

24-26 AUGUST, 2018
HITEX, HYDERABAD

www.sportex.in

SportExpo
INDIA | 2018

CELEBRATING
SPORTS, FITNESS
AND WELLNESS



Organized by



Supported by



Media Partner



Sport Expo

INDIA | 2018

Sports and physical activities have innumerable health benefits and contribute to the wellness. They improve cardiorespiratory capability, muscular fitness, body flexibility, bone health, and life expectancy. World Health Organization defines wellness as a state of complete physical, mental, and social well-being, and not merely the absence of disease or infirmity.

Health and wellness demand major changes in today's unbalanced lifestyle. Playing sports, participating in fitness activities and consuming right nutrition can help prevent various ailments and chronic diseases, have positive effects on mental health and improve cognitive function. While nutrition and physical activities are key elements, sports can help the body work at maximum potential, refresh the mind, and create an avenue to socialize. The benefits of changing from sedentary lifestyle to an active lifestyle are truly rewarding.

EXPO

FITNESS WORKSHOPS

HYDERABAD MARATHON

NUTRITION & WELLNESS SEMINARS

SPORTS ARENA

HIGHLIGHTS

- » 3 Days of Exhibition on Sports, Fitness & Wellness products and services
- » 45,000 expected visitors
- » Community Meetups
- » Tournaments
- » Sports Arena – Area to try different kinds of Sports & Fitness Equipment





EXPO

Sport Expo India 2018 is an exposition of Sports, Fitness and Wellness industry organized by HITECH, Hyderabad. The three-day expo is a unique platform that brings together sports equipment and accessories manufacturers, sports technology and innovation providers, sports retailers, dealers and distributors, sports marketing professionals & sports media experts, sports federations & associations, fitness trainers, gyms, health & nutrition experts, health clubs, wellness products & services, sport enthusiasts and potential customers all under one roof.

Blending B2B and B2C formats, the expo is a holistic approach to emphasize sports and fitness as a profitable industry as well as an avenue for health and wellness.

EXHIBITOR PROFILE

- » Sports Equipment
- » Sports Technology
- » Sports Infrastructure
- » Gym & Fitness Equipment
- » Gym & Fitness Centers
- » Nutrition & Wellness Products
- » Wellness Centers, Spas & Health Clubs
- » Yoga Centers
- » Sports Medical Care
- » Sports Leagues & Events
- » Sportswear & Fitness Apparel
- » Sports & Fitness Clubs
- » Adventure Sports Accessories



VISITOR PROFILE

- » Sports Goods Retailers & Distributors
- » Fitness Equipment Retailers & Distributors
- » Wellness & Nutrition Enthusiasts
- » Healthcare Professionals
- » Sports & Fitness Enthusiasts
- » Schools, Colleges & Sports Academies
- » Sports Governing Bodies & Associations
- » Sports, Fitness & Wellness Coaches
- » Sports Consultants & Administrators
- » Sports Agencies & Media

SPORTS, FITNESS & WELLNESS INDUSTRY IN INDIA

Sports, Fitness and Wellness industry in India is gaining huge momentum, thanks to the growing awareness about the benefits of sports and fitness. India is a sport-loving country and has recently transitioned from being regarded as a single-sport country to a multi-sport country. This transition led to the birth of various sporting leagues such as Indian Premier League (Cricket), Indian Super League (Football), Hockey India League, Premier Badminton League, Pro Kabaddi League and United Basketball Alliance.

Growing audience and enthusiasts of these leagues, other sporting events and sports in general are creating diverse opportunities for brands of varied profiles in the sports industry. The sporting goods and apparel from India are popular around the world. India exports nearly 60 per cent of its total sports goods output to more than 100 countries. There is a huge demand of sporting goods, equipment and services in both international and domestic markets.

REVENUE FROM SPORTS GOODS MANUFACTURING IN INDIA



Source: Statista

*Projected statistics



HYDERABAD – WINNING BIG

Hyderabad is one of the fastest growing cities in India. The city, rich in sporting legacy, has produced various sportspersons who represented India in international sporting events including the Olympic Games and won accolades. The city has good sports infrastructure in place and regularly hosts many major sporting events.

Increasing disposable income and health-awareness among people have raised participation in sports and fitness activities. Emergence of Hyderabad's teams in sports leagues is creating a new generation of sports enthusiasts many of whom are taking up sports as a hobby or at professional level. On the fitness front, more and more national and international fitness chains and gyms are expanding into Hyderabad.

These trends have created a huge demand and potential market for sports goods, equipment and accessories, fitness equipment, sportswear & fitness apparel, sports and fitness trainers, sports clubs and gyms and sports academies in Hyderabad.

HYDERABAD MARATHON

Sport Expo India also 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. The eighth edition of the event will witness over 20,000 runners. The event brings the people of the city together and showcases the spirit of Hyderabad. Hyderabad Marathon promises to deliver strongly in its standards, rewards, engagement and ultimate runner experience.



EXHIBITOR ADVANTAGES

- » Enhance your profile, promote your brand and increase your revenue
- » Re-affirm your position as a leading product or service provider
- » Interact with industry suppliers, buyers and distributors
- » Network with the media, customers and other exhibitors
- » Unique opportunity to reach a diverse audience
- » Launch new products & services
- » Network with industry professionals and experts
- » Network with peers to build strategic partnerships
- » Meet high quality prospects and generate a pipeline of sales
- » Benefit from vast media coverage
- » Enhance your knowledge with access to the marketplace

MARKETING & PROMOTION

Sport Expo India will be promoted extensively through targeted advertisements in print, outdoor, digital and social media. To ensure greater visibility and publicity, dedicated social media campaigns and online promotions will be held.

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

MEDIA PLAN

- » Print Advertisements in leading newspapers
- » Promotional activities at malls, outlets of the participating brands
- » Outdoor, Billboards and OOH
- » Radio and Cinema
- » Social Media Engagement
- » Email and Digital Campaigns







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

www.sportex.in

24-26 AUGUST, 2018
HITEX, HYDERABAD

SportExpo 
INDIA | 2018

For more enquires and stall booking, please contact:

HYDERABAD INTERNATIONAL TRADE EXPOSITIONS LTD.
Trade Fair Office Building, 1st Floor, HITEX
Izzat Nagar, Hyderabad - 500 084, India

T +91 40 2311 2121 / 22 / 23 | **F** +91 40 2311 2124

E contact@sportex.in

Organized by



HITEX
HYDERABAD
It all happens here



HYDERABAD
RUNNERS