



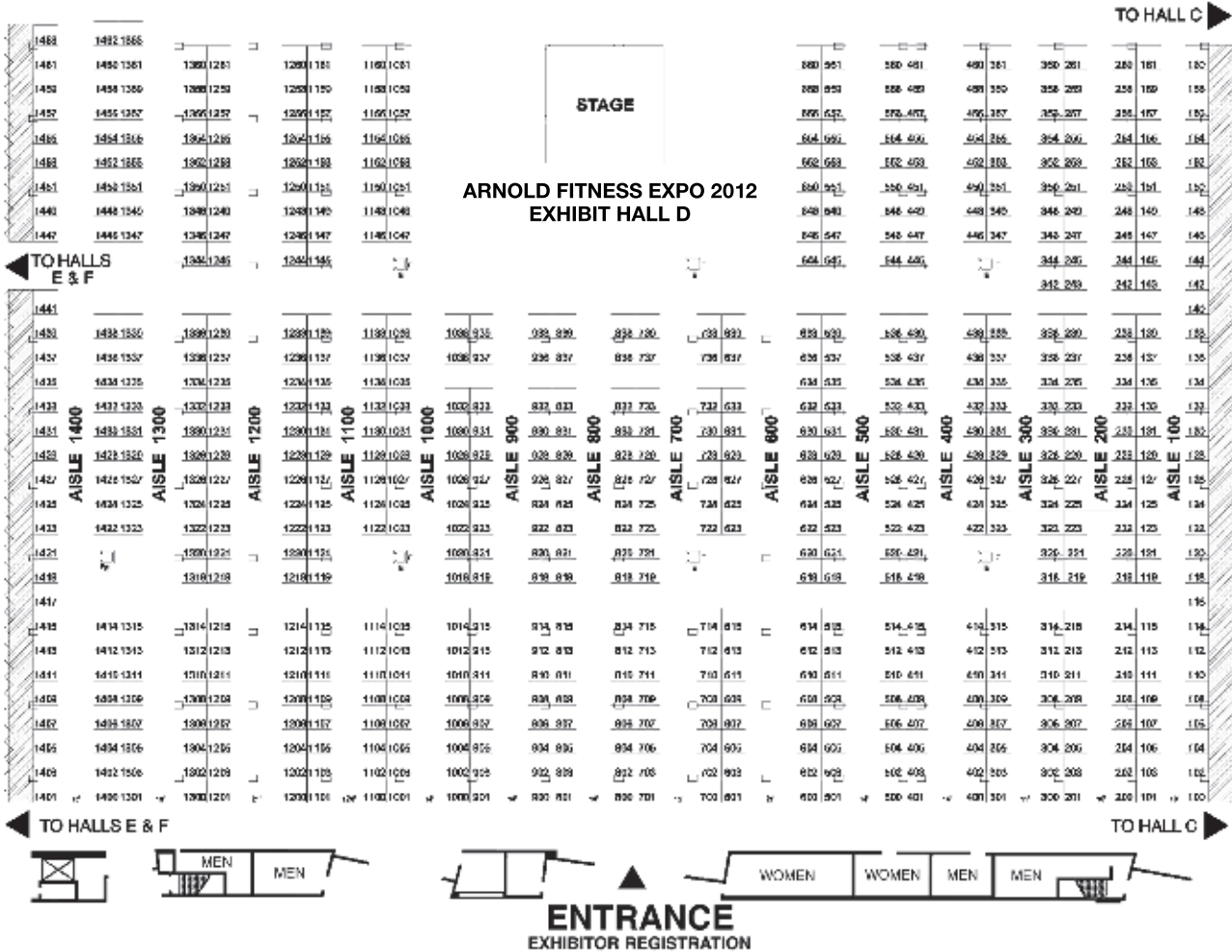
MARCH 2-4, 2012
Greater Columbus Convention Center
Columbus, Ohio USA

Notes to Floor Plan:
All exhibit booths are ten feet deep by ten feet wide. Complete rules are printed on the online application. Exhibitor service kits including booth utility services and order forms will be provided.

The floor plan is subject to modification with all applicable laws, ordinances and regulations of government agencies having jurisdiction over the exhibit.
arnoldexpo.com/booths



PUMP & RUN (5K Run/Walk)—SUN. A.M. HALL F
GYMNASTICS COMPETITION—FRI.-SAT.-SUN. HALLS E & F



HYATT REGENCY BALLROOM - ACTIVE LIVING FESTIVAL-FRI. - YOUTH DANCESPORT-SAT.-SUN.
HALL C - AMATEUR STRONGMAN-FRI. - BOXING & MARTIAL ARTS-FRI.-SAT.-SUN.
BATELLE GRAND - CHEERLEADING & DANCE-FRI.-SAT.-SUN.



