



2026 WA State Fitness Expo: Vendor Info /Sponsor Media Kit

Event Date: July 18, 2026

Event Location: Auburn Performing Arts Center, 702 4th Street N.E. Auburn, WA 98002

Welcome to the WA State Fitness Expo!

The 23rd Annual **2026 WA State Fitness Expo** is the premier fitness event in the Pacific Northwest, offering a dynamic platform for businesses in the health, fitness, and wellness industries to engage with **thousands of fitness enthusiasts, athletes, and professionals**. Whether you are looking to showcase products, introduce services, or build brand recognition, this is the ideal event to establish a strong market presence and directly connect with your target audience. This expo provides a **unique opportunity** for vendors and sponsors to reach a highly targeted audience through face-to-face engagement, brand visibility, and interactive experiences that promote growth and brand loyalty. The **2026 WA State Fitness Expo** is a **fun, family friendly** event for fitness enthusiasts, professionals, and brands, bringing together a vibrant community, passionate about health, fitness and wellness.

Event Highlights:

Competitions

- NPC WA State Open Championship National Qualifier: Bodybuilding, Fitness, Bikini, Classic Physique, Wellness
- Powerlifting Competition
- Strongman Competition
- Weightlifting Competition
- Summer Throwdown Functional Fitness Challenge
- Arm Wrestling Competition

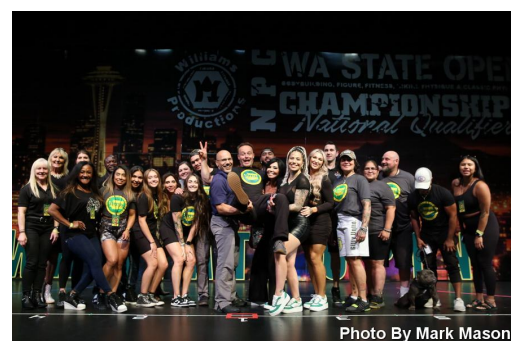
Attractions

- Fitness Expo / Trade Show Vendors: Marketplace showcasing top fitness brands
- Seminars, Workshops, Demonstration
- Free Samples, giveaways
- Food Vendors

Why Participate as a Vendor or Sponsor?

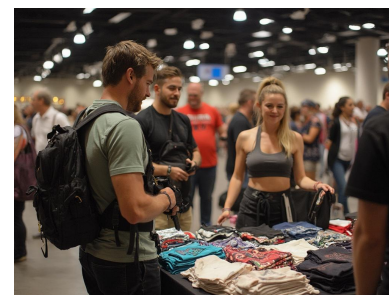
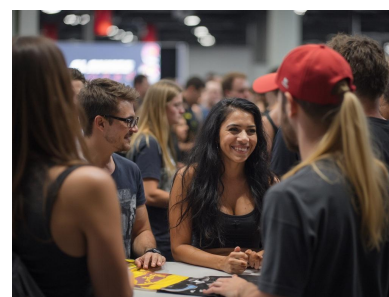
Participating in the **WA State Fitness Expo** offers you unmatched opportunities to **connect, sell, and network**. By attending, you will:

- **Reach a Targeted Audience:** With over **4,000 attendees**, you'll meet fitness enthusiasts, health professionals, personal trainers, athletes, and



influential decision-makers who are eager to discover the latest trends and products in fitness, health, and wellness.

- **Maximize Brand Visibility:** Your brand will be featured across multiple marketing channels, including **event signage, digital platforms, email campaigns, and social media**. High-traffic booth placements and live demos ensure constant exposure.
- **Generate Sales & Leads:** With a captive and motivated audience, you'll have the opportunity to showcase your offerings, capture leads, and drive sales both on-site and post-event.
- **Maximize Your Visibility:** Take advantage of booth placements, stage appearances, digital promotions, and media exposure for **brand recognition** before, during, and after the event.
- **Boost Sales & Generate Leads:** Directly interact with an audience primed to engage with your offerings, with lead generation tools available to ensure strong post-event follow-ups.
- **Create Partnerships:** Build meaningful relationships with gym owners, personal trainers, fitness influencers, and key players in the fitness industry, enabling future collaborations and increased brand advocacy.
- **Unrivaled Networking Opportunities:** Build relationships with industry leaders, potential customers, key decision-makers, trainers, gym owners, fitness professionals who can boost your brand visibility and sales through word-of-mouth marketing.
- **Sales Opportunity:** Engage directly with a captive audience ready to discover new products, services, and innovations.
- **Interactive Demos:** Get hands-on with live product demos and workshops, increasing engagement with your brand and building deeper connections with attendees.



