

360° MARKETING AND ADVERTISING OPPORTUNITIES

FIBO

GLOBAL FITNESS

For a strong and healthy society.

FIBO 2023 FAST FACTS



867 +
exhibitors and partners
from 51 nations



106,146 +
visitors from 116 countries



500 +
Lectures, panel discussions
and join-in exercises



285,000,000
media reach with press coverage



85,000
social media reactions



16,000,000
social media impressions

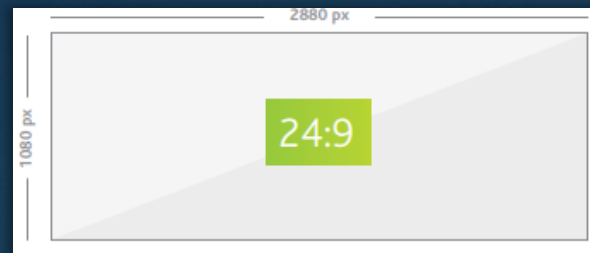
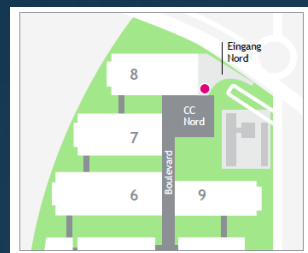
DIGITAL SIGNAGE

DIGITAL SIGNAGE ENTRANCE NORTH

Welcome visitors with your advertising! This LED screen placed directly above the at the north entrance. No matter whether you use an advert or video, no visitor can pass by this LED screen without taking note. Recordable from both sides.

Entrance north above the turnstiles

- ✓ Product number: 4330056 / 4330057
- ✓ Max. 3 exhibitors
- ✓ Playout: at least 1/4 of the time during the entire duration of the fair
- ✓ Duration: at least 1200 playouts with a duration of 30 seconds each slot
- ✓ Content: 24:9
- ✓ File format: Picture: JPG oder PNG / Video: mp4 (h.246)
- ✓ Dimensions: 7.2 x 2.7 m (B x H), 2880 x 1080 px
- ✓ Price video: 6,825.00 €
- ✓ Price video incl. sound: 7,825.00 €

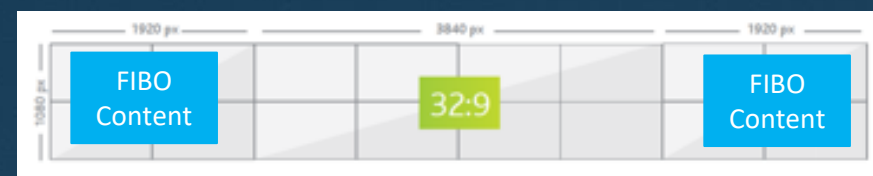
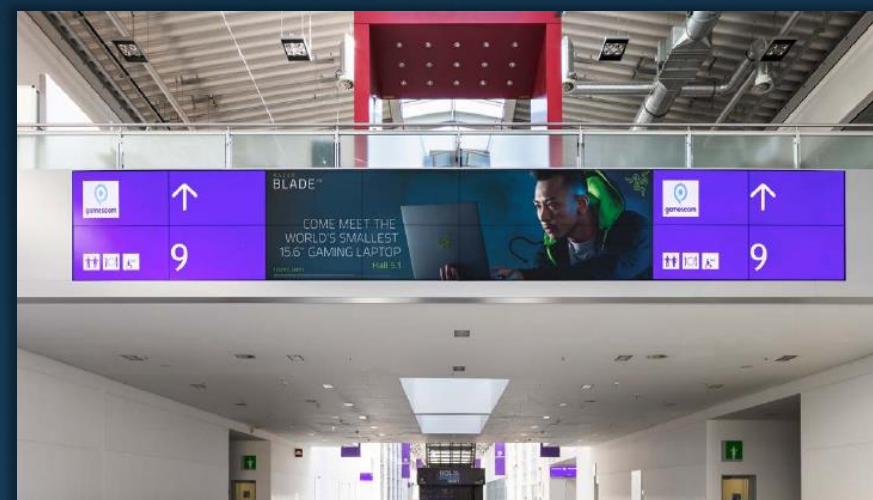


DIGITAL SIGNAGE BOULEVARD

This generous advertising space allows your brand to be individually staged at the popular Lindbergh Restaurant right near the halls 6 and 9.

Restaurant bridge at the north boulevard

- Product number: 4330025
- Max. 4 exhibitors
- Playout: at least 1/5 of the time during the entire fair
- Duration: at least 960 playouts with a duration of 30 seconds each slot
- Content: 32:9
- File format: Picture: JPG oder PNG / Video: mp4 (h.246)
- Dimensions: 4.85 x 1.4 m (W x H), 3840 x 1080 px
- Price: 4,620.00 €

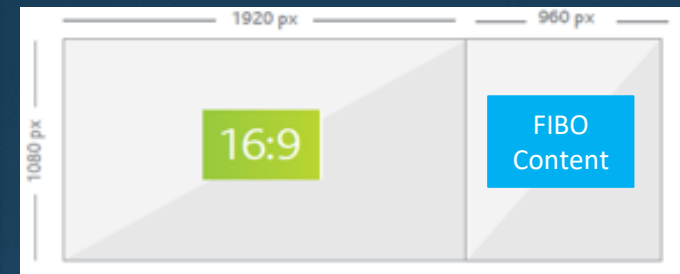


DIGITAL SIGNAGE BOULEVARD

Directly above the passage from the central boulevard to the north boulevard you reach the visitors ideally on their way to the northern halls.

