



مجلس دبي الرياضي
DUBAI SPORTS COUNCIL

IN COLLABORATION WITH

DUBAI MUSCLE SHOW

8-9 DECEMBER 2017

DUBAI WORLD TRADE CENTRE, UAE



SALES BROCHURE

SILVER SPONSOR



OFFICIAL GYM PARTNER



OFFICIAL FOOD SPONSOR



ORGANISERS



WWW.DUBAIMUSCLESHOW.COM

WHAT IS DUBAI MUSCLE SHOW?



THE MIDDLE EAST'S LEADING FITNESS & BODYBUILDING SHOW



2nd
EDITION



200+
EXHIBITORS



20,000
VISITORS



10,000+
SQM
EXHIBITION

Dubai Muscle Show is the place where fitness consumers can meet the stars of the fitness industry, find inspiration, access the world's best and latest fitness products and services, get expert advice and training tips, have a full weekend of entertainment and fun, watch exciting competitions and demos, and get hundreds of free samples and giveaways.

Alongside a world-class exhibition, Dubai Muscle Show will feature some of the world's most entertaining

sports competitions, such as strongman, calisthenics, boxing, mixed martial arts, kick-boxing, bodybuilding, and many others – including some the most exciting local, regional and international talent, coming from as far as Chile, South Africa, Australia and more.

Over an action packed 2 days, on 8-9 December, Dubai Muscle Show is the best opportunity for any fitness brand looking to raise awareness, generate thousands of leads and gain new customers.

SAN
We deliver RESULTS!

"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

MARKET OVERVIEW – WHY DUBAI?



Dubai World Trade Centre –
The Middle East's leading exhibition venue only hosts market leading events.

UAE's fitness industry is the 3rd largest in the entire Middle East and Africa, estimated to be worth around 1/4 billion AED per year.

As one of the world's fastest growing cities, with a soaring population and urbanisation, demand of the fitness industry outweighs supply.

A fitness conscious population with high disposable incomes makes makes the UAE a hotbed for gym enthusiasts who demand the very best fitness products.

Western influence drives consumer demand, with 80-90% of the population from overseas, and frequent traveling.



As a hub for regional tourism and expats, with many regional business headquarters, Dubai offers a key gateway to the lucrative Middle East market.



"The sports nutrition industry is alive and growing like the skyscrapers that line the city. The Dubai Muscle Show is a must do for any brand looking to grow their company into this thriving market."

Mike Best,
Event Coordinator, Prosupps

SHOW FEATURES



WORLD-CLASS EXHIBITION

Over 200 of the world's leading fitness and nutrition brands will showcase their products and services to over 20,000 fitness consumers.



STRONGMAN

20 of the region's strongest amateur athletes will compete over a series of events to determine who is Emirates' Strongest Man.



MMA, BOXING, MUAY THAI

2 full days of action in the ring, comprising of mixed martial arts, boxing and kick-boxing, with special appearances from celebrity athletes.



CALISTHENICS WORLD CUP

The world's leading amateur calisthenics athletes will compete over 2 days, in a series of 1 on 1 battles and individual freestyle performances.



IFBB BODYBUILDING

The world's most prestigious amateur competition will once again take place at Dubai Muscle Show, with over 400 competitors taking part from as far away as Australia, South Africa, and the UK.



EDUCATION THEATRE

The highest profile athletes and industry thought-leaders in the global fitness industry will be speaking in the Education Theatre.

MAIN STAGE

The focal point of the show will consist of 2 packed days of athlete appearances, brand giveaways, competitions and entertainment.



WHY EXHIBIT

UNRIVALED SALES OPPORTUNITIES:

Face to face contact with over 20,000 visitors from one of the world's wealthiest fitness markets.

NETWORKING/NEW BUSINESS LEADS:

Meet the key stakeholders with purchasing responsibility in the Middle East fitness industry
 Generate thousands of new leads from the show's visitors.
 Put your products and services in front of your target demographic

BRAND AWARENESS:

Over 100 journalists and media associates attend the show.

