



FIBO GLOBAL
FITNESS

360° MARKETING AND ADVERTISING OPPORTUNITIES

SOCIAL MEDIA

EXHIBITION CENTRE COLOGNE

7 – 10 APRIL 2022

MAKE FIBO YOUR VERY OWN INFLUENCER

Dear FIBO Community,

To support your company, we offer you highly effective social media campaigns to skillfully promote your brand, your products or your services.

We are happy to address your individual needs - and there are virtually no limits to creativity. Make FIBO your very own influencer, increase your reach through FIBO, gain new followers, introduce your new product, or increase interactions and traffic on your own channels.

The following examples of our services and possibilities serve as a rough orientation. We are very happy to draft campaign proposals based on your objectives. Please note that the services are subject to availability.

If you have any questions, please contact our media experts. You will find their contact details on the last page of this presentation.

We wish all of you the best of success!

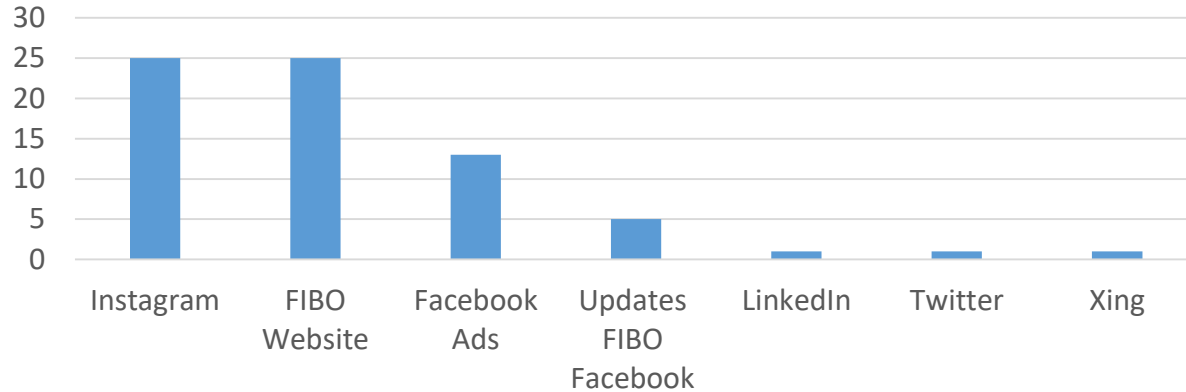
Your Promoting Services Team



FACTS & FIGURES

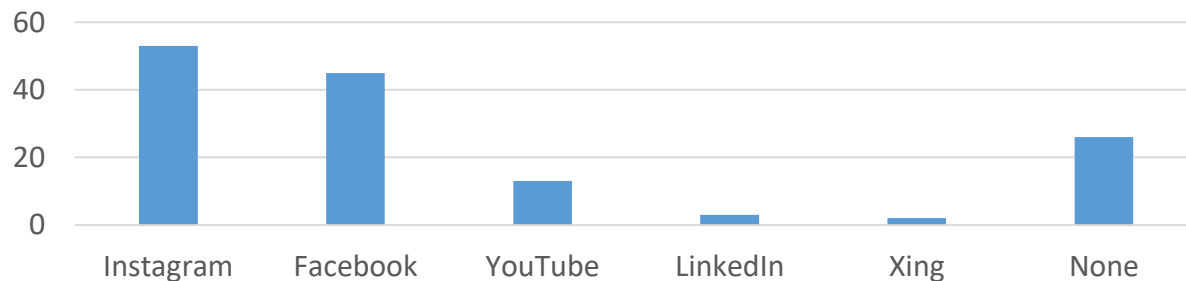
VISITOR SURVEY 2019 – QUESTIONS ABOUT SOCIAL MEDIA USE

How did you hear about FIBO?



25% of respondents cited Instagram
18% stated Facebook (ads or Updates on FIBO Facebook).
Multiple answers were possible.

Which of the following social media platforms do you interact with FIBO on?

