



CONCURRENT EVENTS



EXPO ORGANIZER



INDIA'S PREMIUM HEALTH & FITNESS, NUTRITION, SPORTS AND WELLNESS INDUSTRY EXPO



PARTICIPATION BROCHURE

10-11-12
MAY 2024
CHENNAI TRADE CENTRE

CONNECT. LEARN. UPGRADE.

INTRODUCTION

Welcome to the heart-pounding, adrenaline-fueled world of fitness and sports, where passion meets performance and determination reigns supreme. The Fitness, Nutrition and Sports India Expo is more than just an event—it's a celebration of athleticism, wellness, and the pursuit of excellence.

Every year, athletes, enthusiasts, professionals, and industry leaders converge at the FNSI Expo to explore the latest trends, discover cutting-edge technologies, and immerse themselves in a vibrant atmosphere of competition and camaraderie.

The FNSI Expo serves as a marketplace for innovation and collaboration, bringing together leading brands, manufacturers, retailers, and service providers to showcase their products and services, forge partnerships, and connect with consumers.

The FNSI Expo is more than just a showcase of physical prowess—it's a platform for inspiration, education, and empowerment. Attendees have the opportunity to learn from top experts through workshops, seminars, and interactive sessions, gaining valuable insights into training techniques, nutrition strategies, injury prevention, and more.

Beyond the educational opportunities, the FNSI Expo is a hub of excitement and entertainment. Spectacular competitions, thrilling demonstrations, and awe-inspiring performances captivate audiences, igniting a passion for sports and fitness that extends far beyond the event itself.



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NEW TECHNOLOGY AND INNOVATION IN FITNESS

The "New Technology and Innovation in Fitness" theme explores the intersection of technology and fitness, showcasing the latest advancements and digital solutions that are revolutionizing the way we approach health and wellness. This theme is designed to inspire attendees to embrace cutting-edge tools and techniques to optimize their fitness routines, track progress, and achieve their wellness goals more effectively.

KEY ELEMENTS

- 1. Digital Fitness Solutions Showcase:** Highlight a wide range of fitness technology products and services, including wearable devices, mobile apps, smart equipment, and virtual fitness platforms. Provide opportunities for attendees to interact with and test out the latest fitness gadgets and applications, allowing them to experience firsthand how technology can enhance their workouts.
- 2. Expert Talks and Presentations:** Host presentations and expert panels featuring leaders and innovators in the fitness technology industry. Cover topics such as the role of artificial intelligence in personal training, the future of virtual reality fitness experiences, and the impact of data analytics on health and performance optimization.
- 3. Hands-On Workshops and Demos:** Offer hands-on workshops and demonstrations focused on utilizing technology for fitness assessment, goal setting, and program design. Provide practical tips and strategies for integrating technology into daily workouts and creating personalized fitness plans tailored to individual needs and preferences.
- 4. Interactive Experiences:** Create interactive experiences that engage attendees in immersive fitness activities powered by technology, such as virtual reality workouts, interactive gaming challenges, and augmented reality fitness trails. Encourage participation and collaboration through gamification elements, competitions, and rewards for achieving fitness milestones.
- 5. Data-driven Insights and Analysis:** Educate attendees on the importance of data-driven fitness tracking and analysis for monitoring progress, identifying trends, and making informed decisions. Showcase tools and platforms that offer comprehensive health and performance metrics, empowering individuals to take control of their fitness journey through data-driven insights.
- 6. Networking and Collaboration:** Facilitate networking opportunities for fitness professionals, technology developers, and industry stakeholders to connect, collaborate, and exchange ideas. Foster partnerships and collaborations between fitness businesses and technology providers to drive innovation and enhance the overall fitness experience for consumers. Through the "Technology and Innovation in Fitness" theme, the Fitness and Sports Expo aims to inspire attendees to embrace technology as a powerful tool for optimizing their fitness and wellness journey. By showcasing the latest advancements and fostering collaboration within the fitness technology ecosystem, we seek to empower individuals to leverage technology to achieve their fitness goals more efficiently and effectively.

