



مجلس دبي الرياضي
DUBAI SPORTS COUNCIL

IN COLLABORATION WITH

DUBAI MUSCLE SHOW

2016 POST SHOW REPORT



THANK YOU TO OUR SPONSORS & PARTNERS

PLATINUM SPONSORS



STRATEGIC EVENT PARTNER



GOLD SPONSOR



SILVER SPONSORS



OFFICIAL GYM PARTNER



OFFICIAL FOOD PROVIDER



SUPPORTING ASSOCIATIONS



EQUIPMENT PARTNERS



OFFICIAL COOLING PARTNER



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OFFICIAL WATER



OFFICIAL MEDIA PARTNER



OFFICIAL FITNESS MEDIA PARTNER



ORGANISERS



DUBAI'S ONLY INTERNATIONAL BODYBUILDING & FITNESS SHOW

THE INAUGURAL DUBAI MUSCLE SHOW

DUBAI'S ONLY INTERNATIONAL BODYBUILDING & FITNESS EVENT

DELIVERING THE WORLDS GREATEST ATHLETES AND LEADING FITNESS & NUTRITION BRANDS TO **10,625** ATTENDEES



OFFICIALLY INAUGURATED BY HIS HIGHNESS SHEIKH RASHID BIN HAMDAN AL MAKTOUM, CHAIRMAN OF AL MAKTOUM FOUNDATION



1st
Edition



21-22
October 2016



Dubai
International
Marine Club



100
Exhibiting
Brands



4000sqm
Exhibition



10,625
Attendees



16
Exhibiting
Countries



123
Media
Representatives

A SNAPSHOT OF THE PARTICIPANTS

SUPPLEMENTS



SUPPLEMENT DISTRIBUTORS



GYM EQUIPMENT



CLOTHING



HEALTHY FOOD



PROFILE OF EXHIBITORS INCLUDE

- **DISTRIBUTORS**
- **SUPPLEMENTS/NUTRITION**
- **GYM/WORKOUT EQUIPMENT**
- **GYM/WORKOUT CLOTHING**
- **GYM & FITNESS CLUBS**
- **HEALTHY FOOD**
- **HOSPITALS/CLINICS**
- **HEALTHY SNACKS**
- **MEDIA**
- **MMA/FIGHTING APPAREL**
- **FACILITY EQUIPMENT**
- **ENERGY DRINKS**
- **INTERNET RETAILERS**
- **SPORTS SCIENCE EQUIPMENT**

COUNTRY OF EXHIBITORS



EXHIBITOR SATISFACTION*



*Based on Exhibitor Survey responses

WHAT THE EXHIBITORS SAID



“The DMS team made it so easy for us coming from the UK. We sold all of our gym equipment and received additional orders for machines as a direct effect of exhibiting at Dubai Muscle Show!”

Nick Pang, Sales Director, Watson Gym Equipment



“2016 Dubai Muscle Show – Probably one of the best first year shows I’ve ever attended, been in the industry 20 years. The crowd is amazing, the staff are great, this place is packed and it’s super loud. If you’re not already here, get down here. If not, definitely be here next year.”

Mike Fabiano, VP New Business Development, SAN Nutrition



“It’s been an amazing show, Dubai Muscle Show. We had an amazing turnout. It was much better than we expected. Best show in Dubai so far. We’ll definitely be back next year.”

Zack Roy, Founder & Owner, Train Strength & Fitness



“Oatein Ltd recently exhibited at the inaugural Dubai Muscle Show to introduce our innovative range of High Protein Flapjacks and Super Cookies to the Middle East market. We have already received multiple bulk orders as a direct result of the show which is very encouraging for the Oatein Brand.”

Andy Dixon, Global Sales Director, Oatein



VISITOR PROFILE

AGE OF VISITORS



TOP 5 NATIONALITIES



TOP 5 COUNTRIES OF RESIDENCE



WHAT VISITORS SAID

“Top bodybuilders attending. Great variety of stands and products.”

Leonardo Gomes

“Ronnie Coleman and Jay Cutler. The various events from strongman to kick boxing. The exhibitors and their products were excellent.”

Beverly Mason

“I’ve watched many international shows but I can say this Muscle Show in Dubai “WOW”! I’ve never experienced such an organisation. It’s really wonderful and worthy for everyone who watched and I would like to give my extreme thanks to the organizers and THANKS DUBAI.”

Sreedev Pillai

“It was one of the best experiences I have ever had in Dubai. The ticket value was very affordable, your security team were kind, everyone was smiling and having a good time. Each stand was unique with their own proposals. I did not expect to meet and greet Ronnie Coleman, Jay Cutler, Lazar, etc. At first, I thought it was only a marketing strategy to grab customer’s attention. However I was proven wrong. Not only have I met them, I also got their autographs and opened a quick conversation too. I cannot express how thankful I am to all of you.”

Ali Mahmoud Fahs

“Best show ever. Motivational.”

Khalid Alyas Khan

“I loved the fact exhibitors distributed free packets of protein, shakers and the cool t-shirts. Thank you for the whole wonderful moment.”