Exclusive Exhibitor Benefits

By becoming a vendor, you'll enjoy several exclusive benefits, including:

- **Engage with Attendees in Real-Time:** Leverage live demonstrations, product samples, and interactive workshops to connect with attendees and increase your brand's visibility.
- **Comprehensive Marketing Support:** All exhibitors will be featured on the **event's website, social media channels, and email campaigns**, giving you extended exposure to a fitness-focused audience.
- **Lead Generation Tools:** Use QR codes and digital forms to capture attendee information and follow up on leads after the event.
- **Networking Access:** Join our **exclusive pre-event vendor networking mixer**, where you'll have the chance to collaborate with other exhibitors, gym owners, influencers, and key industry professionals.
- **Press & Media Exposure:** Gain additional visibility through media partners, local influencers, and fitness bloggers covering the event.

Marketing & Promotional Opportunities

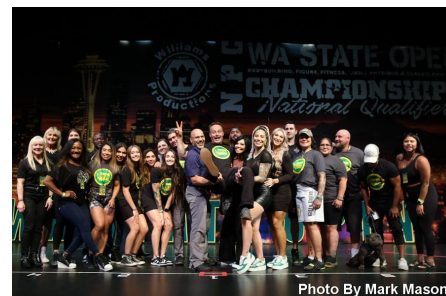
Maximize your brand's exposure through a comprehensive marketing strategy that spans multiple platforms:

- **Social Media Campaigns:** Your brand will be promoted across our social channels (Instagram, Facebook, Twitter), reaching **thousands of followers**.
- **Email Marketing:** Be featured in our **targeted email campaigns** sent to over 10,000 fitness professionals, influencers, and attendees in the weeks leading up to the event.
- **Event Program & Website Listings:** All vendors will be listed in the **official event program** and on the **event website**, ensuring maximum exposure.
- **Lead Capture & QR Codes:** Use QR codes to lead attendees to your website or product page, and **collect attendee data** for future follow-up.



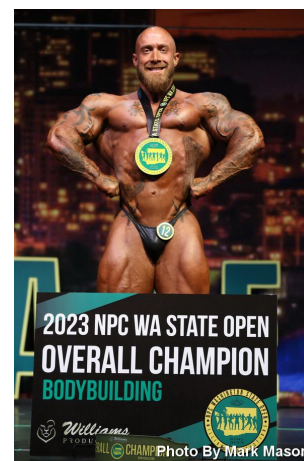
Audience Breakdown & Demographics

The 2025 WA State Fitness Expo is anticipated to attract around 4,000 attendees, spanning diverse fitness and wellness interests. This segmentation offers a unique opportunity for exhibitors and sponsors to target specific groups based on their fitness preferences, spending habits, and consumer behavior. The **2026 WA State Fitness Expo** is expected to attract a diverse and highly engaged audience. Here's a breakdown of who you'll be reaching. By understanding these detailed segments, exhibitors and sponsors can tailor their marketing and sales strategies to effectively connect with each group, enhancing their impact and ROI at the 2026 WA State Fitness Expo.



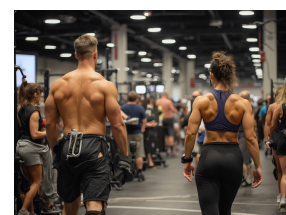
Demographic Overview:

- Primarily **fitness enthusiasts, athletes, and bodybuilders** in the **Pacific Northwest** region.
- **Age:** Most attendees are likely in the **18-45 age range**, skewing younger (20s-30s), with a mix of gender.
- **Income Level:** Fitness expos tend to attract a **middle-class** audience, with disposable income to spend on gym memberships, fitness products, and events.
- **Fitness Experience:** Likely a mix of **novice fitness enthusiasts**, seasoned athletes, and professionals, given the diversity of the fitness industry in the region.
- **Age Distribution:**
 - **Young Adults (18-24):** 15% - A dynamic group often at the forefront of adopting new fitness trends and products. Energetic and trend-following, often students or early career individuals.
 - **Millennials (25-34):** 40% - Highly engaged in wellness and fitness, this group also demonstrates substantial purchasing power and social media influence. Established in their careers, willing to invest in higher-quality health and fitness products.
 - **Generation X (35-54):** 30% - These attendees typically have more disposable income and are looking for long-term health investments. More financially stable, interested in long-term health investments and premium services.
 - **Baby Boomers (55+):** 15% - Often focused on health maintenance and quality of life improvements, interested in sustainable health practices. Focused on health maintenance, interested in age-appropriate fitness and wellness options.
- **Gender Distribution:**
 - **Female:** 45% - Reflecting the growing trend of women in fitness and wellness arenas, interested in a broad range of health products. Demonstrating a strong interest in all categories but particularly high in yoga and wellness.
 - **Male:** 55% - More heavily represented in strength-based disciplines like bodybuilding, weightlifting, and strongman competitions.



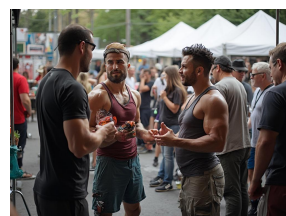
Professional Level Representation:

- **Healthcare Professionals (10%):** Such as Dietitians, Chiropractors, Naturopaths, Physicians, Physical Therapists, and physiotherapists who look for products that can complement their professional recommendations to patients.
- **Athletes & Competitors (20%):** Bodybuilding, Classic Physique, Physique, Fitness, Figure, Wellness, Bikini, Powerlifters, Olympic weightlifters, Strongman & Functional Fitness competitors actively seeking new gear, supplements, equipment, new products and partnerships.
- **Fitness Professionals (20%):** Personal trainers, coaches, gym owners, and fitness influencers looking to discover innovative ways to promote within their networks. Key opinion leaders and can act as brand ambassadors.
- **Fitness Enthusiasts (30%):** Passionate about health, fitness, and well-being. interested in discovering the latest fitness trends, products, and services that align with their fitness lifestyle...
- **General Consumers (15%):** Health-conscious individuals eager to learn about the latest wellness products, fitness trends, and health innovations, to support their wellness and fitness goals.
- **Vendors / Exhibitors (5%):** Brands, companies, and service providers showcasing products, fitness gear, supplements, and innovative equipment to reach targeted audiences.



Interest Groups and Consumer Insights:

- **Bodybuilding, Classic Physique, Physique, Fitness, Figure, Wellness, Bikini Competition Enthusiasts: 20%**
 - **Interests:** Bodybuilding, Classic Physique, Bikini Physique, Strongman Competitions
 - **Spending Habits:** High investment in supplements, specialized training apparel, and coaching services.
 - **Marketing Focus:** Strength equipment demonstrations, supplement sampling, athlete sponsorship opportunities, and meet-and-greet sessions with renowned competitors.
- **Functional Fitness and CrossFit Enthusiasts: 15%**
 - **Interests:** Functional Fitness, CrossFit
 - **Spending Habits:** Purchases functional fitness gear, recovery tools, and boutique gym memberships.
 - **Marketing Focus:** Interactive workout challenges, gear trials, fitness apparel showcases.
- **Olympic Weightlifting Enthusiasts: 10%**
 - **Interests:** Olympic-style lifts (snatch, clean, and jerk), technique improvement, mobility training, strength conditioning.
 - **Spending Habits:** Frequent investments in specialized shoes, weightlifting belts, knee sleeves, barbell equipment, and coaching programs to refine technique.
 - **Marketing Focus:** Focus on promoting high-quality lifting gear, barbell sets, mobility tools, and workshops on technique refinement. Highlight products that support competitive performance and recovery..
- **Powerlifting Competition Enthusiasts: 10%**
 - **Interests:** Strength competitions focused on the squat, bench press, and deadlift; personal record (PR) progression, performance-enhancing equipment.
 - **Spending Habits:** Consistent purchases of lifting belts, power bars, squat racks, protein supplements, pre-workouts, and coaching for strength improvements.