Transition from the central boulevard to the north boulevard

- ✓ Product number: 4330033
- ✓ Max. 4 exhibitors
- ✓ Playout: at least 1/5 of the time during the entire fair
- ✓ Duration: at least 960 playouts with a duration of 30 seconds
Content: 16:9
- ✓ File format: Picture: JPG oder PNG / Video: mp4 (h.246)
- ✓ Dimensions: 4.8 x 2.7 m (W x H), 1920 x 1080 px
- ✓ Price: 6,195.00 €

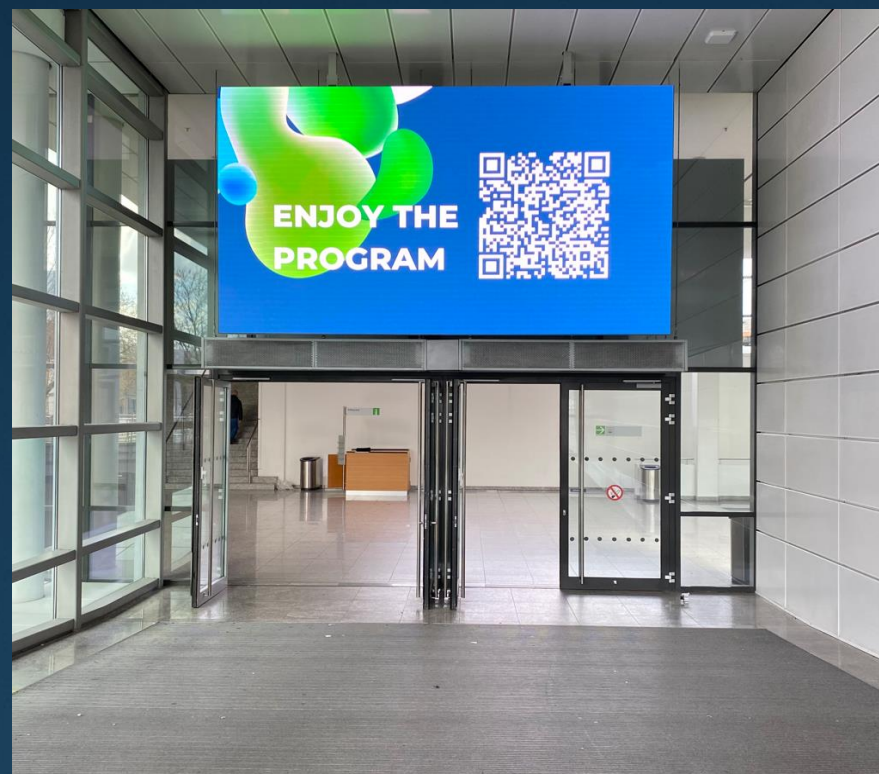
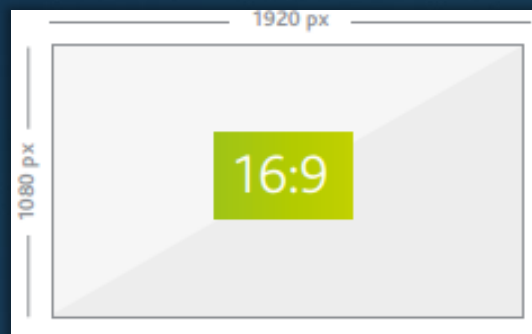


DIGITAL SIGNAGE PIAZZA

Place your message directly above the entrance from the Piazza to passage 4-10.

Transition piazza / passage 4 - 10

- ✓ Product number: 4330047
- ✓ Max. 4 exhibitors
- ✓ Payout: at least 1/5 of the time during the entire fair
- ✓ Duration: at least 960 playouts with a duration of 30 seconds
- Content: 16:9
- ✓ File format: Picture: JPG oder PNG / Video: mp4 (h.246)
- ✓ Dimensions: 4.8 x 2.7 m (W x H), 1920 x 1080 px
- ✓ Price: 4,515.00 €



INDOOR ADVERTISING

INDOOR ADVERTISING PROMOTION TEAM & FOOTSTEPS

Lead potential customers directly to your stand! You could hand out free product samples, give-aways or flyers. Footsteps will lead visitors to your stand. Make sure that no visitor loses sight of your company!

2 Promotors

- / Product number: 5340050
- / Permission for team of 2
- / Valid at all four days of the show
- / Price: 3,310.00 €

Sponsors are responsible to bring their own staff.

3 Promotors

- / Product number: 5340051
- / Permission for team of 3
- / Valid at all four days of the show
- / Price: 4,965.00 €



Footsteps

- / Product number: 5320035
- / Dimensions: 15.00 x 35.00 cm (w x h)
- / Approx. shoe size 44
- / Quantity: minimum 100 steps
- / Price: from 2,900.00 € (100 footsteps)



INDOOR ADVERTISING BANNER NORTH BOULEVARD

The Boulevard connects the trade fair halls 6 to 9 with Entrance North and leads to the Central Boulevard which connects to Entrance South. All visitors entering via Entrance North will have to walk on the Boulevard.

Wall Banner Hall 8 (south side)

- / Product number: 5320065
- / Different positions available
- / Dimensions: 24 m² (6 x 4 m (w x h))
- / Price: 3,885.00 €



Banner North Boulevard

- / Product number: 5320068
- / Different positions available
- / Dimensions: both sides printed 30 m² (15m² each side 5 x 3 m (w x h))
- / Price: 4,570.00 €



Giant Banner North Boulevard

- / Product number: 5320078
- / Different positions available
- / Dimensions: both sides printed 87,6 m² (43.8 m² each side 14.60 x 3 m (w x h))
- / Price: 11,740.00 €



INDOOR ADVERTISING SPECIALS

Place your logo on the lanyards or a banner ad on the trade visitor badges. The official lanyards are handed out to trade visitors at the entrances of FIBO. Your brand will accompany all attendees throughout their show visit and is constantly seen by visitors and exhibitors alike.