CLASSIC PRODUCTIONS, INC.

1215 Worthington Woods Blvd. ■ Worthington, Ohio 43085-4712 ■ Phone 614-431-2600 ■ Fax 614-431-3493 ■ arnoldsportsfestival.com



Be Part of the Nation's Largest Multi-Sport Festival and Fitness EXPO

The Arnold Fitness EXPO offers the purchasing power of more than 175,000 attendees, 18,000 athletes (15,000 youth), coaches, families, and supporters resulting in unmatched revenue and brand awareness opportunities. Exhibitors generate substantial sales and build business-to-business relationships. The EXPO is the largest gathering of committed fitness enthusiasts anywhere in the world creating a merchandising event with unparalleled trade show sales.

- More industry leaders and fitness fans than any other event
- Exceeds expectations of exhibitors & visitors
- Annual growth, more variety every year
- Newest trends in fitness products
- Leading brands in sports & fitness, apparel, equipment and supplements

The Arnold Fitness EXPO delivers brand awareness

- 94% of our visitors return annually
- 72% are prime target age 18 - 37
- 82% shop the fitness market
- Attendees from 50 states & 70 nations
- More than half a million marketing dollars support the Arnold Fitness EXPO
- National and international media coverage – more than 600 credentialed media
- Expanded web based exposure, more than 2 million hits on Sports Festival website at www.arnoldsportsfestival.com
- Implemented full-scale social media promotions: Facebook, Twitter, YouTube and Flickr – building a 365-day community for athletes, fans, and business partners
- Partnering with medical and health professionals for expanded involvement with youth sports and fitness

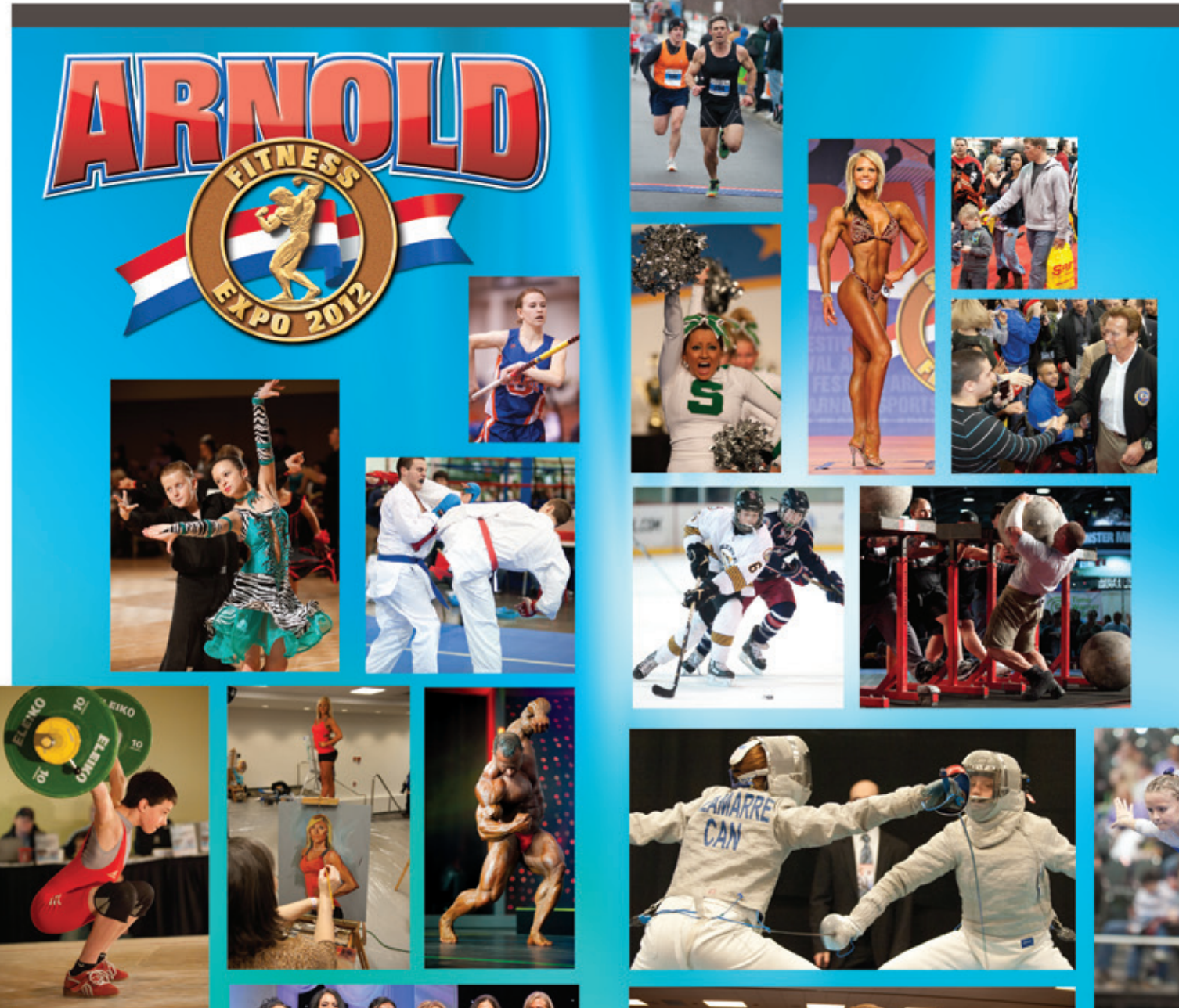
EXHIBITOR COMMENTS:

"A 'win win' for business and marketing"

"Great exposure for vendors with existing and potential new customers"

45 Sports & Events including – 12 Olympic Sports

- | | | | |
|--|-------------------------------|----------------------------|--------------------------------------|
| ■ 24th Arnold Classic | ■ Ask Arnold Training Seminar | ■ Grappling/Jiu Jitsu | ■ Strength & Fitness Trainers Summit |
| ■ Arnold Sports Film Festival | ■ Bench Press | ■ Gymnastics | ■ Strongman Classic |
| ■ Active Living Festival | ■ Bikini International | ■ Hockey | ■ Table Tennis |
| ■ Amateur Fitness, Figure & Bikini | ■ Boxing | ■ Judo | ■ Tae Kwon Do |
| ■ Amateur Men's & Women's Bodybuilding | ■ Cheerleading & Dance | ■ Karate | ■ Teen Challenge |
| ■ Amateur MMA | ■ CrossFit | ■ Martial Arts Festival | ■ Track & Field |
| ■ Amateur Strongman | ■ DanceSport–Youth/Senior | ■ Ms. International | ■ Weightlifting-U.S. Olympic Trials |
| ■ Archery | ■ EXPO (March 2-4) | ■ Party With The Pros | ■ Wrestling |
| ■ Armwrestling | ■ Fencing | ■ Powerlifting | |
| ■ Art At The Arnold | ■ Figure International | ■ Pump & Run (5K Run/Walk) | |
| | ■ Fitness International | ■ Skateboarding | |



The EXPO has it all – unprecedented brand exposure for you!

- More than 175,000 fitness enthusiasts
- CEOs from world recognized sports & fitness associations
- Host city for the Annual International Chiropractors Association Symposium
- Fitness & sports celebrities
- Sports competitions & non-stop fitness entertainment on the EXPO stage
- World's leading sponsors and innovators
 - GNC
 - All American EFX
 - MHP
 - Solae
 - Gaspari
 - Twinlab
 - Optimum Nutrition
 - Michelob ULTRA
 - Universal Nutrition
 - Bodybuilding.com
 - ISS
 - MRM
 - BSN
 - Labrada
 - EAS
 - Europa Sports
 - Jan Tana
 - Vitamin Shoppe
 - Everlast
 - BPI

Reserve your space for success now.

The Arnold Fitness EXPO provides your business the largest sports weekend and marketing opportunity of the year. Each year we anticipate and experience an early sell out! Forms available online. We welcome your inquiry at 614-431-2600 or visit

www.arnoldexpo.com/booths

EXHIBITOR COMMENTS:

"Increase product awareness at the Arnold EXPO"

"Columbus is perfect location for this event. People can easily drive in from a 5 state radius to see a variety of sporting events and walk the EXPO floor seeing the latest in sports nutrition, apparel and equipment"

"A great variety of potential and new customers"

"Great value for small and large companies alike"

"Reach the bodybuilding enthusiast"