- **Marketing Focus:** Target high-performance strength gear, power bars, custom training programs, and supplements that enhance recovery. Demonstrations of powerlifting equipment and opportunities to meet top-level lifters.
- **Strongman Enthusiasts: 10%**
 - **Interests:** Strongman competitions (stone lifting, log press, yoke carries), unconventional strength training, and functional strength-building.
 - **Spending Habits:** Regular investments in heavy-duty equipment (yokes, stones, tires), nutritional supplements for endurance and strength, and supportive gear like lifting straps and chalk.
 - **Marketing Focus:** Promote strength-building tools specific to Strongman events, high-calorie supplements, and apparel for extreme training conditions. Create engaging content that features Strongman challenges and live demonstrations at the event.
- **Yoga and Wellness Aficionados: 10%**
 - **Interests:** Yoga, Pilates, Wellness Workshops
 - **Spending Habits:** Prefers eco-friendly and sustainable products, wellness retreats, and holistic health services.
 - **Marketing Focus:** Wellness product showcases, live yoga demonstrations, wellness retreat information booths..
- **Health and Wellness Enthusiasts: 15%**
 - **Interests:** General fitness, beginner to intermediate weight training, health and nutrition
 - **Spending Habits:** Interested in nutritional products, fitness trackers, and entry-level gym memberships.
 - **Marketing Focus:** Nutrition seminars, health food samples, fitness technology exhibits.
- **General Attendees and Casual Consumers: 10%**
 - **Interests:** Exploring the latest trends in fitness and wellness, attending for the experience and community.
 - **Spending Habits:** Sporadic, often impulse buys on trendy items, apparel, and accessories.
 - **Marketing Focus:** Engaging booth designs, promotional giveaways, and entertainment events



A Tribute to Our Heroes: Public Service Professionals: Heroes in Service, Leaders in Wellness

This special group includes current and former members of the military, police, fire departments, EMS, and medical professionals. They often have structured and active lifestyles, making them a perfect fit for fitness and wellness products. They are the backbone of our communities, known for their dedication to public service and commitment to health and fitness. To honor their contributions, we've created special "Hero" divisions within multiple competition categories, allowing them to showcase their strength, discipline, and resilience.



Consumer Habits:

- Interested in durable fitness equipment, performance-enhancing supplements, and recovery tools.
- Likely to invest in high-quality gear and fitness apparel.
- Their commitment to health extends beyond personal interest, as many participate in fitness challenges and community wellness events.



Income Level:

Typically, this group has a mid-range to high income, particularly within medical fields. These individuals prioritize high-quality fitness equipment, supplements, and recovery products. Their interest extends to durable gear designed for peak physical performance. They are consistent consumers of fitness technology, apparel, and high-performance supplements.

Marketing Focus:

Vendors have the unique opportunity to engage with a committed, performance-driven audience by offering products that cater to strength, recovery, and wellness. Discounts, exclusive partnerships, and showcasing public service hero stories can further enhance appeal and drive strong engagement. Vendors can appeal to this group by offering special promotions, discounts, and giveaways, particularly around Hero competitions tailored to public service professionals. Partnering with vendors that focus on endurance, strength, and recovery will resonate strongly.

Attraction to the Event:

We actively market to this group through exclusive promotions, discounted entry fees, giveaways, and special collaborations. Our Hero divisions create a welcoming and competitive environment that encourages participation, celebrating their service while fostering a sense of community. Public service professionals also appreciate tailored fitness programs, recovery workshops, and products that enhance both endurance and resilience.

Important Dates

Vendor space availability is limited. Vendor Registration closes when all the space is reserved

- **Vendor Setup:** Sat, July 18th: 7:00 am - 9:00 am or Friday, July 17th (time tba)
- **Event Day:** Sat July 18th 9:00 am: Doors Open to the Public / Event ends at approx 7 pm

Sponsorship Opportunities

Title Sponsor \$10,000

Take center stage as the exclusive Title Sponsor. Maximize your brand's exposure with premium booth space, logo placement across all event materials, a full-page ad, and branded postcards. You'll have the spotlight with stage recognition, a trophy presentation, and exclusive banner placement throughout the venue. A powerful opportunity to showcase your brand in front of thousands.

- **Booth Size:** Double vendor booth (20ft wide x 10ft deep)
- **Logo Placement:** Event posters, website, competitor gift bags, competitor T-shirts, event stage banner (Title Sponsor Position)
- **Promotion:**
 - Event website blog
 - Event marketing emails
 - Social media platforms
 - Full-page ad in the event program
 - 5000 Event Promotion postcards with your branding
- **Stage Presence:**
 - Recognition by the M.C.