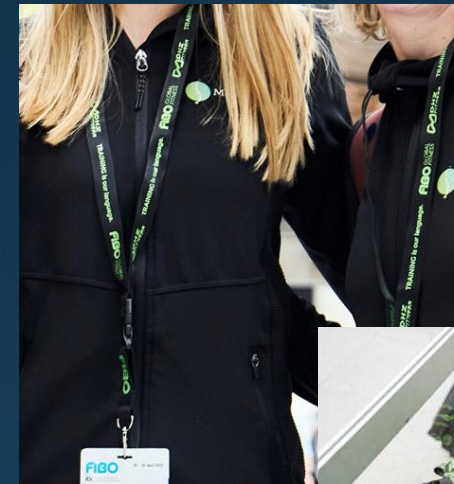
EXCLUSIVE

Logo on Lanyards

- Product number: 5320003
- Exclusive: 1 exhibitor
- Distribution: 62,000 items
- Including production by FIBO
- Price: 25,675.00 €

Logo on Lanyards

- Product number: 5320001
- Max 3 exhibitors
- Distribution: 62,000 items
- Including production by FIBO
- Price: 8,550.00 €



INDOOR ADVERTISING BANNER ENTRANCE SOUTH

Be at the forefront and draw the attention of visitors entering through the south entrance. Various positions directly behind the turnstiles offer you high and long visibility.

Position 3

- / Product number: 5320093
- / Position: **behind** admission scanner
- / Dimensions: 30 m² (7.50 x 4 m (w x h))
- / Price: 6,915.00 €

Position 5

- / Product number: 5320095
- / Position: **behind** admission scanner
- / Dimensions: 28 m² (7 x 4 m (w x h))
- / Price: 6,220.00 €

Position 7

- / Product number: 5320097
- / Position: **behind** admission scanner
- / Dimensions: 28 m² (7 x 4 m (w x h))
- / Price: 6,220.00 €

Position 4

- / Product number: 5320094
- / Position: **behind** admission scanner
- / Dimensions: 30 m² (7.50 x 4 m (w x h))
- / Price: 6,630.00 €

Position 6

- / Product number: 5320096
- / Position: **behind** admission scanner
- / Dimensions: 28 m² (7 x 4 m (w x h))
- / Price: 6,220.00 €



OUTDOOR ADVERTISING

OUTDOOR ADVERTISING ENTRANCE NORTH

Use your chance to greet the visitors / your potential customers directly at the North Entrance in an eye-catching way.

Banner at Entrance North

- / Product number: 5320040
- / Position: different available
- / Dimensions: 36 m² (6 m x 6 m (w x h))
- / Price: 6,255.00 €



OUTDOOR ADVERTISING BRANDING LEFT SIDE OF ENTRANCE SOUTH

Greet the FIBO visitors directly at the southern fair entrance and draw attention to your company in one of the most prominent ways.

Facade Branding left Entrance South

EXCLUSIVE

- Product number: 5320257
- Exclusive: 1 exhibitor
- Format: 9 m² (2.5 x 3.6 m (w x h))
- Price: 4,450.00 €

Window Branding left Entrance South

EXCLUSIVE

- Product number: 5320258
- Exclusive: 1 exhibitor
- Format: ca. 36 m², 3.5 x 1,14 m (w x h left) and 3,54 x 1,14 m (right)
- Price: 11,395.00 €



OUTSIDE ADVERTISING

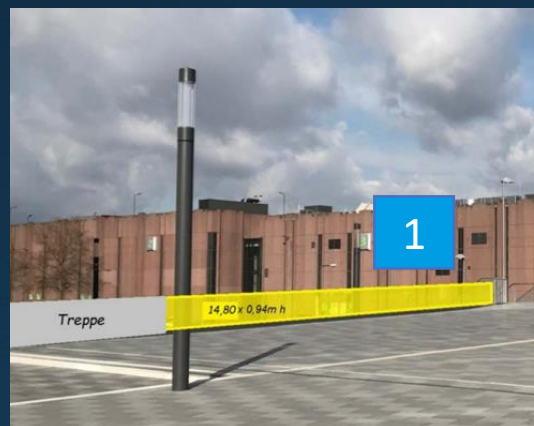
BALUSTRADE ADVERTISING ENTRANCE SOUTH

Accompany visitors on their way to the highly frequented entrance South as well as when they are leaving the show and secure great deal of attention in front of Entrance South. A lasting impression when your customers enter and leave FIBO.

Balustrade Advertising 1

EXCLUSIVE

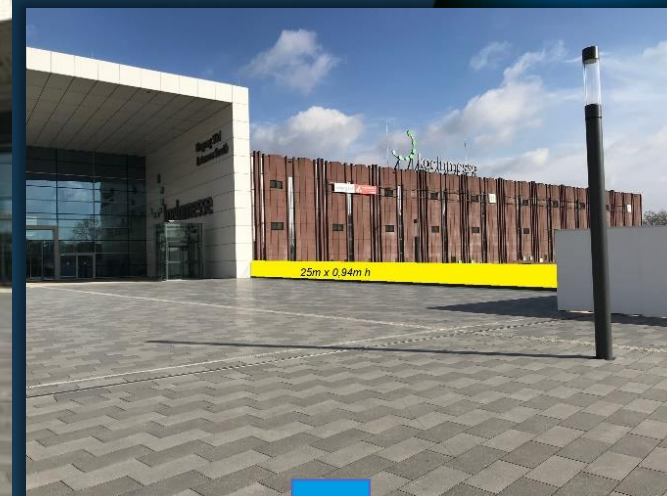
- / Product number: 5320183
- / Exclusive: 1 exhibitor
- / Position: left towards hall 3
- / Size: 18.9 m² (20.15 x 0.94 m (w x h))
- / Price: 6,250.00 €



Balustrade Advertising 2

EXCLUSIVE

- / Product number: 5320184
- / Exclusive: 1 exhibitor
- / Position: left towards hall 3
- / Size: 16.4 m² (17.45 x 0.94 m (w x h))
- / Price: 5,820.00 €



Balustrade Advertising 3

EXCLUSIVE

- / Product number: 5320185
- / Exclusive: 1 exhibitor
- / Position: right towards hall 11
- / Size: 23.5 m² (25 x 0.94 m (w x h))
- / Price: 6,910.00 €

OUTDOOR ADVERTISING PIAZZA

Reach all visitors who are entering FIBO via the Entrance South with your advertising and guide them across the open piazza to your booth.

