

FITNESS

insider

EXCLUSIVE REPORT ON THE 2013 NZ FITNESS EXPO

**STEVE COOK
IN NEW ZEALAND!!**

**87%
OF VISITORS
TRAIN 3-7 TIMES
PER WEEK**

**A NEW
FITNESS
MODEL
IS FOUND!!**

**49%
OF VISITORS
ATTENDED THE EXPO FOR
OVER 4 HOURS!**

**RECORD
ATTENDANCE
8,441
VISITORS**

**RUNNING
MAKES TOP 3
IN VISITOR TRAINING METHODS**



WWW.NZFITNESSEXPO.CO.NZ



NZ FITNESS EXPO

980% OF VISITORS
WOULD RECOMMEND THE NZ FITNESS EXPO
TO A FRIEND



“You get to meet a lot of people that you wouldn’t otherwise be able to reach.”

Carena West - Carena West Ltd

“It’s going really well for us, it’s our first time here and we’re really really happy with the flow of people through - its been an exciting couple of days!”

Marcus Reinders - NUJU Beverages

“Sales were 50% up on last year! Massive brand exposure this year as well!!”

Exhibitor - Anonymous

Proudly hosted by the NZ Fitness Expo, the inaugural NZ Arm Wrestling Invitational showcased the very best Arm Wrestlers in New Zealand across 4 weight divisions.

In a test of strength, timing and technique competitors battled arm vs arm to become the 2013 champion.



**"Its been great!
AMAZING!..
We are really
happy!"**

Newton Pontes - BodyBrazil



**#1 REASON
FOR ATTENDING**

TEST, TRY & SAMPLE
PRODUCTS & SERVICES

**#2 REASON
FOR ATTENDING**

PURCHASE
PRODUCTS & SERVICES

**HOW LONG
DID VISITORS STAY
AT THE NZ FITNESS EXPO?**

- 51% | 1-3 HOURS
- 27% | 4-6 HOURS
- 6% | 7+ HOURS
- 16% | BOTH DAYS

**"Its an awesome
opportunity to showcase
our brand & products to
the fitness consumer."**

Matthew Wallace - PUMA



53% PURCHASED
PRODUCT
AT THE EXPO

89% OF VISITORS
FOUND A PRODUCT
THEY INTEND TO PURCHASE
WITHIN 6 MONTHS

**PRIMARY AGE
DEMOGRAPHIC**

60% | 20 - 28yrs

**SECONDARY AGE
DEMOGRAPHIC**

26% | 29 - 45yrs



THE INDUSTRIAL ATHLETIC
INVITATIONAL
IN ASSOCIATION WITH CROSSFIT NEW ZEALAND

“ Our stand has been rammed all day! It’s just been incredible!”

Rob Holah - Industrial Athletic

“ To get out here and speak to the market, especially the Crossfitters and everyone else who is into their different types of training has been awesome for us.”

Aayden Clarke - +SIX4

The Industrial Athletic Invitational is the largest CrossFit-Inspired Event of its kind in New Zealand and one of the most anticipated Fitness-Sport Championships within the NZ Fitness Expo.

Following the overwhelming success in 2012 the IA Invitational returned bigger, better and stronger than ever.

Hosted within the 200+sqm Industrial Athletic Arena the Top 20 Male & Top 10 Female CrossFit Athletes in New Zealand competed over 2 days of gruelling events for pride, glory and the 2013 title.

Run in association with CrossFit NZ and proudly sponsored by +SIX4 and NUZEST, the IA Arena came to life with over 300 screaming fans packing the stadium seating & viewing lanes to support the competitors.



SPONSORED BY



77% FITNESS ENTHUSIASTS

17% PERSONAL TRAINERS

6% GYM OWNER / OPERATORS

VISITOR SPLIT
55% MALE **45%** FEMALE

92% INTEND ON RETURNING IN 2014

96% OF VISITORS RATED THEIR EXPO EXPERIENCE EXTREMELY GOOD TO GOOD

99% OF VISITORS STRONGLY AGREE TO MODERATELY AGREE THE NZ FITNESS EXPO IS THE MOST ATTEND FITNESS EVENT OF THE YEAR



“Without a doubt this is a complete no-brainer for us because you have people who are really really interested in health & fitness and everyone has a real interest in what we are selling.”

Karen Smillie - Horleys

“We’ve found it great, its absolutely pumping! Heaps more people this year, way more energy...we’re really happy!”

Leigh Hoban - Les Mills

“It’s been absolutely amazing - it’s bigger, better and much more energy! We wouldn’t miss it for the world, we’ll be back!”

Nikki Williams - Power Music

“The industry is evolving at such a high pace, to showcase it like this is fantastic!”

Expo Visitor

Proudly Presented by Madison Sport , the NZ Fitness Expo played host to the most exciting amateur boxing tournament in the nation. (The inaugural NZ Amateur Boxing Games).