VISITOR PROFILE

Distributors, Dealers & Retailers | Importers & Exporters | National & International Sports Federations | Body Builders | Sports Athletes | Professionals | Associations | Gymnasiums | Coaches, Judges, and instructor | Facilities & Services Providers | Stadiums & Playgrounds | Sports Academies & Clubs | Sports Athletes | School, College & Universities students | Procurement Manager for Hotels, Resorts, Builders & Developers | Lt & LTE's Companies | MNCs, PSU and Big Corporate Houses | Trade Promotion Bodies | Fitness Enthusiasts | Aerobics & Yoga Centres | Govt. Sports Departments | Practitioners | Acupuncturists | Healthcare Professionals | Holistic Therapists | Homoeopaths | Leisure Centers | Massage Therapists | Nutritionists | Personal Trainers | Physiotherapists



VISITOR DRIVE FEATURES

- 1. Celebrity Athlete Appearances:** Invite renowned athletes, fitness influencers, or sports personalities to make appearances, sign autographs, and interact with attendees. Their presence can draw fans and generate buzz, especially if they offer meet-and-greet opportunities or participate in panel discussions.
- 2. Live Demonstrations and Workshops:** Organize live demonstrations and interactive workshops featuring expert trainers, coaches, and fitness instructors. Offer hands-on experiences where attendees can try out new workouts, learn proper techniques, and receive personalized tips and feedback.
- 3. Competitions and Challenges:** Host fitness competitions, challenges, or tournaments that encourage friendly competition and audience participation. This could include fitness challenges, obstacle courses, strength contests, or sports tournaments with prizes for winners.
- 4. Exclusive Product Launches and Demos:** Partner with fitness brands and equipment manufacturers to showcase exclusive product launches, demonstrations, and sneak peeks of upcoming releases. Offer attendees the chance to test out new products and technologies before they hit the market.
- 5. Interactive Experiences:** Create immersive and interactive experiences that engage multiple senses and capture attendees' attention. This could include virtual reality fitness simulations, augmented reality games, or interactive installations that promote active participation and exploration.
- 6. Celebrity Workouts and Classes:** Offer exclusive workout sessions or fitness classes led by celebrity trainers or well-known fitness instructors. These sessions can attract attendees who are eager to experience unique workouts and learn from industry experts.
- 7. Networking Events and Meetups:** Organize networking events, social mixers, or themed meetups that bring together fitness enthusiasts, industry professionals, and influencers. These opportunities allow attendees to connect, exchange ideas, and build relationships within the fitness community.
- 8. Entertainment and Performances:** Incorporate live entertainment, music performances, or dance showcases into the expo schedule to add excitement and entertainment value. Consider featuring performances that align with the event's theme and appeal to the target audience.
- 9. Exclusive Discounts and Promotions:** Offer exclusive discounts, promotions, or giveaways to attendees who visit exhibitor booths, participate in activities, or engage with event content. Limited-time offers and special deals can incentivize attendance and drive engagement.

OUR CLIENTELE



SPONSORSHIPS

TITLES

T1

Title Sponsor: As the Title Sponsor, your organization will receive top-tier recognition and branding throughout the Fitness and Sports Expo, including prominent placement in all promotional materials, event signage, and media coverage. *From INR. 25 Lacs onwards **

T2

Presenting Sponsor: As the Presenting Sponsor, your organization will be prominently featured as the official presenter of the Expo, enjoying extensive branding opportunities and recognition across various marketing channels. *From INR. 20 Lacs onwards **

T3

Platinum Sponsor: As a Platinum Sponsor, your organization will receive exclusive benefits and recognition, including prominent logo placement, VIP access, and priority positioning at the Expo. | *From INR. 15 Lacs onwards **

T4

Gold Sponsor: As a Gold Sponsor, your organization will enjoy significant visibility and branding opportunities, including logo placement on marketing materials, exhibition space, and recognition during key events. | *From INR. 12 Lacs onwards **

T5

Silver Sponsor: As a Silver Sponsor, your organization will receive recognition and branding opportunities, including logo placement on select marketing materials, exhibition space, and acknowledgment during the Expo. *From INR. 10 Lacs onwards **

DELIVERABLES

Logo Placement: Your organization's logo will be prominently featured on all promotional materials, including print advertisements, digital campaigns, event signage, and official merchandise.