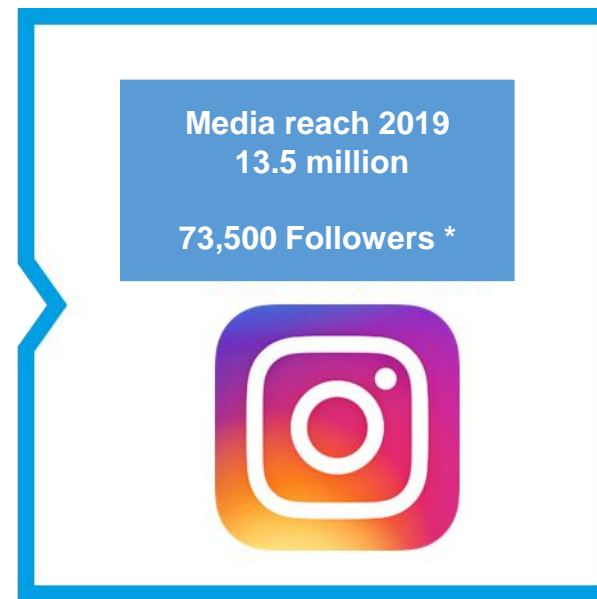
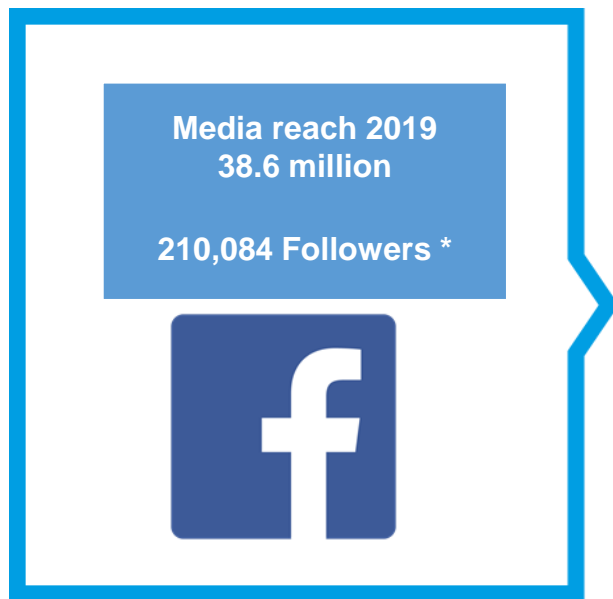


53% of respondents cited Instagram
45% named Facebook
Multiple answers were possible.



SOCIAL MEDIA REACH

Take advantage of the extensive reach of our FIBO and FIBO POWER Facebook and Instagram channels and network with your target group before, during and after FIBO 2022.