- Trophy presentation opportunity for your company representative
- **Banner Placement:**
 - NPC Event area (12 sq ft)
 - Indoor area (12 sq ft)
 - Outdoor area (12 sq ft)
- **Additional Details:**
 - **Location:** Indoor
 - **Corner or Non-corner:** Non-corner
 - **Easy up sunshade:** Not provided
 - **Tables:** Two 8ft tables
 - **Chairs:** 4
 - **Price:** \$10,000
 - **Only one Title Sponsorship position available.**



Presenting Sponsor \$5,000

Position your brand as a leader in the industry. The Presenting Sponsorship offers extensive visibility with double booth space, a full-page ad, branded postcards, and premium logo placements. With stage recognition and a trophy presentation, your brand will stand out front of fitness enthusiasts. Limited to just two sponsors—secure your spot now!

- **Booth Size:** Double vendor booth (20ft wide x 10ft deep)
- **Logo Placement:** Event posters, website, competitor gift bags, competitor T-shirts, event stage banner (Presenting Sponsor Position)
- **Promotion:**
 - Event website blog
 - Event marketing emails
 - Social media platforms
 - Full-page ad in the event program
 - 5000 Event Promotion postcards with your branding
- **Stage Presence:**
 - Recognition by the M.C.
 - Trophy presentation opportunity for your company representative
- **Banner Placement:**
 - NPC Event area (12 sq ft)
 - Indoor area (12 sq ft)
 - Outdoor area (12 sq ft)
- **Additional Details:**
 - **Location:** Indoor
 - **Corner or Non-corner:** Non-corner
 - **Easy up sunshade:** Not provided
 - **Tables:** Two 8ft tables
 - **Chairs:** 4
 - **Price:** \$5,000
 - **Only two Presenting Sponsorship positions available.**



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Host Sponsor \$2,500

Connect with a fitness-focused audience as a Host Sponsor. Enjoy double booth space, logo placements, a



full-page ad, and branded postcards. You'll receive high visibility with banners and stage recognition, along with the prestigious opportunity to present a trophy. With only four available, this package ensures your brand stands out.

- **Booth Size:** Double vendor booth (20ft wide x 10ft deep)
- **Logo Placement:** Event posters, website, competitor gift bags, competitor T-shirts, event stage banner (Host Sponsor Position)
- **Promotion:**
 - Event website blog
 - Event marketing emails
 - Social media platforms
 - Full-page ad in the event program
 - 5000 Event Promotion postcards with your branding
- **Stage Presence:**
 - Recognition by the M.C.
 - Trophy presentation opportunity for your company representative
- **Banner Placement:**
 - NPC Event area (12 sq ft)
 - Indoor area (12 sq ft)
 - Outdoor area (12 sq ft)
- **Additional Details:**
 - **Location:** Indoor
 - **Corner or Non-corner:** Non-corner
 - **Easy up sunshade:** Not provided
 - **Tables:** Two 8ft tables
 - **Chairs:** 4
 - **Price:** \$2,500
 - *Only four Host Sponsorship positions available.*

Diamond Sponsor \$1,499

Shine bright as a Diamond Sponsor. Benefit from a spacious double booth, logo placements, a half-page ad in the event program, and stage recognition. This affordable sponsorship gives your brand significant exposure while connecting you with a highly engaged audience.

- **Booth Size:** Double vendor booth (20ft wide x 10ft deep)
- **Logo Placement:** Event posters, website
- **Promotion:**
 - Event website blog
 - Event marketing emails
 - Social media platforms
 - Half-page ad in the event program
- **Stage Presence:**
 - Recognition by the M.C.
 - Trophy presentation opportunity for your company representative
- **Additional Details:**
 - **Location:** Indoor
 - **Corner or Non-corner:** Non-corner
 - **Easy up sunshade:** Not provided
 - **Tables:** Two 8ft tables
 - **Chairs:** 4
 - **Price:** \$1,499

Platinum Sponsor \$999

Elevate your presence with the Platinum Sponsorship. A corner booth offers prime visibility, while logo placements and a quarter-page ad ensure your brand is front and center. Stage recognition amplifies your exposure, making this a high-value option.