Balustrade Piazza

- / Product number: 5320149
- / Max: 2 exhibitors
- / Position: left / right of the access towards Entrance East / Passage 10/11
- / Dimensions: 6 m² (7.50 x 0.80 m (w x h))
- / Price: 2,745.00 €



Window Branding Piazza

EXCLUSIVE

- / Product number: 5320150
- / Exclusive: 1 exhibitor
- / Position: above the access to Passage East / Entrance East
- / Amount: 4 windows
- / Dimensions: 7.9 m² (1.47 x 1.34 m (w x h))
- / Price: 4,280.00 €



Wall sticker Piazza

EXCLUSIVE

- / Product number: 5320151
- / Exclusive: 1 exhibitor
- / Position: access to Passage 4/10, Central Boulevard
- / Dimensions: 13 m² (4.45 x 2.92 m (w x h))
- / Price: 5,155.00 €



SOCIAL MEDIA

DAILY FORMATS

POST & STORY INSTAGRAM & FACEBOOK

Use the combination of post and story to reach our vast community on Facebook and Instagram. Your feed post has the chance to go viral and we generate additional attention with a story. Your post could be a short product video, for example, and the story could introduce details about the product in four snippets. Or you could post a workout video and engage the community via a poll integrated into the story. There are almost no limits to your creativity when it comes to design - and it doesn't take much effort on your behalf - we'll be happy to advise you.

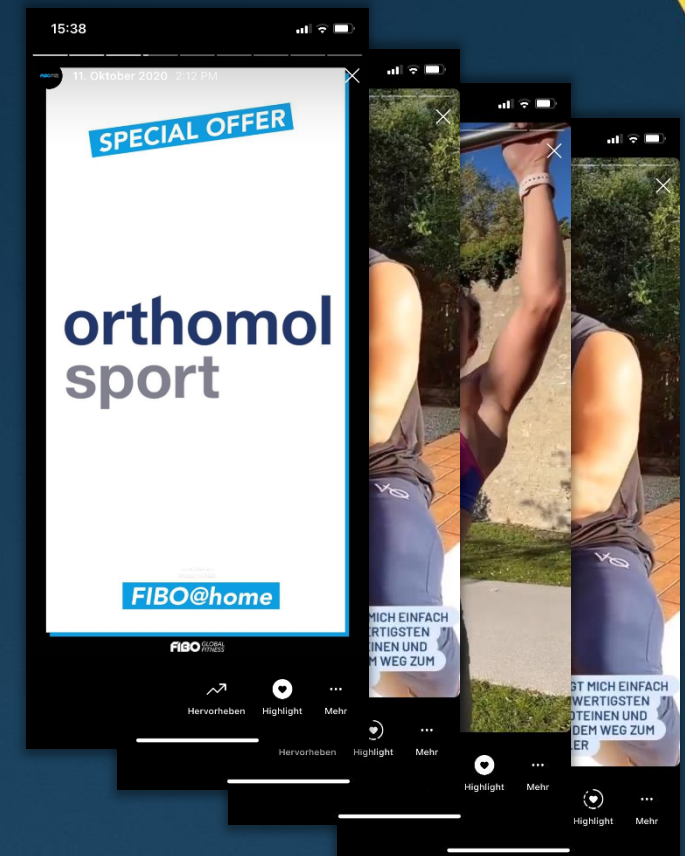
Post & Story

- / Exclusively for one exhibitor per day
- / Timeframe: before/after tradeshow
- / Format: Post and Story
- / Extend: Post and 4 story snippets; 1x hashtag per post
- / Content length: 60 sec.
- / Incl. link to your account

Price Instagram:
 until February #4350043 968.00 €
 March & April #4350044 1,532.00 €

Price Facebook:
 until February #4350040 1,511.00 €
 March & April #4350041 1,813.00 €

Price Facebook & Instagram:
 until February #4350057 2,479.00 €
 March & April #4350050 3,345.00 €



DAILY FORMATS POST LinkedIn

Target our top-class B2B community on LinkedIn. Use a post to report on the current projects and trends of your company or the market and increase your reach among trade visitors.

Post LinkedIn

- / Exclusively for one exhibitor per day
- / Timeframe: before, during and after the tradeshow
- / Format: Post
- / Channel: Linked In / 9.197 Follower in September 2023
- / Incl. link to your account
- / 1x Hashtag per Post
- / File Format: JPG / PNG Exclusively for one exhibitor per day

/ Price:

until February	#4350073	968.00 €
March & April	#4350074	1,162.00 €
During the tradeshow	#4350075	1,452.00 €



