

18-20 August, 2017
HITEX, HYDERABAD

SportExpo
INDIA | 2017

AN EXPO THAT CELEBRATES
SPORTS, FITNESS & WELLNESS



Organized by



Nutrition Partner



Wellness Partner



Supported by



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Let's build a champions way of health & life!

Times are changing—especially when it comes to health and fitness and the years ahead are going to be big for both...

One area people are increasingly interested in is how to improve fitness from the inside out, be it training for a marathon, group-exercise, yoga or generally getting into any fitness program, there's an increased desire for knowledge on how to optimize performance through pre-and post-workout activities.

The holistic approach to fitness will no longer be something that only athletes can access. Aimed for everyone, sports events and activities in the modern day life help to minimize stress and maximize performance, as well as improves everyday health and wellbeing. The positive, direct effects of engaging in regular physical activity are particularly apparent in the prevention of several chronic diseases. People have become more proactive and are taking responsibility for their health and in nurturing bodies from an early stage of life.

Recent surveys provide evidence of an increase in vigorous physical activity and participation in sports events over the past decade. Be it heading to gym, yoga, swimming, opting regular physical or sporting activity or following nutrition tips, has now become a trend across the public.

Key market segments in the global sports business





The SportExpo

SportExpo 2017 is an exciting exposition of sports, fitness, wellness and nutrition, organized by HITEX in association with Hyderabad Runners. This three-day expo offers a grand culmination of top and varied sports, sports equipment manufacturers & distributors, nutrition experts, gym owners, trainers, fitness & wellness enthusiasts & advisors and other related products & services with an aim to create awareness and enthusiasm in sports and fitness arenas.

The SportExpo has something for everyone be it any age group, for families...for socialites... for sports fanatics...fitness consultants...etc.

Hyderabad Marathon

Along with being poised as one of the most comprehensive events in the field of sports, fitness and wellness, SportExpo also serves as a curtain raiser to the Airtel Hyderabad Marathon – the second largest marathon in the country, organized by Hyderabad Runners, who are the torch bearers of community running in the city.

From a modest beginning in 2011, the event has grown to its massive stature to include people from all walks of life, whether they be fitness enthusiasts, sporting individuals or even celebrities. This seventh edition, the Airtel Marathon will witness over 20,000 runners this year. It is truly an inspiring event where the entire city comes together to redefine the spirit of Hyderabad, and one which promises to deliver strongly in its standards, rewards, engagement and ultimate runner experience.



Hyderabad's Sporting Legacy & Culture

Hyderabad and legacy are synonymous. The City of Pearls has its own share of space in the history books. From kings and artistes, food and culture, to sports and education, the city possesses all, exposing some of the finest talents to the world. A few of those pages in the history book belong to sports. When it comes to sports in Hyderabad, the talk might be about Tulsidas Balram, Abid Ali, Md. Azharuddin, WS Laxman, Pullela Gopi Chand or the latest crop, Sindhu and Kashyap.

CRICKET: Mohammad Azharuddin, WS Laxman and Ambati Rayudu, ML Jaisimha the best cricketers Hyderabad has produced, they brought thrills and hope in the Indian cricket history by playing great innings.



HOCKEY: 'Mukesh Kumar Nandanoori' is a passionate, humble and hardworking Hockey player who rose to the top all by himself, riding purely on his merit.



CHESS: India's chess grandmasters Pentala Harikrishna, Humpy Koneru, Dronavalli Harika bagged their title, making India proud in the world of chess.



TENNIS: We have world's number one tennis player Sania Mirza who has established herself as a successful Indian female Tennis player, making Hyderabad proud.



BADMINTON: The Indian badminton stars P.V. Sindhu, Pullela Gopichand, Saina Nehwal, Jwala Gutta, Chetan Anand from Hyderabad created history by their storming stellar performances at the Olympics and other national and international competitions.



MR WORLD COMPETITION: Challenging the stereotypes, Rohit Khandelwal, a fitness fanatic from Hyderabad went on to become the first Asian to win the Mr. World title.





Exhibitors' Profile

- » Sports equipment and accessories
- » Fitness equipment and accessories
- » Home fitness solutions
- » Stadium and gym facilities
- » Sportswear, gym wear and apparel
- » Exercise gear including footwear and accessories
- » Healthy, organic and/or whole foods
- » Health drinks
- » Sports training aids
- » Nutritional products and supplements
- » Pharmaceuticals and medical supply companies
- » Performance Analysis Technology
- » Sports treatments
- » Athlete recovery equipment/technology
- » Exercise and fitness monitoring equipment/technology
- » Fitness and Wellness

Event Highlights

- » 3 Day Exhibition on Sports, Fitness & Wellness Products
- » 45,000 expected visitors
- » Interactive Sessions
- » Sports Arena – Play Area to try different kind of sports

Promotion & Marketing

SportExpo is a first of its kind exposition in the city of Hyderabad, a unique platform for health innovators and solution providers to showcase their products, technologies and opportunities to a rapidly expanding sports and fitness fanatic market. Keeping in mind the potential scope of the market, the event will be promoted extensively through various media. Advertisements for the expo will appear in print, electronic, and outdoor media and programs that will reach fitness enthusiasts, corporates and customers all over the city. There are dedicated social media and online promotions done to ensure greater visibility and publicity.

- » Build your brand and strengthen your business!
- » Drive new customers to your products & services
- » Extend your company standards by driving new leads and closures.
- » Engage with a captive audience and maximize your marketing opportunities.

Media Plan

- » Print advertisement in all English & Vernacular Dailies
- » Outdoor, Billboards and OOH
- » Radio and Cinema
- » Social Media Engagement
- » Exclusive event promotional activities at clubs, malls and outlets of the participating brands' Website, Emailers and Digital Campaign
- » VIP Passes for High Networth Individuals
- » Personal Invitations to a select target audience

Exhibitor Advantages

- » Raise your profile in a competitive market, promote your brand and increase revenue
- » Meet potential buyers and corporate clients face-to-face
- » Launch new products or services directly to the market, attract press attention and gain feedback from prospective clients
- » Network with the media, customers and other exhibitors
- » Collect high quality leads and generate a pipeline of sales
- » Enhance your knowledge with unprecedented access to the marketplace
- » Source new branded training aids and apparel
- » Improve the effectiveness of your retail outlets
- » Find new merchandise





Reserve Your Stall Now

Built-up Stalls

₹ 7000 per Sq.M.

(Minimum of 6 Sq.M.)

Raw Stalls

₹ 6000 per Sq.M.

(Minimum of 12 Sq.M.)

*Taxes will be applicable

Shell Scheme

One Information Desk | Two Chairs |
Three Spotlights | One Power Point of
15A: Max. 500 watts | Fascia with
Company's Name and Stall Number |
Carpet | One Wastepaper Basket for
every 6 Sq.M. stall



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For more enquires and stall booking, please contact:

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