For the first time in New Zealand, the best amateur boxers in the country went head-to-head with teams from Australia, Tahiti & Tonga across 5 Male & 3 Female Weight Classes.

Over 2 Days of intense competition the NZ Amateur Boxing Games not only showcased the best amateur boxers from 4 countries but also introduced the sport of boxing to thousands of fitness enthusiasts from across New Zealand.

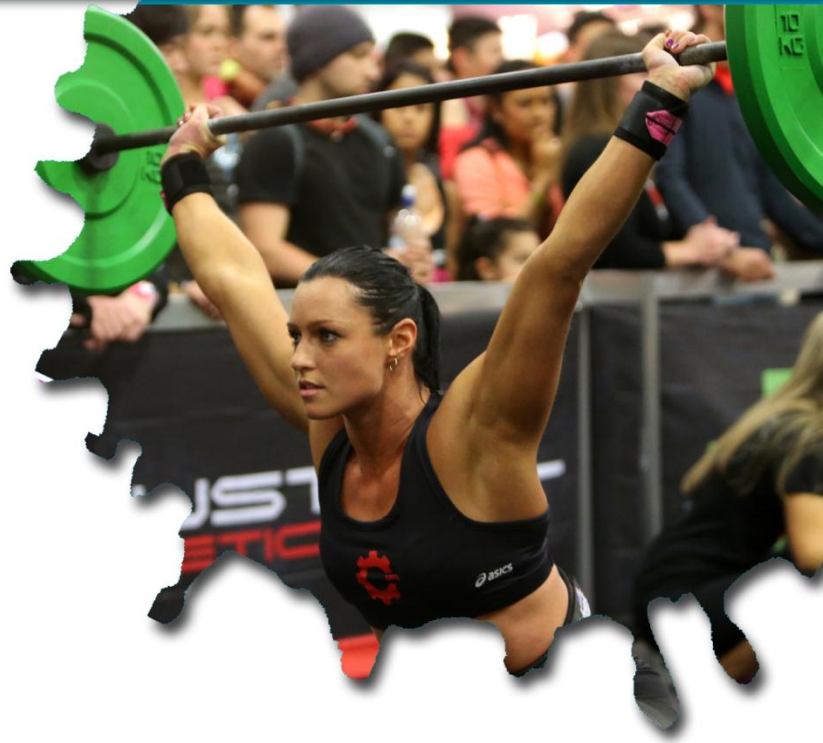
PRESENTED BY



SUPPORTED BY



87%
OF VISITORS TRAIN
3 - 7 TIMES
PER WEEK



MOST POPULAR VISITOR TRAINING

The NZ Fitness Expo attracts a core audience of fitness enthusiasts, personal trainers & industry professionals with a passionate interest in a multitude of different training styles.

- GYM TRAINING | 32%**
- CROSSFIT / FUNCTIONAL | 13%**
- RUNNING | 12%**
- GROUP FITNESS CLASSES/BOOTCAMP | 11%**
- BOXING | 8%**
- YOGA / PILATES | 7%**

HOW VISITORS KEEP FIT

The NZ Fitness Expo creates the most dynamic, engaging and interactive fitness experience in New Zealand where brands can successfully connect with a mass audience of over 8,000 consumers/professionals with an active interest in fitness related products & services.

- 49% HAVE 1 TRAINING METHOD**
- 17% HAVE 2 TRAINING METHODS**
- 15% HAVE 3 TRAINING METHODS**
- 13% HAVE 4 TRAINING METHODS**
- 6% HAVE 5-7 TRAINING METHODS**



ON | OPTIMUM NUTRITION
FITNESS MODEL CONTEST 2013



"It's a must do! We'll be back!"

Nicola Hawes - Optimum Nutrition
Topmark Performance Nutrition

POWERED BY: **gofigure**
Low Carb Pasta

"Its been great, really busy & much bigger than last year. It's a big mix of all your trainers, industry people and a lot of new general public coming on board for the first time and starting out in fitness which is great to see."

Julie Telfer - Hart Sport

"This expo is great because there is an intimate feel to it. Its so nice to be able to talk to people one on one."

Steve Cook - Optimum Nutrition IFBB Physique Pro

The Optimum Nutrition Fitness Model Contest is the largest competition of its kind in New Zealand.

In the lead up to the expo Optimum Nutrition announced they were on the hunt for their next New Zealand female Brand Ambassador / Sponsored Athlete.

50 female fitness enthusiasts took up the challenge and began their journey towards the event through dedicated training and nutrition regimes.

In front of the largest visitor audience at the expo competitors took to the stage for 2 individual rounds of judging; Fitness Wear & Bikini.

In a fairytale finish the winner -Lucia Oles, was a visitor to the expo in 2012 which inspired her to get fit and live a healthy lifestyle.