DAILY FORMATS

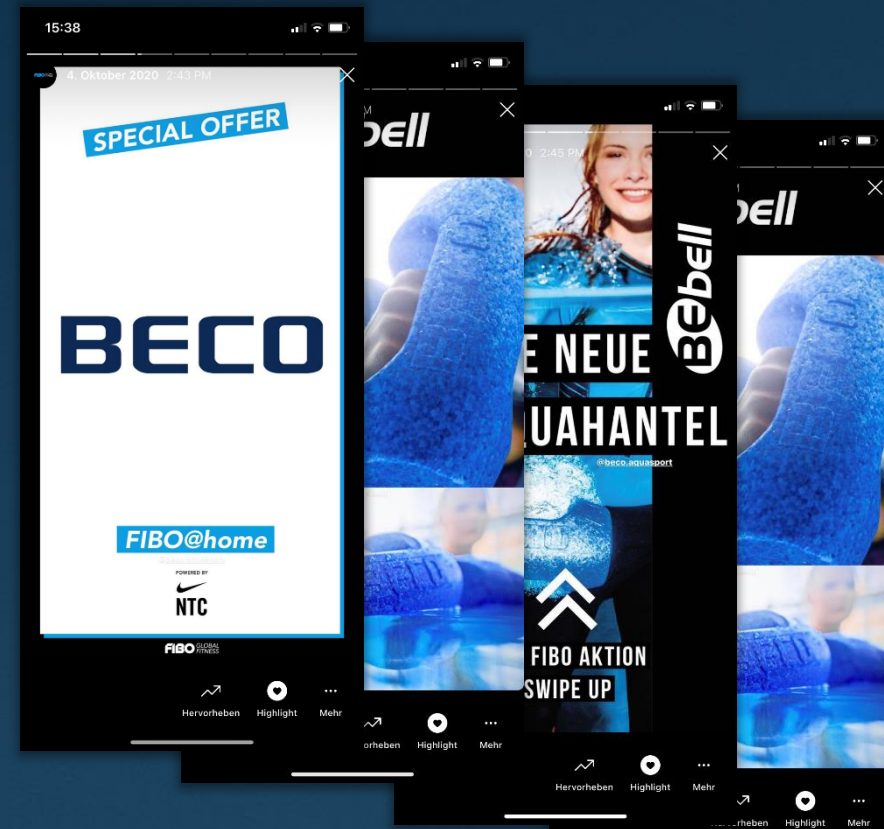
ONSITE STORY #fibo2024

Make us your Influencer during FIBO 2024! Be one of three daily exhibitors and take full advantage of the special trade show dynamics of FIBO. We come to your booth, film / photograph your star, show or product and share these highlights with the FIBO community. With the massive reach during the show, this gives you the unique chance to direct digital leads to your booth or website. This way your products or services can be experienced live - and our community can turn into your fans and customers. There are no limits to your creativity when designing the story snippets - and there will not be a lot of effort involved on your behalf.

Story #fibo2024

- / Product number: 4350063
- / Max. 3 exhibitors per day
- / Timeframe: during tradeshow
- / Format: Story
- / Channel: Facebook and Instagram
- / Extend: 3 story snippets
- / Content length: 45 sec.
- / Incl. link to your account FB & IG
- / File Format: JPG / PNG
- / Price: 2,125.00 €

On-site production costs for one hour included.
Each additional starting hour is 240.00 €





ONLINE


ONLINE DIGITAL LEAD GENERATION

This digital lead generation tool provides visitors with the opportunity to receive exclusive offers in exchange for their contact information. From product samples to discounts to free consulting sessions - you decide what you would like to offer in exchange for qualified leads.

Your benefits:

- 

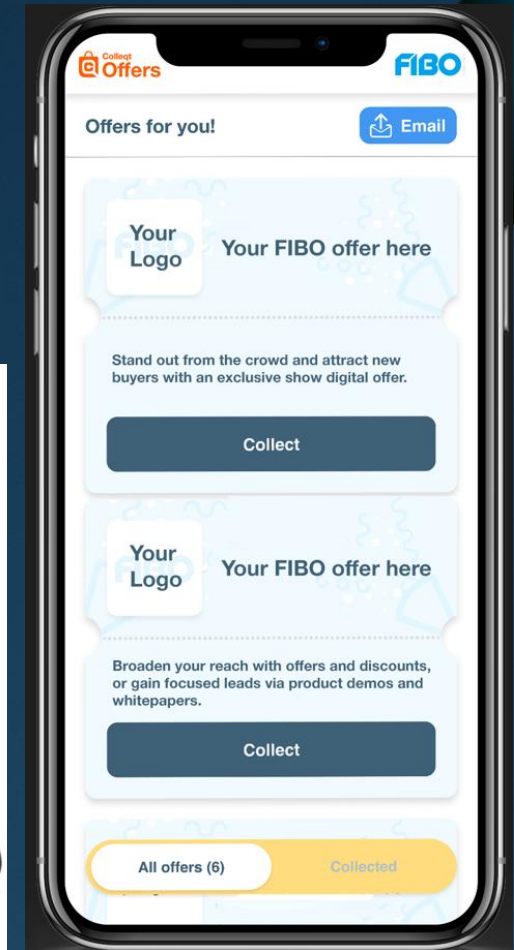
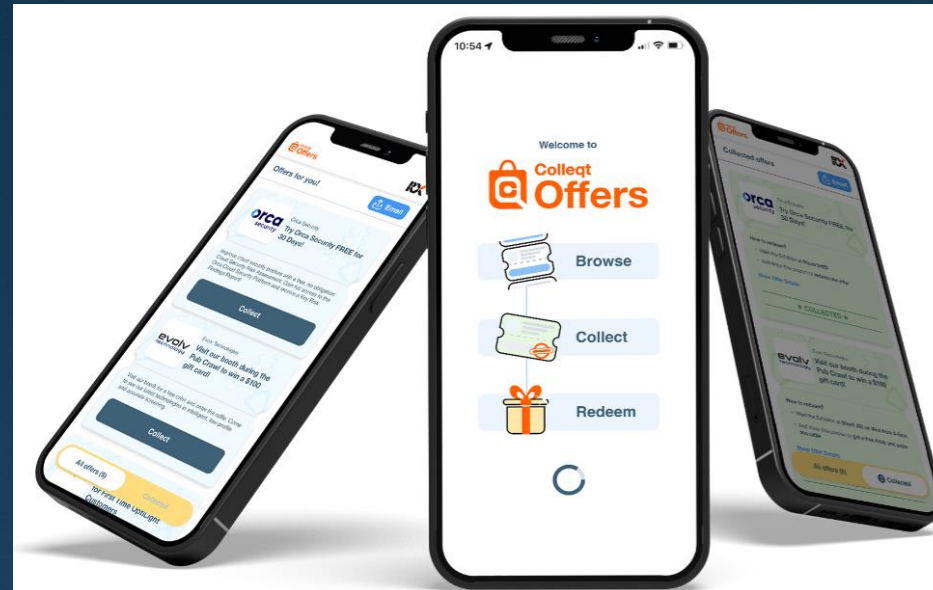
Qualified Leads: Participants receive a lead report with emails and contact information of who collected their offer.
- 

Exposure: This exclusive offer will be promoted via dedicated email campaign, ensuring high reach amongst FIBO attendees and potential visitors.
- 

