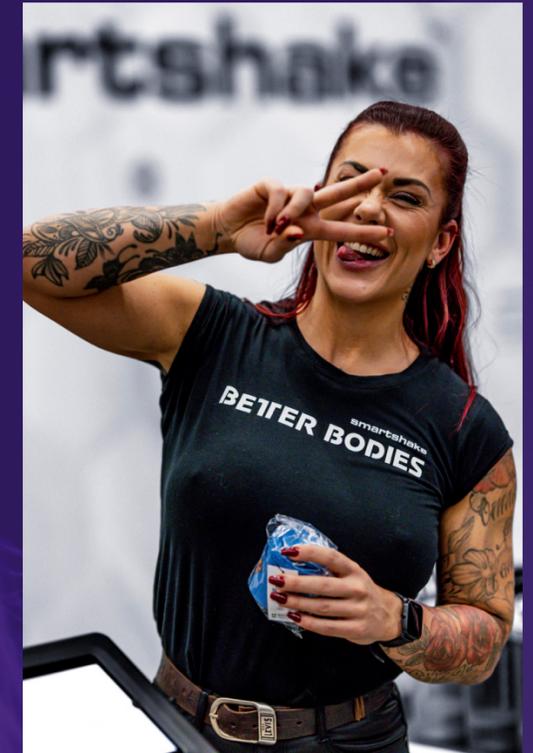
# Silver Package

7 available for sale

INCLUDES:

- Base package (regular price SEK 49,500)
- Digital signage; Indoor series and Outdoor series (regular price SEK 22,000)

SEK 59,500



# Gold Package

7 available for sale

## INCLUDES:

- Base package (regular price SEK 49,500)
- Digital signage; Indoor series and Outdoor series included our roundabout sign (regular price SEK 58,000)

SEK 74 500