FIBO GLOBAL
FITNESS

SOCIAL MEDIA

DAILY FORMATS

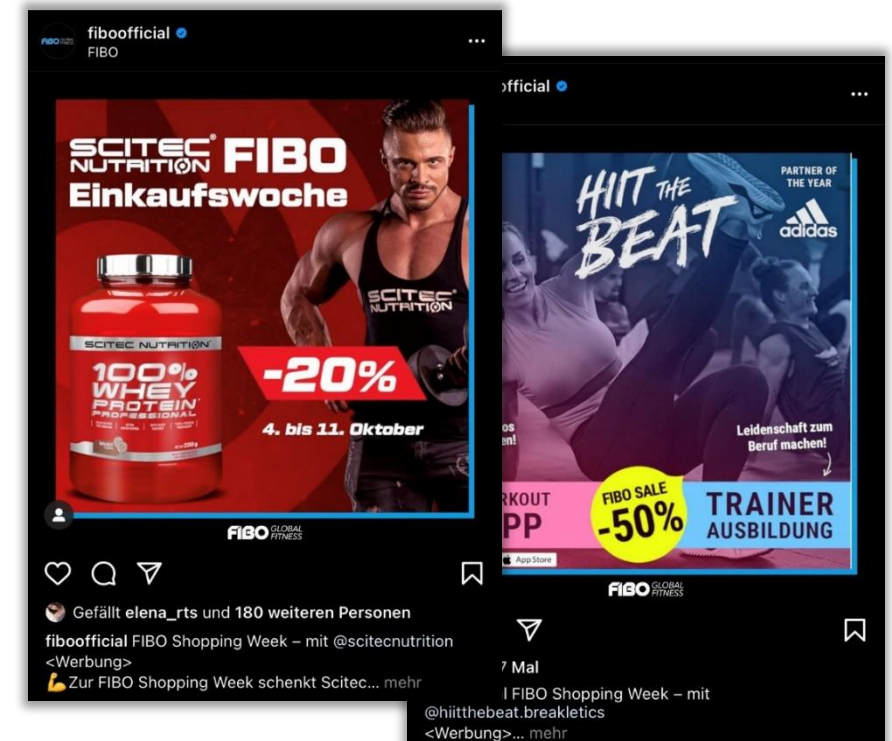
ONSITE POST #fibo2022

Make us your influencer during FIBO 2022! Take full advantage of the special trade show dynamics of FIBO and be the exclusive exhibitor whose daily content we post! We promote your content with discounts or announcements of your choice. Alternatively, we come to your booth, film / photograph your star, show or product and share this highlight with the FIBO community in our feed. With the massive reach during the show, you have 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.

exclusive

Post #fibo2022

- Exclusively for one exhibitor per day
- Timeframe: during tradeshow
- Format: Post
- Channel: Facebook and Instagram
- Extend: 1x feed post (photo or video)
- Content length: Video max. 1 minute
- File Format: JPG / PNG
- Price: 2,893.00 €
 - possible on-site production costs of 240 € may apply per started hour.



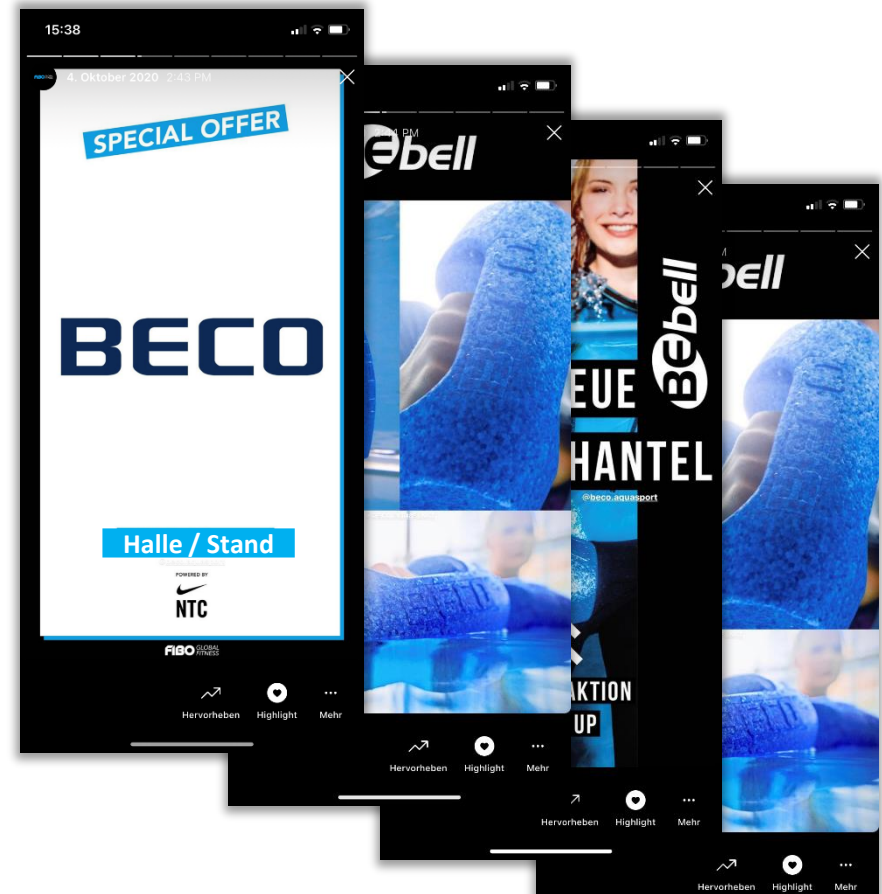
DAILY FORMATS

ONSITE STORY #fibo2022

Make us your Influencer during FIBO 2022! 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 #fibo2022