Try it out: coming soon

Regular Insert

- ✓ Product number B2B: 4330069
- ✓ Product number B2C: 4330075
- ✓ Offers shown in random order
- ✓ Price B2B: 1,610.00 €
- ✓ Price B2C: 830.00 €



ONLINE BANNER HOMEPAGE

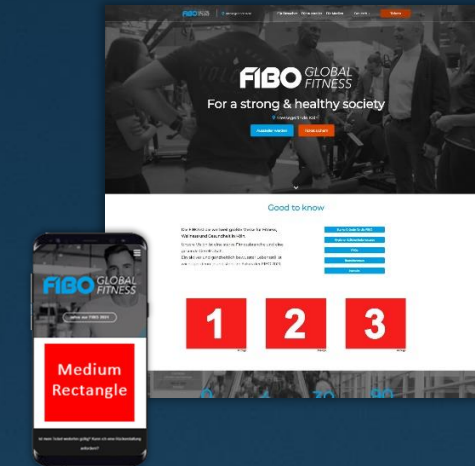
Don't miss a single visitor and welcome them all on the FIBO homepage. With around **2,9 million page impressions** and more than **2,2 million visits** (between September 2022 – September 2023), www.fibo.com is the ideal platform for your long term advertising and branding needs - before, during and after the show.

Medium Rectangle 1 or 3 Homepage

- / Product number: 4320061 or 4320063
- / Max. 2 exhibitors per position
- / Dimensions: 300 x 250 px (w x h)
- / Desktop view: static
- / Mobile view: Banners 1-3 are displayed rotating at one position
- / Price: 2,250.00 €

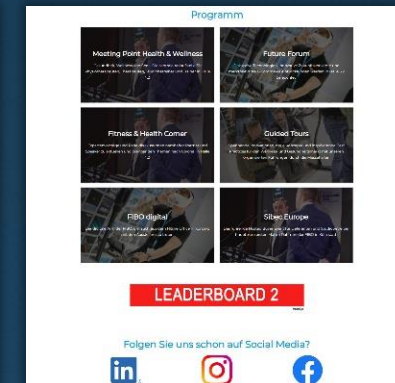
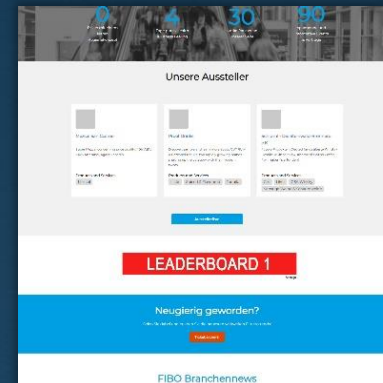
Medium Rectangle 2 Homepage

- / Product number: 4320062
- / Max. 2 exhibitors
- / Dimensions: 300 x 250 px (w x h)
- / Desktop view: animated
- / Mobile view: Banners 1-3 are displayed rotating at one position
- / Price: 2,465.00 €



Leaderboard 1 or 2 Homepage

- / Product number: 4320064 or 4320065
- / Max. 3 exhibitors per position
- / Dimensions: 728 x 90 px (w x h)
- / Position: under viewport "recommended exhibitors"
- / Mobile view: Leaderboard changes to Medium Rectangle (300 x 250 px)
- / Price: 1,820.00 €



ONLINE B2B TRADE VISITOR NEWSLETTER

Reach prospective clients with an exclusive company-sponsored article in the official FIBO newsletter and be in the center of attention. Let your target audience know what could matter to them and what you do best.

Exclusive Newsletter Participation



- ✓ Product number: 4340006
- ✓ Exclusive 1 exhibitor per Newsletter
- ✓ Content for Newsletter:
 - headline, teaser text, teaser image, medium rectangle banner, URL link to your website
- ✓ Content for FIBO Website:
 - image, text, company logo, URL link to your website
- ✓ Price: 2,180.00 €

Medium Rectangle

- ✓ Product number: 4340005
- ✓ Exclusive 1 exhibitor per Newsletter
- ✓ Dimensions: 600 x 250 px (w x h), JPG file
- ✓ Price: 1,015.00 €

Advertisement

18 May 2022, by Concept2

Hyrox, CrossFit and co. Swear by it: the Concept2 RowErg and SkiErg

© Concept2

The Concept2 RowErg and SkiErg have always provided an effective combination of strength and endurance workout. Unique competitions and events are now providing even more motivation.

Rowing is one of the most effective total body workouts around. That's as true today as it was that back in 1970 when Gustav Dicks and Peter Dethlefsen started Concept2 in an old farm in Vermont, USA. Concept2 quickly became popular worldwide and the Concept2 RowErg is the best-selling rowing machine in the world. The company is still headquartered in Vermont and works to promote the sport of rowing around the world - both at the water, as well as at home and in the gym. Concept2 has added popular sit and lie ergometers, monitors, software, apps and other technologies.

Hyrox and CrossFit

When you choose Concept2, you're choosing both innovation and heritage. Trendsetting fitness concepts like Hyrox and CrossFit also have this at their core. The event sport Hyrox was launched in 2017 and challenges athletes' strength and endurance in a super tough competition. Up to 4,000 athletes participate in each of the Hyrox World Series of Fitness events, which last more than 20 miles in North America and Europe.

The set up at Hyrox events is always the same: There are eight stations, with one kilometer of running in between. At the first station, athletes complete 1,000 meters on the Concept2 SkiErg, then continue with Dead Push and Pull and Burpee Board Burpees before rowing one kilometer on the Concept2 RowErg at station five. Last but not least there are rounds of Farmers Carry, Sandbag Lunges and Wall Balls. This is a competition that sounds exhausting just reading about it.

Hyrox relies on a combination of strength and endurance in equal measures, which is why they use training equipment from Concept2. It is not only in competition formats like this, however, but also in everyday fitness that Concept2 products are in high demand. While the very first rowing machine was developed in 1988 as a training device for competitive athletes, its popularity quickly grew among athletes outside of rowing because of its smooth, effective workout. Rowing is a practical whole-body workout that trains strength and endurance at the same time and is also easy on the joints.