Varun Devmani

BIG NAMES DRAW BIG CROWDS

THE WORLD'S LEADING ATHLETES

Dubai Muscle Show recruited the most elite line-up of athletes ever seen in the Middle East, drawing on their social media followings to generate a huge turnout of visitors.



RONNIE COLEMAN

8x
Mr Olympia
f 1,239,942
i 1,500,000



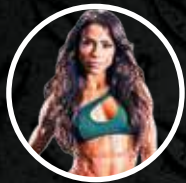
JAY CUTLER

4x
Mr Olympia
f 6,479,640
i 1,800,000



LAZAR ANGELOV

Global
Fitness Icon
f 13,074,986
i 4,500,000



ANDREIA BRAZIER

4x Fitness Model
World Champion
f 1,478,510
i 1,300,000



SERGI CONSTANCE

Global
Fitness Icon
f 4,731,996
i 2,200,000



JACO DE BRUYN

WBFF
Pro
f 4,349,421
i 780,000



JASON POSTON

4x Mr Olympia
Top 3
f 105,373
i 462,000



ZSUZSANNA TOLDI

IFBB
Pro
f 122,589
i 145,000



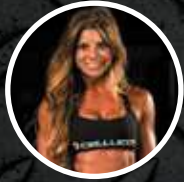
SHAUN STAFFORD

2x WBFF
World Champion
f 933,681
i 114,000



WILLIAMS FALADE

WBFF World
Champion
f 10,252
i 248,000



JEN JEWELL

WBFF
Pro
f 165,527
i 123,000

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AND INSTAGRAM**
#DUBAIMUSCLESHOW



12

Athletes

6

Events

2

Days

1

Winner



IFBB AMATEUR CHAMPIONSHIP



200
Athletes



51
Competitions



2
Days



1000s
Spectators



Organised by



KENGURU STREET WORKOUT WORLD CUP DUBAI STAGE



21
Athletes



10
1-on-1 Battles



2
Days



1
Super Final



Presented by



MMA, MUAY THAI & BOXING AMATEUR CHAMPIONSHIPS



58
Athletes



29
Fights



2
Days



3
Disciplines



Presented by



A GLOBAL MARKETING CAMPAIGN, REACHING MILLIONS OF FITNESS CONSUMERS



FACEBOOK

TOP POST...



Total Likes	Total Interactions	Total Clicks
51,300	436,244	412,362

Total Reach	Total Impressions
10,278,420	12,100,397

Promotion via athlete pages:





INSTAGRAM

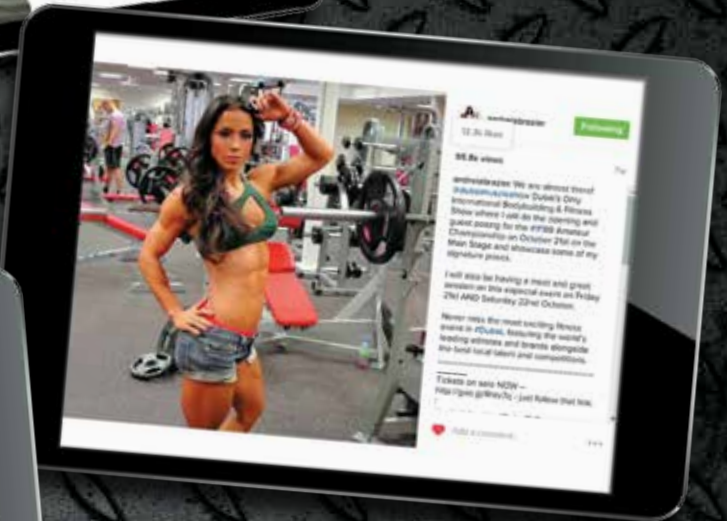
Followers

15,700

Posts

210

Promotion via athlete pages:



**AN EXTENSIVE
ONLINE CAMPAIGN
ON MANY OF THE
WORLD'S LEADING
WEBSITES,
WITH MORE
THAN 2,500,000
IMPRESSIONS**





DIRECT MARKETING VIA SMS & EMAIL TO OUR IN-HOUSE DATABASE



PROMOTIONS ON B4U AFLAM, B4U PLUS, DUBAI ONE, MBC ACTION, MBC, DUBAI SPORTS TV

PLUS radio promotions on Channel 4 Radio, Hit FM, Star Radio and City FM



COVER FEATURES AND ADVERTS IN LEADING REGIONAL PUBLICATIONS

Pre and post show coverage in all the leading regional publications: 7 Days, Gulf News, Dubai Calendar, Discover Dubai, Sport 360 and many more...

UTILISING THE REACH OF OUR MEDIA PARTNERS



DUBAI MUSCLE SHOW

SEE YOU NEXT YEAR!

8-9 DECEMBER 2017

DUBAI WORLD TRADE CENTER, UAE



TO PARTICIPATE AT DUBAI MUSCLE SHOW 2017, CONTACT US AT:

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