- Max. 3 exhibitors per day
- Timeframe: during tradeshow
- Format: Story
- Channel: Facebook and Instagram
- Extend: 3 story snippets
- Content length: 45 sec.
- Each story with cover page incl. company name, company logo & link to your account
- File Format: JPG / PNG
- Price: 2,125.00 €
 - on-site production costs for one hour included. Each additional starting hour is 240.00 €





DAILY FORMATS

POST & STORY INSTAGRAM & FACEBOOK

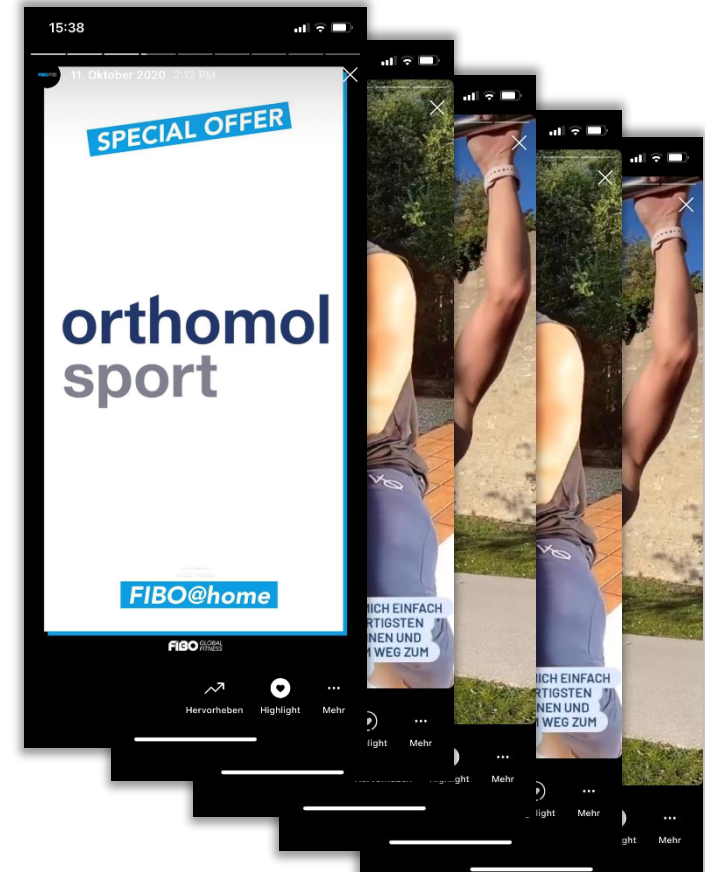
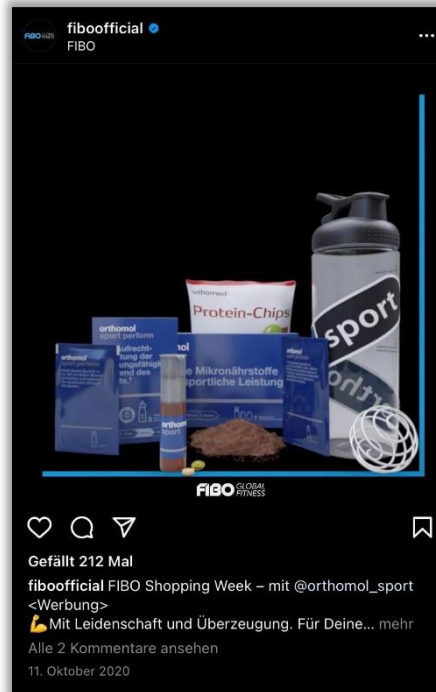
Use the combination of post and story to reach our vast community on Facebook and Instagram. Your feed post has the chance to go viral and we generate additional attention with a story. Your post could be a short product video, for example, and the story could introduce details about the product in four 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, FB AND Instagram