Technique in rowing is important

For rowing, having the right technique is crucial. Concept2 offers various coaching videos online as well as a free 80-page book for professional trainers. In addition, the experts at Concept2 recommend monitoring your rowing progress to stay motivated. The free Concept2 Online Logbook provides an opportunity to do so, as well as having regular online challenges. There are also a number of other events and indoor regattas that take place around the world.

© Concept2

The Concept2 SkiErg

Training with the SkiErg offers a similar, yet different form of exercise that perfectly complements rowing workouts. That's the reason why the SkiErg is also used in rowing performance centers. The Concept2 SkiErg offers all the physiological benefits of cross-country skiing for whom there is no snow or tracks around. Even those who are inexperienced in cross-country skiing can benefit from the advantages of training with the SkiErg. Just like with the RowErg, Concept2 offers comprehensive training videos and information on the correct technique.

SkiErg users who are still looking for motivation can also register for one of the exciting real-life or virtual competitions. The SkiErg Sprints will take place from November 10-13, 2022 and is a virtual 1,000-meter race that anyone can take part in. Corresponding four- or six-week training plans are available online. More information about the event and registration can be found at the website.

www.concept2.com

FIBO GLOBAL FITNESS

WELCOME TO FIBO HALL 9

Hi Frauke!

Another Hall planned for FIBO 2023

Visitors can look forward to next year's FIBO: Hall 4.2 will be another contact point for beauty, fashion and nutrition topics.

To the Video

Advertisement

LIVE YOUR LIFE WITH SPIRIT BOENNT+

More FIBO News from July & August

Inspiration for the hotel and spa industry

To the Article

Customer loyalty and demographics

Find out more

PRINT

PRINT ORIENTATION PLAN

Help visitors find your stand quickly, while they are seeking for orientation.

Logo highlighting on Orientation Plan

- / Product number: 5300066
- / Limited per hall
- / Highlighting of the booth
- / Price: 695.00 €



PRINT

FIBO GUIDE – MORE BENEFITS | INCREASED VISIBILITY



The ultimate GUIDE to FIBO. A central reference guide for all visitors focussing on who and what can be found where - new - at FIBO. The GUIDE contains all the relevant information for a trade show visit, starting with hall plans and exhibitor lists through to editorially prepared exhibitor news and the trade show programme! The GUIDE is actively distributed at the entrances. **Flanking advertising measures boost your presence in the GUIDE!**

1/3 Page Ad on Cover page - U1



- / Product id: 5300071
- / Exclusive 1 Exhibitor
- / Format: 148 x 52,5 mm (W x H)
- / plus 3mm bleeds
- / Color mode: CMYK
- / Highlighting the Booth
- / Price: 4.780,00 € **sold out**

1/1 Page* Ad Inside Back Cover - U3/IBC



- / Product id: 5300070
- / Exclusive 1 Exhibitor
- / Highlighting the Booth
- / Price: 2.499,00 €

1/1 Page* Ad Inside

- / Product id: 5300073
- / Limited quantity available
- / Highlighting the Booth
- / Price: 2.165,00 €

1/1 Page* Ad Inside Front Cover - U2/IFC

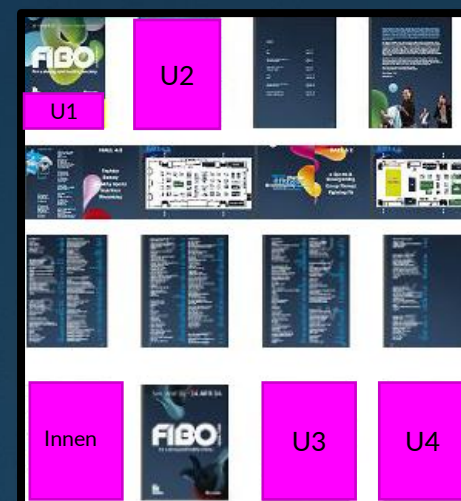


- / Product id: 5300069
- / Exclusive 1 Exhibitor
- / Highlighting the Booth
- / Price: 2.709,00 €

1/1 Page* Ad Back Cover - U4/OBC



- / Product id: 5300084
- / Exclusive 1 Exhibitor
- / Highlighting the Booth
- / Price: 6.195,00 €



PRINT
FIBO GUIDE – HALL PLAN ADS

Ad Hall plan

- Hall 4.2 Product id: 5300078
- Hall 5.2 Product id: 5300118
- Hall 6 Product id: 5300077
- Hall 7 Product id: 5300079
- Hall 8 Product id: 5300080
- Hall 9 Product id: 5300081
- Hall 10.2 Product id: 5300083

sold

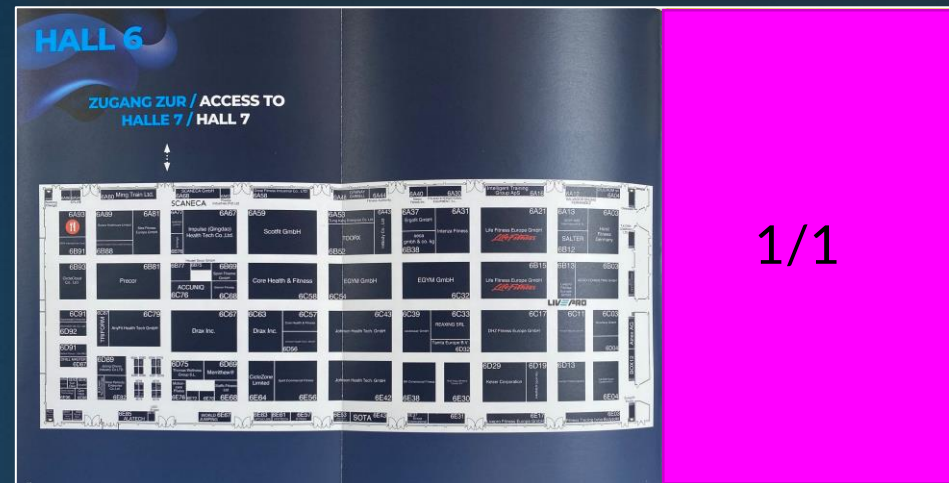
sold

- / Max. 2 Exhibitors per Hall fold-out page
- / Format 1/2 Page: 146 x 105 mm (W x H)
- / Format 1/1 Page: 146 x 210 mm (W x H)
 - / plus 3mm bleeds
 - / Color mode: CMYK
 - / Resolution: 300dpi
 - / Print-PDF
- / Highlighting the Booth
- / Price 1/2 Page horizontal: 2.095,00 €
- / Price 1/1 Page: 4.190,00 €



