

**FIBO** GLOBAL  
FITNESS

# FIBO DIGITAL

6 – 20 APRIL 2022

FOR A STRONG & HEALTHY SOCIETY

# IMPRESSIONS FIBO DIGITAL 2020



# STRONG REASONS FOR FIBO DIGITAL



**BENEFIT FROM THE STRONGEST BUSINESS OPPORTUNITIES**



**EXPLORE THE LATEST TRENDS AND CUSTOMISED SOLUTIONS**



**BE PART OF THE BIGGEST FITNESS & HEALTH COMMUNITY**



**ENJOY THE GREATEST FITNESS EXPERIENCE ONLINE AND ON-SITE**



**LEARN FROM THE BEST INDUSTRY EXPERTS**



**GET INSPIRED BY THE MOST IMPORTANT TOPICS AFTER CORONA**

# FIBO DIGITAL AT A GLANCE



## 6 – 20 APRIL 2022

Running parallel to FIBO and EHFF  
in Cologne (6 – 10 April 2022)



## NETWORK DIGITALLY

Fresh leads through  
online matchmaking



## COMMUNITY SUPPORT

Networking and exchange  
with strong partners



## TOP CONTENT LIVE UND ON-DEMAND

Innovations & Products, Industry Insights, Conference  
Sessions, FIBO on site, Fittech Summit



## ONLINE/OFFLINE MIX

52% of the visitors want a complementary  
digital part to FIBO in Cologne



## INNOVATIONS

63% of the visitors expect new products  
and concepts after Corona



# IN THE SPOTLIGHT

## **Lead generation**

Online matchmaking allows you to get in touch with potential cooperation partners, investors, manufacturers or distributors to arrange online meetings in the run-up to and during FIBO Digital.

## **Content mediation**

Entertaining talks and inspiring lectures are one of the most important components of FIBO Digital. Over 23 strong partners work develop an attractive programme together with FIBO for a high visitor frequency at FIBO Digital.

## **Product presentations**

As an exhibitor, you have the great opportunity to put your company and your products in the spotlight. Convince visitors with an exhibitor profile and perfectly staged product videos as well as live conferences.



# HYBRID CONNECTION

Due to travel restrictions, unfortunately not every international company can exhibit on site at FIBO.

For these exhibitors we offer a new and special service: our **Remote Hub**. While you are sitting in front of your laptop, you can be addressed personally by visitors on site.

Exhibitors will be provided with their own counter in a special area where visitors can be advised directly via chat or video.

Our service staff will be manning the area and supporting visitors in making contact.

The counter will be booked for the entire duration of the trade fair and branded in the customer's design and with promotional material provided.

# CHANNELS AND REACH: NUMBERS THAT WORK FOR YOU



**288.000**

follower & fans on  
social media



**>52 million**

media reach\*



**660 m**

reach via social media  
channels\*



**1,6 m**

personalised e-mails &  
newsletter sent\*

As the largest trade show for fitness, wellness and health FIBO enjoys strong appeal and convincing reach.

With tailor-made marketing by e-mail, newsletters, social media and PR/media we reach out on your behalf to many potential customers you can only address in such an orchestrated manner with our help.

\* KPIs from 2019

# PRICING

## BASIC

### Exhibitor profile

Company data  
Website and social media links  
Embedding of a company video

### Product presentations

Presentation of different products with:  
/ Descriptive text  
/ Graphics/photos  
/ Embedding of a video  
/ Embedding of a brochure- linking of the website

### E-Business Card

The visitor can leave his E-Business Card in the exhibitor profile to be contacted at a later time

### Your participation:

**800 €**

For exhibitors who book an exhibition stand at FIBO 2022 in Cologne, the Basic Package is included in the total costs.

## UPGRADES

The following services can be optionally added to the BASIC package:

### Remote Hub (12)

The digital interface between on-site visitors and online exhibitors

**1.990 €**

### Banner advertising

#### Headline sponsorship (1)

**3.900 €**

Exclusive and prominent logo or banner placement on the FIBO Digital platform

#### Dashboard sponsorship (12)

**each 400 €**

Eye-catching banner advertising on the FIBO Digital "home screen"

#### Search category ads

**each 500 €**

Attractive banner placement within displayed search results on the FIBO Digital platform

#### Insights ads

**each 150 €**

Attention-grabbing banner ads next to news articles on the FIBO Digital platform

### Video advertising

#### Daily pre-roll sponsoring of the "daily recap" video of FIBO in Cologne from 7.-10. April 2022 (1)

**2.000 €**

Exclusive pre-roll brand video or product video

### Programme integration

#### Live video session (max. 6 per day)

**1.500 €**

Livestreaming via ZOOM incl. Q&A and survey  
Length: up to 60 min.

#### Video-on-demand session

**each 590 €**

Pre-produced video session  
Length: up to 60 min.

#### Video on-demand „Innovation“ (5 min)

**each 650 €**

Video product presentations in the "Innovations" category  
Recommended length: 3-5 min

\* (x) - number of available advertising slots  
Views and leads will be forwarded to the advertising agency after passed on to you after FIBO Digital..



# PARTNERS & FRIENDS



\* These partners were/are at our side

# YOUR CONTACTS



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# WELCOME TO FIBO DIGITAL!

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