- // Exclusively for one exhibitor per day
- // Timeframe: before/after tradeshow
- // Format: Post and Story
- // Channel: Instagram and Facebook
- // Extend: Post and 4 story snippets
- // Content length: 60 sec.
- // Each story with cover page incl. company name, company logo & link to your account
- // File Format: JPG / PNG
- // Price:

until February:	2,479.00 €
March & April:	3,345.00 €





DAILY FORMATS

POST & STORY INSTAGRAM

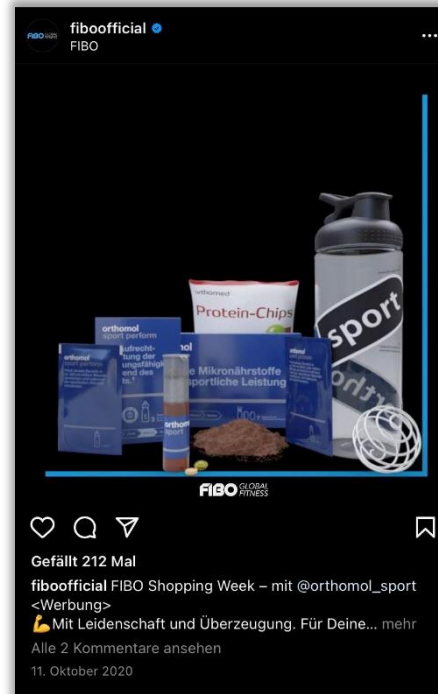
Take advantage of the combination of post and story to reach our vast community on Instagram. Be the highlight on our FIBO channel for 24 hours and generate additional attention for your company. The post can introduce a product, for example, and the story can explain details about the product in four 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, Instagram

- // Exclusively for one exhibitor per day
- // Timeframe: before/after the tradeshow
- // Format: Post and Story
- // Channel: Instagram
- // Extend: Post and 4 story snippets
- // Content length: 60 sec.
- // Each story with cover page incl. company name, company logo & link to your account
- // File Format: JPG / PNG
- // Price:

until February:	968.00 €
March & April:	1,532.00 €





DAILY FORMATS

POST & STORY FACEBOOK

Take advantage of the combination of post and story to reach our vast community on Facebook. Your feed post has the chance to go viral and we generate additional attention with a story. The post can be a short product video, for example, and the story can present details about the product in four snippets. Alternatively, you could post a workout video and engage the community via a poll in 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.

exclusive

Post & Story, Facebook

- // Exclusively for one exhibitor per day
- // Timeframe: before/after the tradeshow
- // Format: Post and Story
- // Channel: Facebook
- // Extend: Post and 4 story snippets
- // Content length: 60 sec.
- // Each story with cover page incl. company name, company logo & link to your account
- // File Format: JPG / PNG
- // Price:

until February:	1,511.00 €
March & April:	1,813.00 €



DAILY FORMATS THEME-DAYS

Take advantage of our regular FIBO Theme Days and communicate your content in the way our community is accustomed to.

THROWBACK THURSDAY: Evoke exciting memories and tap into the increasing anticipation of the next FIBO tradeshow by showing highlights from previous years at your booth! This is where nostalgia meets anticipation, making a visit at your stand mandatory. **#throwback**

FOOD FRIDAY: Happy Weekend... Jumpstart our followers into a healthy weekend. There is a huge need for creative and healthy eating advice. The implementation can be so simple. Show the FIBO Community what is possible with your products quickly and easily. **#foodfriday**

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Theme-Days

- / Exclusively for one exhibitor per day
- / Format: Post
- / Channel: Facebook and Instagram
- / File Format: JPG / PNG
- / Price: 1,929.00 €