1/2

1/2



1/1



Advertisement



Digital Presence

PRINT

FIBO GUIDE – EXHIBITOR-NEWS UND DISTRIBUTOR-FINDING

Editorial product presentation - "Exhibitor news" section

- ✓ Product id: tbd
- ✓ Position: Inside
- ✓ You provide a text about the offer/product/company etc. with a maximum length of 250 characters (incl. spaces) in German and/or English. A meaningful headline/heading for the text with a maximum of 50 characters (incl. spaces) in German and/or English. Images of the topic described in the text in printable resolution (at least 300 dpi; CMYK, PDF/JPG)
- ✓ Price: 199,00 €

Ad Distributor Wanted

Are you looking for international distribution partners? A classified advert in the FIBO GUIDE can help to find potential distributors. In addition, we will mark you with an icon in the exhibitor list print and list you in the exhibitor list online under the category "Distributor Wanted"!


- ✓ Product id: tbd
- ✓ Placing: Inside, Classified Section
- ✓ Limited quantity available
- ✓ Format: 148 x 52,5 mm (B x H)
 - ✓ plus 3mm bleeds
 - ✓ Color mode: CMYK
 - ✓ Resolution: 300dpi
 - ✓ Print-PDF
- ✓ Price: 499,00 €

Das Orthomol-Multi-Sport-Prinzip – für alle, die alles geben

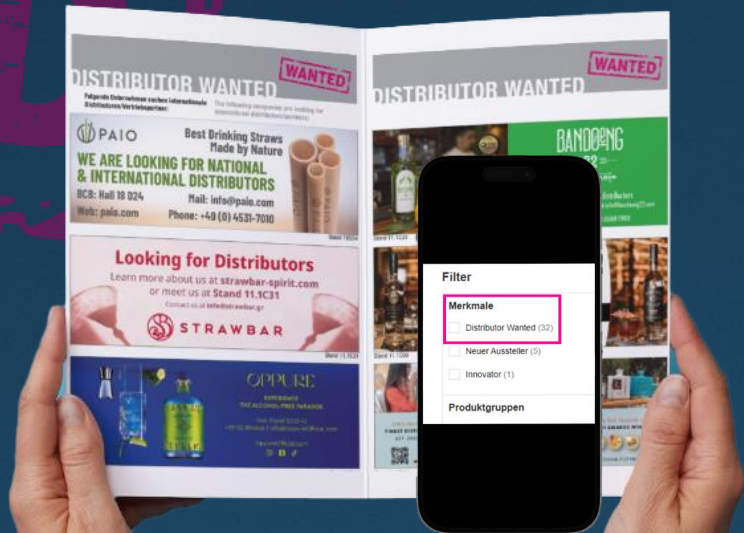
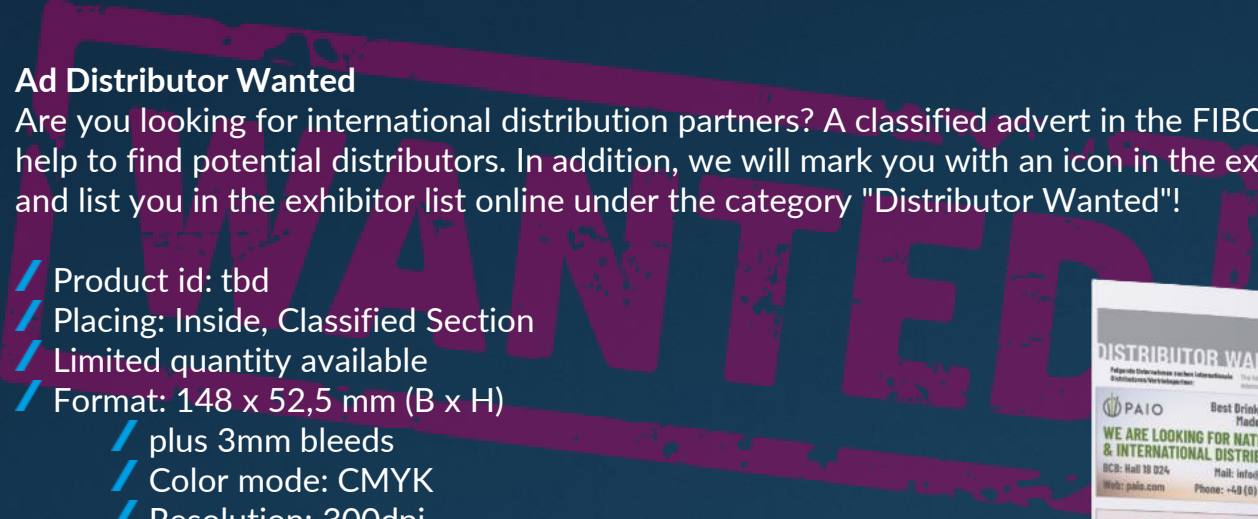
Das Orthomol-Multi-Sport-Prinzip bildet ein durchdachtes Gesamtkonzept von Ernährungsprodukten für die tägliche Versorgung sowie zur gezielten Unterstützung vor, während und nach dem Sport.

The Orthomol Multi-Sport Principle – for all those who give their all

The Orthomol Multi-Sport Principle is a well thought-out overall concept of nutritional products for daily care as well as for targeted support before, during and after sport.



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