- **Booth Size:** Single vendor booth (10ft wide x 10ft deep)
- **Logo Placement:** Event posters, website
- **Promotion:**
 - Event website blog
 - Event marketing emails
 - Social media platforms
 - Quarter-page ad in the event program
- **Stage Presence:**
 - Recognition by the M.C.
 - Trophy presentation opportunity for your company representative
- **Additional Details:**
 - **Location:** Indoor
 - **Corner or Non-corner:** Corner
 - **Easy up sunshade:** Not provided
 - **Tables:** 8ft & 6ft tables
 - **Chairs:** 3
 - **Price:** \$999

Gold Sponsor \$749

An affordable way to showcase your brand. With a 10x10 booth, logo placements, and exposure in key event materials, the Gold Sponsor package is a cost-effective way to connect with fitness enthusiasts and industry leaders.

- **Booth Size:** Single vendor booth (10ft wide x 10ft deep)
- **Logo Placement:** Event posters, website
- **Promotion:**
 - Event website blog
 - Event marketing emails
 - Social media platforms
- **Additional Details:**
 - **Location:** Indoor
 - **Corner or Non-corner:** Non-corner
 - **Easy up sunshade:** Not provided
 - **Tables:** 8ft table
 - **Chairs:** 2
 - **Price:** \$749

Sponsorship Level	Booth Size	Logo Placement	Promotion	Stage Recognition	Trophy Presentation	Ad in Program	Postcards Distributed	Competitor Gifts	Banner Placement	Price
Title Sponsor	Double (20x10)	Posters, Website, Stage	Blog, Emails, Social	✓	✓	Full Page	✓	T-shirts, Gift Bags	Event, Indoor, Outdoor	\$10,000
Presenting Sponsor	Double (20x10)	Posters, Website, Stage	Blog, Emails, Social	✓	✓	Full Page	✓	T-shirts, Gift Bags	Event, Indoor, Outdoor	\$5,000

Host Sponsor	Double (20x10)	Posters, Website, Stage	Blog, Emails, Social	✓	✓	Full Page	✓	T-shirts, Gift Bags	Event, Indoor, Outdoor	\$2,500
Diamond Sponsor	Double (20x10)	Posters, Website	Blog, Emails, Social	✓	✓	Half Page	✗	✗	N/A	\$1,499
Platinum Sponsor	Single (10x10)	Posters, Website	Blog, Emails, Social	✓	✓	Quarter Page	✗	✗	N/A	\$999
Gold Sponsor	Single (10x10)	Posters, Website	Blog, Emails, Social	✗	✗	✗	✗	✗	N/A	\$749

Sponsorship Level Key Features Comparison:

- **Booth Size:** Double (20x10) vs. Single (10x10)
- **Logo Placement:** Where the sponsor's logo will be displayed
- **Promotion:** Includes blog, email marketing, social media exposure
- **Stage Recognition:** Verbal recognition by the event's M.C.
- **Trophy Presentation:** Opportunity to present a trophy to winners
- **Ad in Program:** Full, Half, or Quarter page ads in the event program
- **Postcards Distributed:** Inclusion of sponsor branding on distributed postcards
- **Competitor Gifts:** Logos placed on competitor T-shirts and gift bags
- **Banner Placement:** Display of banners in different event areas

Vendor Packages

Vendor Package	Location	Includes pop up sun cover	Booth Size	Table	Chairs	Price
Yellow Vendor	Indoor, Corner	N/A	10ft x 10ft	8ft & 6ft	2	\$499
Blue Vendor	Indoor, Non-Corner	N/A	10ft x 10ft	8ft	2	\$399
Orange Vendor	Indoor, Non-Corner	N/A	8ft x 5ft	6ft	2	\$299
Green Vendor	Indoor, Non-Corner	N/A	5ft x 5ft	4ft	1	\$199
Brown Vendor	Outdoor	Yes we provide	10ft x 10ft	8ft	2	\$249
Red Vendor	Outdoor	No (bring your own)	10ft x 10ft	8ft	2	\$199
Pink Vendor	Outdoor	Yes we provide	10ft x 10ft	None	None	\$199
Purple Vendor	Outdoor	No but you will have cover	8ft x 5ft	6ft	2	\$149
Gray Vendor	Outdoor	No but you will have cover	5ft x 5ft	4ft	1	\$99

Booth Setup Information

Each booth includes:

- **1 Table & 2 Chairs**
- **Electricity & Wi-Fi Access**
- **Professional Signage**

- **Add-Ons:** Additional tables, chairs, and enhanced signage available upon request.