DAILY FORMATS POST & STORY LINKEDIN



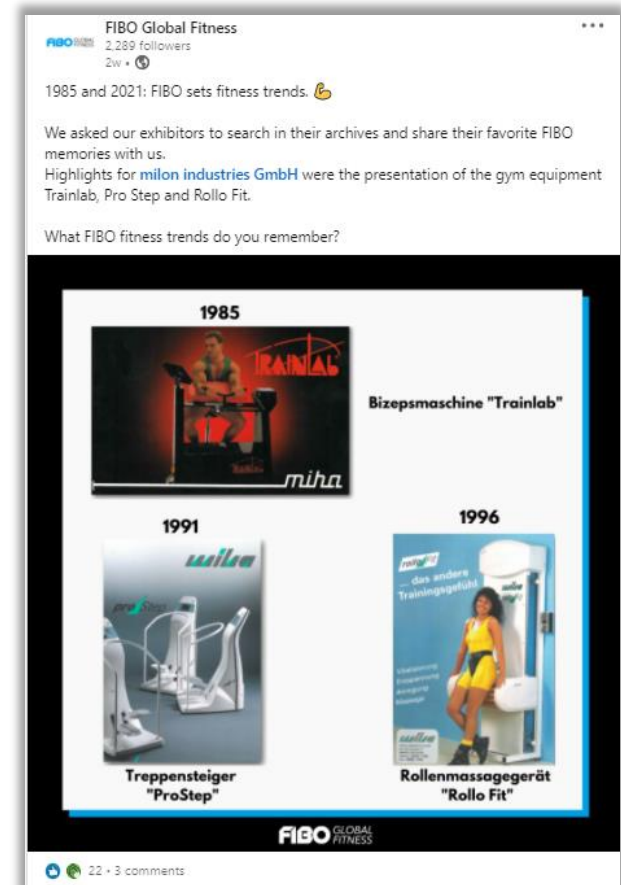
Target our top-class B2B community on LinkedIn. Use a post to report on the current projects and trends of your company or the market and increase your reach among trade visitors. In addition, we support your post with a LinkedIn Story, where further impressions of the project/trend can be presented in an ideal way.



Post & Story LinkedIn

- / Exclusively for one exhibitor per day
- / Timeframe: before, during and after the tradeshow
- / Format: Post and Story
- / Channel: Linked In / 2,589 Follower August 2021
- / Extend: Post and up to 4 story snippets
- / Content length: up to 60 sec.
- / Each story with cover page incl. company name, company logo & link to your account
- / File Format: JPG / PNG
- / Price:

until February:	968.00 €
March & April:	1,162.00 €
During the tradeshow:	1,452.00 €





DAILY FORMATS

POST FACEBOOK PHYSIO GROUP



Specifically addresses our "Physio" community in their own dedicated Facebook group. Increase your reach among physiotherapists, osteopaths, rehabilitation trainers and sports scientists by reporting on your company's current projects or market trends with your own post.



Post Facebook Physio

- // Exclusively for one exhibitor per day
- // Timeframe: before, during and after the tradeshow
- // Format: Post
- // Channel: Facebook
- // File Format: JPG / PNG
- // Price:

until February:	200.00 €
March and April:	250.00 €
During the tradeshow:	300.00 €





DAILY FORMATS

ADVENT CALENDAR 2021

Give away your product or up to three product packages via our social media advent calendar to draw attention to your company and your products during the pre-Christmas season. FIBO tickets and FIBO pop sockets will also be raffled among the products of our exhibitors.

Advent Calendar 2021 Competition

- // Product number: #43250001
- // Max. 24 participants
- // Competition will be held simultaneously on Facebook and Instagram
- // Format: JPG / PNG
- // Price: 750.00 €



DAILY FORMATS

FIBO THEME WEEK

The monthly theme weeks deal with a special content area for an entire week and FIBO posts corresponding content. Each week, two exhibitors can place their own content, be it current projects of their company, market trends, or product innovations. Your content will be seen exclusively next to FIBO's own content!

FIBO Theme Week

- ✓ Max. 2 exhibitors per theme week
- ✓ Format: Post
- ✓ Channel: Facebook and Instagram, if applicable LinkedIn
- ✓ File Format: JPG / PNG
- ✓ Price: 1.929,00 €

Overview of the topics:

- August 2021: Outdoor (Target group B2B & B2C)
- September 2021: Sport and Health (Effects on physical and mental health)
- October 2021: Digitalisation/ Wearables/ Virtual Training
- November 2021: Women in the fitness world
- December 2021: Body Building





WEEKLY FORMATS CHALLENGES

Inspire your target group for 7 days, 14 days or 30 days. With a challenge of your choice, you may challenge the FIBO Community - and position your company (brand, product or service) as a strong companion. In addition, you benefit from the positive image transfer of FIBO, expand your reach and be the talk of your target group during the entire challenge - and longer. Almost anything is possible! We support you in the conception of your individual challenge. Examples: 30 Day Ab Challenge, 30 Day Clean Eating Challenge, Kiss your Biceps Challenge.