Exhibition Space: Your organization will receive dedicated exhibition space at the Expo, allowing you to showcase your products/services, interact with attendees, and generate leads.

Speaking Opportunities: Your organization may have the opportunity to participate in panel discussions, seminars, or workshops during the Expo, positioning your brand as a thought leader in the industry.

VIP Access: Your organization will receive VIP passes for key representatives, granting exclusive access to networking events, VIP lounges, and special sessions with industry leaders.

Branding Opportunities: Your organization's branding will be integrated throughout the Expo venue, including banners, signage, digital displays, and branded areas such as lounges or refreshment stations.

Social Media Promotion: Your organization will be featured on the Expo's official social media channels, with mentions, tags, and promotional posts reaching a wide audience of fitness enthusiasts, athletes, and industry professionals.

Press Coverage: Your organization will be included in press releases, media interviews, and press conferences leading up to and during the Expo, maximizing exposure and generating positive publicity.

Customized Activation: Your organization may have the opportunity to create a customized activation or experience at the Expo, engaging attendees and leaving a lasting impression of your brand.

Networking Opportunities: Your organization will have access to exclusive networking events, receptions, and meet-and-greet sessions, allowing you to connect with key stakeholders, influencers, and industry experts.

Post-Event Recognition: Your organization will be recognized in post-event communications, thank-you messages, and recap materials, highlighting your valuable contribution to the success of the Fitness and Sports Expo.





Designated Exhibition Area:

- Each sponsor will be provided with a designated bare space within the Expo venue, allowing for the setup of booths, displays, and promotional materials.
- For Regular Exhibitors, Bare Space will be provided on sq.mt calculation at **INR. 6500 per sq.mt + GST**

Space Size and Layout:

- The bare space will vary in size depending on the sponsorship package chosen, with options ranging from standard booth sizes to larger custom spaces. Sponsors will have the flexibility to arrange their space layout according to their branding and promotional needs.
- For Regular Exhibitors, the Stall Location shall be availed as mentioned in the layout.

Access to Utilities:

- Basic utilities such as electricity, air-conditioning, lighting, and Wi-Fi may be provided to sponsors, ensuring they have essential resources for setting up their exhibits and engaging with attendees.
- For Regular Exhibitors, air-conditioning and lighting will be provided. Electricity will be charged at INR.3000 per KVA.

Setup and Tear Down: All Exhibitors will be responsible for the setup and tear down of their exhibit within the allocated time frame specified by the Expo organizers. This includes arranging displays, installing signage, and ensuring the space is returned to its original condition post-event.

Brand Signage and Graphics: All Exhibitors are encouraged to bring their branded signage, banners, and graphics to customize their bare space and enhance brand visibility. These materials should adhere to the Expo's guidelines and regulations regarding size, placement, and safety.

Promotional Materials: All Exhibitors are welcome to distribute promotional materials such as brochures, flyers, samples, and branded giveaways from their bare space to attract attendees and generate leads.

Engagement Activities: All Exhibitors may organize interactive activities, demonstrations, or contests within their bare space to engage with Expo attendees and create memorable experiences that showcase their products or services.

Staffing: Exhibitors are responsible for providing their own staff to manage their exhibit space throughout the duration of the Expo, including answering questions, demonstrating products, and networking with attendees.

Security and Liability: Exhibitors are responsible for the security of their exhibit materials and merchandise during the Expo. The Expo organizers will take reasonable measures to ensure the safety and security of the venue, but sponsors are advised to secure valuable items accordingly.

Cleanup: Exhibitors are required to clean up their exhibit space and remove all materials and belongings at the conclusion of the Expo, leaving the bare space in the same condition as it was provided.