SPONSORED BY

ON | OPTIMUM NUTRITION

gofigure
Low Carb Pasta

RUNNERS STRETCH THEIR LEGS AT THE NZ FITNESS EXPO!

Working in partnership with GetRunning, the inaugural GetRunning 5km Fun Run created a fantastic opportunity for running enthusiasts to become an active part of the 2013 event.

Officially launching the opening to the 2013 NZ Fitness Expo, over 70 runners took part on the Saturday morning as they ran a pre-set course that finished at the expo doors.

The feedback from participants & running enthusiasts has been exceptional with concepts already being developed to create the ultimate running experience in 2014.

Stay tuned!

DID YOU KNOW?

Running was rated in the TOP 3 training methods used by visitors who attended the 2013 expo.



PRESENTED BY



SUPPORTED BY





NZ FITNESS EXPO

STRONGMAN
CHAMPIONSHIP

"It's been great, really good atmosphere....everyone's loving the products and the Fitness Expo itself!"

Donelle Petelo - Flush Fitness

"It's been absolutely phenomenal!"

Matthew - Fitness Matta

"Its really buzzing this year! We will definitely be back!"

Joe Naufahu - Ludus Magnus

"The Expo has been pretty awesome this year! There have been heaps of people coming through and we've made heaps of sales so its really good."

Matthew Stewart - RaiseLower (Schiek)

Proudly hosted within the Flush Fitness Strength Arena, the NZFE Strongman Championship returned to the NZ Fitness Expo with avengance.

2 Days & 8 intense rounds of competition saw the strongest men in New Zealand battle for the 2013 title in front of a record arena crowd.

Performance Floor Partner, Fitness Matta was also put to the test and came out triumphant as competitors threw everything they had at the premium floor solution.

STRENGTH ARENA SPONSOR

FLUSH FITNESS

SUPPORTED BY

fitnessMATTATM



NZ FITNESS EXPO | MARKETING & MEDIA COVERAGE



SOCIAL MEDIA

Facebook fan base | 7,464 fans
Male / Female Split | 45% / 55%
Primary Age Demographic | 25-34yrs
Daily Viral Reach | 24%
Fan Page Growth from 2012 | 398%



RADIO

Radio Partner 1 | ZM
Radio Partner 2 | FLAVA FM
5 Day 15sec Advertising Campaign
5 Day Time Saver Traffic Campaign
Promotional Activity on Sara G Show (ZM)
Webtile on ZM Website
Radio Live | 1wk Coverage through Lee-Anne Wann*
*Lee-Anne Wann (Official Event Ambassador)



TELEVISION | PRE-SHOW COVERAGE

Hyundai Code TV | Thursday 11th July
Breakfast TV | Friday 12th July
Crowd Goes Wild | Friday 12th July

MAGAZINE | PRESS

Magazine Partner | Fitness Life Magazine
Full Page | Feb/Mar, Apr/May, June/July
Inside Fitness Magazine | Full Page June/July
Herald on Sunday (7th July) | Feature Article
Central Leader | Promotional Coverage

IN-GYM TV SCREENS (DIGITAL)

Digital Partner | Ultimate Media
5 Week Campaign across Gym Network

ONLINE

Online Media Partner | GoFigure.co.nz
5 Week Webtile Activity on Website
Specific 'Fitness Expo' Page on Website
NZ Fitness Expo Website
Full Content Website launched 6 weeks prior to expo

AMBIENT

6,000 A4-DL Expo Flyers
Distributed through Exhibitor/Gym Networks
A2 & A3 Posters
Distributed through Exhibitor/Gym Network



NZ FITNESS EXPO | SPONSORS & PARTNERS

MAJOR SPONSORS & PARTNERS



OPTIMUM NUTRITION



OFFICIAL MEDIA PARTNERS



INDUSTRIAL ATHLETIC INVITATIONAL SPONSORS



ENTRY PRICES	
Adult	\$20
Child (10 or under)	\$10
Child (FREE - with paying Adult)	Free
GENERATION IRON 2-Day Super Pass	\$35

NZ FITNESS EXPO

NZ AMATEUR BOXING GAMES | PRESENTED BY MADISON SPORT PARTNERS



OPTIMUM NUTRITION FITNESS MODEL CONTEST PARTNER



GETRUNNING 5KM FUN RUN SPONSORS



SUPPORTING INDUSTRY BODIES





INSPIRE
MOTIVATE
ENGAGE
BUILD BRAND AWARENESS


NZ
FITNESS
EXPO

12 - 13 JULY 2014
ASB SHOWGROUNDS
GREENLANE | AUCKLAND
WWW.NZFITNESSEXPO.CO.NZ

INCREASE SALES
EDUCATE
SHOWCASE

SURVEY DATA | All statistics represented within the 2013 NZ Fitness Expo Post Show Report were obtained through a random visitor survey of 396 Event Visitors.