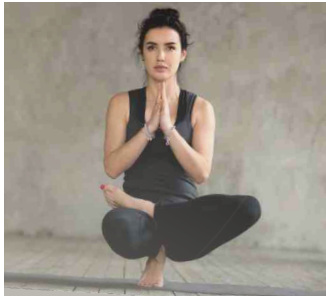


HITEX  
**SportExpo**  
INDIA

6<sup>th</sup> Edition, 25-27 August, 2023

Powered By



Infra Partner



Associate Partner



Registration Partner



Co-Sponsor



Health Partner



Activity Partner



Yoga Partner



Marathon Partner



## ABOUT SPORT EXPO

SportExpo India is a leading **B2C platform for brands and exhibitors** from all segments of sports, fitness and wellness industry to showcase their products and services to their target audience, connect with current dealers, establish new dealer relationships, meet with members of the media and build lasting relationships with consumers. SportExpo India 2023 brings a holistic approach to mainly emphasize sports and fitness as a profitable industry as well as an avenue for health and wellness.

Sport Expo India serves as a curtain raiser to the Hyderabad Marathon - the second largest marathon in India organized by Hyderabad Runners. This is the 14<sup>th</sup> edition of the event and it will witness over 20,000 runners. Hyderabad Runners is the first group in India to institutionalize running. Founded in May 2007 with 30+ running groups in the city operating under Hyderabad Runners, and 6000 members in its official mailing group.

NMDC Hyderabad Marathon, an IAAF-AIMS certified run and India's toughest city marathon, is the flagship event of Hyderabad Runners, which runners have been coveting since 2011.

## ABOUT HITEX

HITEX (Hyderabad International Trade Expositions Ltd.) is an event organizer that pays attention to minute details from concept to realization and organizes 7 shows annually, namely HIMTEX, PHIC Expo, PetEx, IPEC, SportExpo, Hyderabad Kids Fair and Business Women Expo.





## WHY HYDERABAD

Hyderabad is a preferred destination for sports events and exhibitions attracting brands and visitors from across India. The city has a huge base for sports and fitness enthusiasts, and features modern sports infrastructure.

Thanks to the growing awareness about active lifestyle, Hyderabad is witnessing increased participation in sports and fitness activities. People are taking up sports and opting for gyms to stay fit. There is holistic growth creating demand for more sports infrastructure, equipment and accessories, qualified sports, fitness trainers, sports clubs, sports academies, gyms and allied products & services.

## HYDERABAD RUNNERS

Hyderabad Runners is the first group in India to institutionalize running. Founded in May 2007, the primary aim of this not-for-profit society is to help people lead active lifestyles by making running a preferred form of fitness activity. With 30+ running groups in the city operating under Hyderabad Runners and 6000 members in its official mailing group, membership has grown over 300 times since inception.

## NMDC HYDERABAD MARATHON

Sport Expo India serves as a curtain raiser to Hyderabad Marathon-the second largest marathon in the country organized by Hyderabad Runners. From a modest beginning in 2011, Hyderabad Marathon has grown to its massive stature to include people from all walks of life-fitness enthusiasts, sporting individuals or even celebrities. This is the 12th edition of the event and it will witness over 20,000 runners.



ARE YOU  
READY?

## HIGHLIGHTS

### • 3 Days of **Premiere B2C Exhibition** of Sports, Fitness, Nutrition & Wellness Products and Services

During the expo, there will be large number of visitors who will be interested in these products and services. So an exhibition will be held where they can browse and shop products.

### • **Sports Tournaments**

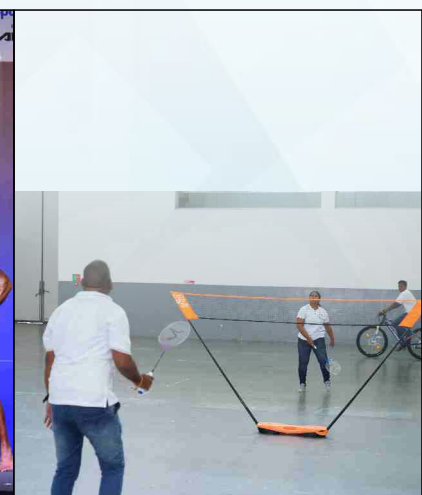
Sports tournaments of varied categories will be held to include maximum number of participants

### • **Sports Arena**

Dedicated sports arena to each category of sports/activity for proper management and maximum ease of enjoyment.

### • **Varied categories of activities**

Varied categories of activities will be held so that everyone can participate.