Overall, the bare space deliverables provide Exhibitors with a blank canvas to showcase their brand, products, and services in a creative and engaging manner, maximizing their visibility and impact at the Expo.



Octanorm Booth Structure: Exhibitor will be provided with an Octanorm booth structure, a modular and versatile system known for its high-quality construction and customizable design features. Octanorm Booths will be provided on sq.mt calculation at **INR. 7000 per sq.mt + GST**

Booth Size and Configuration: The Octanorm booth will come in various sizes and configurations, depending on the Exhibitors Choice and the specific needs of the Exhibitor Options may include standard booth sizes, corner booths, island booths, or custom configurations tailored to the Exhibitor's requirements.

Deliverables : The Octanorm booth will consist of Floor Carpet, Help Desk Table, Chairs, Name Fascia, Spot Lights, Power Sockets and Waste Bin. Air-Conditioning and Lighting is inclusive. Upto 1KVA will be provided for ensuring exhibitors have the basic power resource. Additional Load can be purchased at INR. 3000 per KVA.

Additional Furnishings: Exhibitors can purchase additional tables, chairs, sofas, counters, lights, display racks, and other accessories to furnish their Octanorm booth and create inviting spaces for attendees to interact with their brand. The Product Catalogue and Rates will be shared upon confirmation.

Brand Signage and Graphics: All Exhibitors are encouraged to bring their branded signage, banners, and graphics to customize their Booth and enhance brand visibility. These materials should adhere to the Expo's guidelines and regulations regarding size, placement, and safety.

Promotional Materials: All Exhibitors are welcome to distribute promotional materials such as brochures, flyers, samples, and branded giveaways from their respective booth to attract attendees and generate leads.

Engagement Activities: All Exhibitors may organize interactive activities, demonstrations, or contests within their allocated booth to engage with Expo attendees and create memorable experiences that showcase their products or services.

Staffing: Exhibitors are responsible for providing their own staff to manage their exhibit space throughout the duration of the Expo, including answering questions, demonstrating products, and networking with attendees.

Security and Liability: Exhibitors are responsible for the security of their exhibit materials and merchandise during the Expo. The Expo organizers will take reasonable measures to ensure the safety and security of the venue, but sponsors are advised to secure valuable items accordingly.

Cleanup: Exhibitors are required to remove all materials and belongings at the conclusion of the Expo, leaving the Booth in the same condition as it was provided.



Reference Image : One-Side Open Booth - 12 sq.mt
Dimension : 4m (W) x 3m (D)



Reference Image : Two-Side Open Booth - 12 sq.mt
Dimension : 4m (W) x 3m (D)

CONCLUSION

Participating in the Fitness, Nutrition and Sports India Expo presents a unique opportunity for Companies to elevate their brand, engage with a diverse audience, and make a lasting impact in the world of health, fitness, and sports. By partnering with us, Exhibitors will not only benefit from extensive brand exposure and networking opportunities but also play a pivotal role in inspiring, educating, and empowering attendees to lead active and healthy lifestyles.

As we strive to make the upcoming Expo the most successful and impactful event yet, we invite Exhibitors to join us on this journey of exploration, innovation, and celebration. Together, we can create unforgettable experiences, forge valuable connections, and leave a lasting legacy that extends far beyond the Expo itself.

Thank you for considering our proposal, and we look forward to the possibility of partnering with you to make the Fitness, Nutrition and Sports India Expo a resounding success.

Thank You !



CONCURRENT EVENT



SPORTS INDIA FEST 2024

“ Celebrating Sportsmanship ”

- Federation Pavillions
- Workshops & Demonstrations
- Achievement Awards
- Panel Discussions and Talk Shows
- Contests and Giveaways
- Exhibition and Competitive Sports



CONCURRENT EVENT



FRANCHISE MEET 2024

GYMS | SUPPLEMENTS | SPORTS GOODS | APPARELS
FITNESS CENTRES | SPA | CLINICS

- Franchise Stalls
- Seminar Sessions
- Module Engagement



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Expo Related Queries : +91 99946 47227 / 80560 86500

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