



Mandalay Bay Resort & Casino | Las Vegas, NV March 13-14, 2025

5 REASONS TO EXHIBIT AT THE HEA SHOW:

HFA Show Attendees are looking for solutions beyond equipment!

Product Interest:		
Functional Training Equipment		45%
Mind-Body Wellness		42%
Recovery and Regeneration Services		39 %
Wellness Technology Innovations/Wearables		39 %
Technology Integration		39 %
Stretching Equipment & Services	3	38 %
Outdoor Fitness Spaces	33	
Apparel & Footwear	32	%
Mental Health Programs & Exercises 2	29 %	
Fitness Challenges & Events 2	29%	

And much more!

HFA Show Attendees are Looking for New Products and Innovations!

- **75%** of HFA Show attendees come to the exhibit hall to see new products and innovations
- **55%** met new suppliers they would not have otherwise met

HFA Show Attendees Have Purchasing Power!

- **82%** of attendees make the final purchasing decision or are influencers
- 63% of attendees own more than 1 facility

HFA Show Attendees are Loyal!

52% of HFA Show attendees have not attended any other show in the past two years.

The HFA Show Attracts NEW buyers!

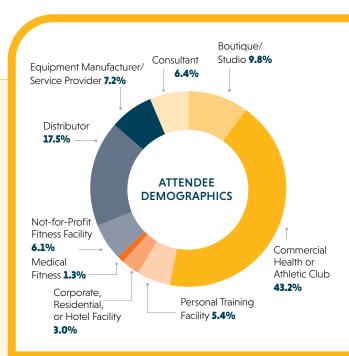
36% were new to the 2024 event

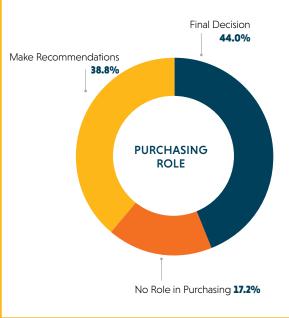
YEAR AFTER YEAR, the top brands in the health and fitness industry showcase at the HFA Show because of our proven ability to deliver qualified and valuable connections that make a difference to your bottom line.

Whether you are launching your brand or are an established household name, the HFA Show will elevate your marketing efforts and help drive sales.

TO RESERVE a booth email Luke Ablondi at lablondi@healthandfitness.org, or call 202-938-2498.

TO LEARN MORE VISIT healthandfitness.org/show





HFA is the nonprofit trade association representing the health and fitness industry. HFA invests any profits from events, sponsorship, and advertising back into the industry to fund things such as education, research and advocacy that protects and grows the industry.