Create the right impression of your brand, with an impressive visual display and fun activities on your stand

Position yourself among the leaders in the Middle East's fitness industry.

Educate the market on your brand, products and services, at the region's largest industry gathering.

Dubai Muscle Show is the ideal platform to launch new products/services in front of the entire local industry and regional media.

WHO EXHIBITS

Dubai Muscle Show will feature exhibitors showcasing the full spectrum of bodybuilding and fitness products and services, including:

- Supplements/ Nutrition
- Distributors/ Retailers
- Gyms
- Gym/Workout Equipment
- Sports/Fitness Clothing
- Sports Medicine
- Physiotherapists/ Rehab Centres
- Sports & Fitness Clubs
- Sports/Fitness Accessories
- Energy Drinks
- Healthy Food
- Sport Science Equipment
- Hospitals and Clinics
- Spa and Wellness Facilities
- Sports Management Companies
- Electrical Muscle Stimulation
- Accreditation
- Sports/Fitness Media



"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. As a result, we have taken the decision to include Arabic translations on our packaging to help facilitate our growth in the UAE and GCC regions. We look forward to exhibiting next year and strengthening our ties with our new and existing customers."

Andy Dixon,
 Global Sales Director, Oatein



77%
18-35
YEARS OLD



25%
INTERNATIONAL
VISITORS



WHO VISITS

- Fitness Enthusiasts
- Local Athletes
- Personal Trainers and Instructors
- Distributors
- Senior Level Decision Makers, Managers, Buyers and Investors from:
 - Gyms
 - Fitness Studios
 - Multi-Functional Facilities
 - Health-Centres
 - Hotels
 - Spa and Wellness Facilities
 - Gyms

TO ENQUIRE ABOUT BOOKING A STAND,
CONTACT OUR TEAM ON:

E: info@dubaimuscleshow.com

T: +971 (0) 4 554 0482

**ALIGN YOUR BRAND WITH A
SUCCESSFUL SHOW YOU CAN
TRUST TO DELIVER RESULTS**



2016 VISITOR TARGET

10,000

2016 VISITORS ACHIEVED

10,625

2017 VISITOR TARGET

20,000

SPONSORSHIP AND BRANDING OPPORTUNITIES

- With over 20,000 anticipated visitors, expose your brand to this cash-rich audience through a wide range of onsite sponsorship opportunities
- Position your brand as leader in the region's fitness industry, by taking centre stage at the region's leading fitness event.

Key benefits of sponsorship:

- Generate brand awareness
- Align your brand with success
- Demonstrate brand leadership
- Show you're active in the market
- Enhance your opportunity to generate sales at the show
- Engage with consumers and create the best impression of your brand
- Benefit from our extensive Marketing & PR campaign

2016 PLATINUM SPONSOR



"The Dubai Muscle Show 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



SPONSORSHIP OPTIONS

Dubai Muscle Show offers a range of pre-packaged and bespoke options to suit your needs.

BENEFITS	Platinum Sponsor - \$30,000	Gold Sponsor - \$20,000	Silver Sponsor - \$10,000	Bronze Sponsor - \$5,000
BEFORE THE SHOW				
Logo on Homepage of DMS website	•	•	•	•
Logo on above the line marketing collateral (adverts, emails campaigns, flyers, posters etc.)	•	•	•	•
Name and title mentioned in event press releases	•	•	•	•
Social Media Posts	4 Facebook 4 Instagram	3 Facebook 3 Instagram	2 Facebook 2 Instagram	1 Facebook 1 Instagram
AT THE SHOW				
Logo on Main Stage	•	•	•	•
Logo on Event Signage around the venue ***	•	•	•	•
Promotional Activity on Main Stage ****	5 mins	5 mins	2 mins	2 mins
Sponsor Video Message on Screens prior to IFBB Show	60 Seconds Video	30 Seconds Video		
Company Product in Athletes Gift Basket	•	•	•	•
Hanging Banner*	•	•		
EVENT GUIDE (Handheld guide given to all visitors upon entry)				
Advert in Event Guide	•	•		
Logo & profile listed in Event Guide	•	•	•	•