Challenge

- / Exclusively for one exhibitor per Challenge period
- / Format: Post and/or Story
- / Channel: Facebook and/or Instagram
- / Duration: 7 days / 14 days / 30 days (other duration available upon request)
- / Format: JPG / PNG
- / Price on request

FIBO GLOBAL FITNESS
 30 DAY NEW YEAR'S CHALLENGE
 BURPEE | SQUAD | SIT-UP | PLANK

DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
10 x Burpees 15 x Squats 15 x Sit-Ups 20 sec Plank	15 x Burpees 20 x Squats 20 x Sit-Ups 20 sec Plank	10 x Burpees 25 x Squats 25 x Sit-Ups 30 sec Plank	15 x Burpees 25 x Squats 30 x Sit-Ups 30 sec Plank	Rest Day
DAY 6	DAY 7	DAY 8	DAY 9	DAY 10
15 x Burpees 30 x Squats 35 x Sit-Ups 40 sec Plank	20 x Burpees 30 x Squats 40 x Sit-Ups 45 sec Plank	25 x Burpees 40 x Squats 45 x Sit-Ups 45 sec Plank	20 x Burpees 35 x Squats 50 x Sit-Ups 1 min Plank	Rest Day
DAY 11	DAY 12	DAY 13	DAY 14	DAY 15
25 x Burpees 30 x Squats 55 x Sit-Ups 1 min Plank	30 x Burpees 40 x Squats 60 x Sit-Ups 1 min Plank	35 x Burpees 40 x Squats 65 x Sit-Ups 1.5 min Plank	30 x Burpees 45 x Squats 70 x Sit-Ups 1.5 min Plank	Rest Day
DAY 16	DAY 17	DAY 18	DAY 19	DAY 20
30 x Burpees 50 x Squats 75 x Sit-Ups 1.5 min Plank	35 x Burpees 50 x Squats 80 x Sit-Ups 2 min Plank	40 x Burpees 55 x Squats 85 x Sit-Ups 2 min Plank	35 x Burpees 55 x Squats 90 x Sit-Ups 2.5 min Plank	Rest Day
DAY 21	DAY 22	DAY 23	DAY 24	DAY 25
35 x Burpees 60 x Squats 95 x Sit-Ups 2.5 min Plank	40 x Burpees 65 x Squats 100 x Sit-Ups 2.5 min Plank	45 x Burpees 60 x Squats 105 x Sit-Ups 3 min Plank	40 x Burpees 65 x Squats 110 x Sit-Ups 3 min Plank	Rest Day
DAY 26	DAY 27	DAY 28	DAY 29	DAY 30
40 x Burpees 70 x Squats 115 x Sit-Ups 3.5 min Plank	45 x Burpees 70 x Squats 120 x Sit-Ups 3.5 min Plank	50 x Burpees 75 x Squats 125 x Sit-Ups 4 min Plank	45 x Burpees 75 x Squats 130 x Sit-Ups 4.5 min Plank	50 x Burpees 80 x Squats 135 x Sit-Ups 5 min Plank

WEEKLY FORMATS

THEME WEEK EXHIBITOR

Make a lasting impression on the community by presenting your products and services for an entire week. Be the highlight on all FIBO channels for 7 days. We support you in the conception and implementation of your individual theme week! Your opportunities have never been so great: use storytelling, present your product range, show how your products can be used, choose different ways of addressing your customers: Cardio Week, Nutrition Week, Supplement Week, Weight Lifting Week, Functional Training Week. The choice of a fitting theme is yours!



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Theme Week

- // Exclusively for one exhibitor per week
- // Format: Post and/or Story
- // Channel: Facebook and/or Instagram
- // Content: Theme of your choice
- // Format: JPG / PNG
- // Price on request



YOUR PERSONAL CONTACTS



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