Testimonials from Previous Exhibitors

FitGear Innovations: *“The WA State Fitness Expo helped us increase our brand visibility and build connections with influential fitness professionals, resulting in a significant boost in sales after the event.”*

HealthMax Supplements: *“The exposure we received was incredible! We met thousands of potential customers and walked away with a huge list of qualified leads.”*

Wellness Wonders: *“This event was the perfect opportunity for us to introduce our new product line. The live demos were a game-changer for us.”*

WA State Fitness Expo Vendor FAQ

1. What is the expected attendance?

The 2025 WA State Fitness Expo is expected to attract around 4,000 attendees. This includes fitness enthusiasts, athletes, health professionals, gym owners, and general consumers passionate about fitness, wellness, and health.

2. Who is the target audience for this event?

The target audience includes a mix of fitness enthusiasts, competitive athletes (bodybuilders, powerlifters, strongmen, etc.), fitness professionals, healthcare professionals, and general consumers interested in fitness, wellness, and healthy living products. The age range is primarily 18-45 years old, with a slight skew towards younger audiences in their 20s and 30s.

3. How much does a booth cost?

Booth prices range from \$99 to \$499, depending on the package you choose. There are various indoor and outdoor options with different booth sizes, ranging from 5x5 ft to 10x10 ft, catering to all vendor needs and budgets.

4. What is included with the booth purchase?

Each vendor booth includes a table (4ft, 6ft, or 8ft depending on the package), two chairs, professional signage, electricity, and Wi-Fi access. Additional tables and chairs can be purchased as needed.

5. How will the event be promoted?

The event will be heavily promoted through various channels including social media campaigns (Instagram, Facebook, Twitter), email marketing to over 10,000 fitness professionals and enthusiasts, digital advertising, and local influencer partnerships. Vendors will also be listed on the event website, and their logos will be included on promotional materials such as posters and postcards.

6. Where will my booth be located?

Booths are available in both indoor and outdoor locations. Depending on your package, you may have a corner or non-corner booth. Higher-tier sponsors and vendors will receive premium booth placement for maximum visibility and foot traffic.

7. Can I sell products or services at the event?

Yes, vendors are encouraged to sell their products and services at the event. This is an excellent opportunity to engage with attendees directly, showcase new products, and drive sales.

8. How do I stand out from other vendors?

You can stand out by incorporating interactive elements like live product demonstrations, offering exclusive event-only discounts, or providing free samples. Engaging booth designs, promotional giveaways, and effective signage will also help attract foot traffic. Higher-tier sponsors receive additional benefits such as stage recognition and branded banners, further enhancing visibility.

9. What networking opportunities are available for vendors?

Vendors will have access to an exclusive pre-event networking mixer, where they can meet with gym owners, influencers, and fitness professionals. This is a great opportunity to create partnerships and build relationships with other key players in the fitness industry.

10. What support is available during the event?

A dedicated event staff will be available to assist vendors with booth setup, troubleshoot any issues, and ensure a smooth experience throughout the expo. Vendor support includes help with logistics, signage, and technical assistance.

11. What marketing or promotional support do vendors receive?

Vendors will be included in all digital marketing efforts, including email campaigns, social media posts, and the event website. Additionally, sponsors receive extra visibility through banner placements, program ads, and stage recognition, depending on their sponsorship level.

12. How can I reserve my booth? Reserving your booth is simple: Visit <https://wastatefitnessexpo.com/> to view available booth options and sign up online. Alternatively, you can call us at 253-335-8237 or email info@WilliamsProductions.com to secure your spot. We recommend booking as early as possible, as premium locations tend to sell out quickly!

13. What is the refund policy? We understand that plans can change. If you need to cancel your booth, we offer a **full refund** up to 60 days before the event. For cancellations within 60 days of the event, we will provide a **50% refund** or allow you to **transfer your booth credit** to next year's event.

Don't miss out on this unparalleled opportunity to showcase your brand at the 2026 WA State Fitness Expo. Secure your booth or sponsorship today and engage with thousands of fitness enthusiasts ready to discover your brand!

For further information or to secure your sponsorship or booth, contact us:

Williams Productions

Jeremy Williams / Promoter

Email: info@WilliamsProductions.com

Phone: (253) 335-8237

Website: <https://wastatefitnessexpo.com/>



Vendor Registration Page: [Vendor Registration – WA State Fitness Expo](#)