Other bespoke sponsorship packages are available for:

- Dubai Muscle Show – Title Sponsor
- Seminar Theatre – Title Sponsor
- Official Drink Partner
- Strongman Title Sponsor
- Gym Equipment Partner
- Official Apparel/Clothing Partner
- Official Physio Partner
- Combat Zone Sponsor
- Wellness Partner
- Lanyard Sponsor
- Visitor Badge Sponsor
- Registration Sponsor
- Official Gym Sponsor **SOLD**
- Official Food Sponsor **SOLD**

Contact our team for more details and prices:

E: info@dubaimuscleshow.com

T: +971 (0)4 554 0482

W: www.dubaimuscleshow.com

BENEFIT FROM A REGIONAL MARKETING CAMPAIGN

**KEY 2016
STATISTICS**

123
MEDIA
ATTENDEES

12
MILLION
SOCIAL MEDIA
IMPRESSIONS

AED 3+
MILLION
OF PR
COVERAGE

TV & RADIO

We partner with some of the region's leading media companies to get exposure for the show. Last year we worked with MBC Action, Dubai One, Dubai Sports, Chanel 4 Radio, MBC, B4U Aflam, B4U Plus, Hit FM, Star FM, among others. You can check Youtube and our various social media pages for just a few examples.



SOCIAL MEDIA



We tap into the following of our high-profile attendees to generate a huge following on social media. The regional fitness community follows the show on social media to keep up with the latest news throughout the year. Last year we had over 12million impressions on Facebook alone.

ONLINE ADVERTISING

Our 2016 online campaign (excluding social media) delivered over 2.5million impressions, on some of the world's most popular websites. We plan to treble the number of impressions in 2017, ensuring are online community of fitness consumers receive constant reminders about the show.

PRINT ADVERTISING



We advertise in the leading regional titles, ensuring we reach hundreds of thousands of fitness consumers. Publications include Men's Health Middle East, Sport & Fitness Middle East, 7 Days, Sport 360, Gulf News, and more.

"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. I hope it's going to be a good time next year and we'll definitely be back."

TRAIN[®]
STRENGTH & FITNESS

Zack Roy,
Founder & Owner, Train
Strength & Fitness

OUTDOOR

We've already booked outdoor locations located close to Dubai World Trade Centre, meaning hundreds of thousands of daily passers-by will know the show's on during the week before the show.

WEBSITE

With as many as 22,000 visitors in a month, the Dubai Muscle Show website is one of the primary mediums through which the event is promoted all year round and updated regularly.

EMAIL & SMS

During the months before the show, we send weekly campaigns to our database of consumers and industry professionals.

DIRECT MAIL

Hard copy invitations are sent to the region's leading decision makers, influencers and government officials.



PR

We work with all the leading titles to generate a huge amount of exposure for the show before, during and after. Last year we had front 3 front page features in Men's Health Middle East and Sport & Fitness Middle East. Additionally, we utilised the popularity of our athletes and excited surrounding the show's launch to set up over 30 pre-event features with media publications and broadcaster such as, Dubai One, Sport 360, 7 Days, Gulf News, Channel 4 Radio, Hit FM, Edgar Middle East, Shortlist, Timeout Dubai. Some of these were repeated daily as we got closer to the show.



PARTNER MARKETING



Personal invitations will be sent to all partners' networks, while print collateral and roll ups will be on display in all facilities and outlets of sponsors/exhibitors and other partners.

CONTACT US

For more information on participating at Dubai Muscle Show, contact us at:


Tel: +971 (0) 4 554 0482

Email: info@dubaimuscleshow.com

Web: www.dubaimuscleshow.com

 Dubai Muscle Show

 @DubaiMuscleShow

 Dubai Muscle Show

Organised by



HBG EVENTS

"Dedicated, helpful staff make for an easy exhibition, and a must for the industry."

Daric Botes,
FOS Drinks



fos
BCAA

"Well organized, the team were available all the time needed. I will recommend it."

Adebola Sadiq,
Owner, Ade Body