## WHY EXHIBIT

### REACH



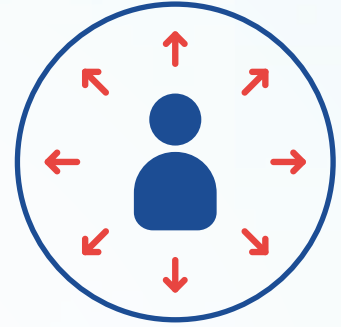
Diverse audience and showcase your brand

### PROMOTE



Your products esteemed clientele

### EXPAND AND NETWORK



Increase consumer demand for your products

### GENERATE



High-value leads

### STRENGTHEN



Your relationship with existing dealers and industry



## EXHIBITOR PROFILE

### Fitness Equipment Distributors

- Nutrition / Supplements Distributors
- Fitness Software & Applications
- Fitness Apparel and Clothing / Gear

### Sports Category

- Sports goods resellers
- Play ground Equipment
- Sports Nutrition
- Sports Shoes & Bags
- Sportswear & Fitness Apparel
- Adventure Sports & Accessories
- Sports Centers & Software Companies
- Sports Academies & Training Institutes
- Sports Cycles
- Tourism

### Yoga

- Yoga Trainers & Center
- Yoga Accessories
- Yoga Clothing



## EXHIBITOR PROFILE

### Wellness

- Wellness centres & Products
- Spas
- Slimming and beauty
- Health Clubs
- Health Care Products & Apps
- Ayush Products
- Rejuvenation Centers
- Rehabilitation Centers



## VISITOR PROFILE

- Sports Federations & Associations
- Schools, Colleges & Sports Authorities
- Distributors & Retailers of Sports & Fitness Products
- Sports Retailers, Entrepreneurs & Researchers
- Athletes, Sports Trainers & Coaches
- Sports Consultants & Administrators
- Sports Agencies & Media
- Sports, Fitness and wellness Enthusiasts

## PROMOTION & MARKETING

Sportexpo 2023 will be promoted extensively through targeted advertisements in print, outdoor, digital and on social media

- Media Plan
- Print Advertisements in leading newspapers
- Outdoors, Billboards and OOH
- Radio
- Social Media Engagement
- Promotional Activities
- Email and digital campaigns



## OUTCOMES OF PREVIOUS EDITION

**60**  
**Exhibitors**

**18,000+**  
**Visitors**



## GLIMPSES OF PREVIOUS EDITION





## GLIMPSES OF PREVIOUS EDITION

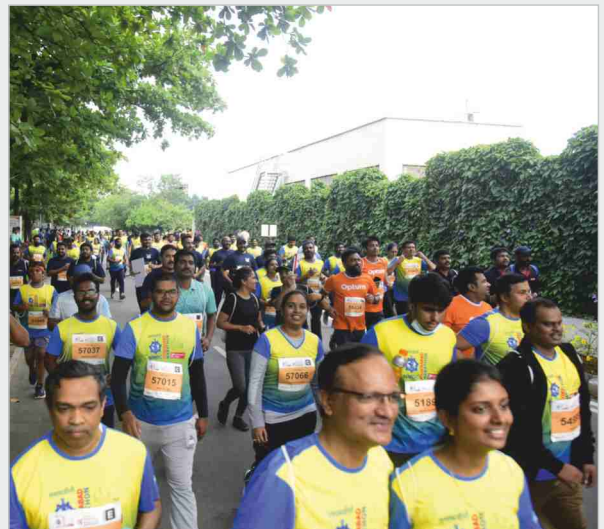


## GLIMPSES OF PREVIOUS EDITION



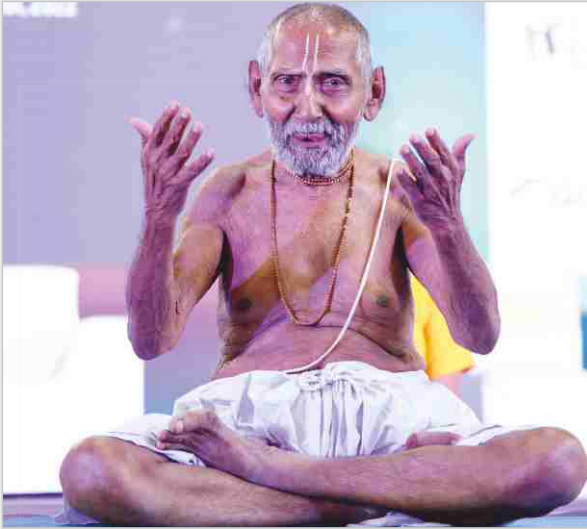


## GLIMPSES OF PREVIOUS EDITION





## GLIMPSES OF PREVIOUS EDITION



## **PARTICIPATION CHARGES**

Built-up Stall (Min. 9 Sq.M.) : INR 9,000 / Sq. M

Raw Space (Min. 18 Sq.M.) : INR 8,000 / Sq. M

### **Shell Scheme Deliverables**

- One Information Desk
- Two Chairs
- Three Spotlights
- Carpet
- One Power Point of 15A: Max. 500 Watts
- One Waste Paper Basket
- Fascia With Company's Name And Stall Number

## **For Enquiries And Space Booking Contact**

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