

# USA FIT

## — GAMES —



## SPONSORSHIP & EXHIBITORS

# Our Events



## DALLAS

**JUNE 15, 2024** – DALLAS, TX

## ORLANDO

**JULY 6, 2024** – ORLANDO, FL

## PHOENIX

**AUGUST 3, 2024** - SCOTTSDALE, AZ

## ADDITIONAL EVENTS!

Pricing Page 8



## NPC PHIL HEATH CLASSIC

APRIL 13, 2024 - PASADENA, TX

## NPC SOUTHWEST USA

MAY 4, 2024 - PLANO, TX

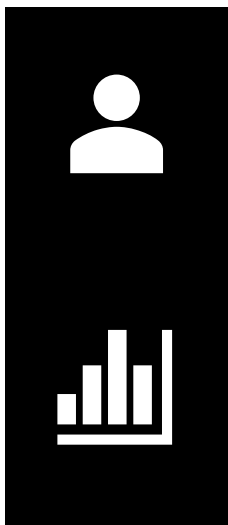
## NPC SHOW OF CHAMPIONS

JULY 27, 2024 - BELTON, TX

## NPC TEXAS CUP

OCTOBER 12, 2024 - BELTON, TX

# General Information



**35,580** Attendees      **205** Exhibitors      **8,300** Competitors

Annual total for all Expos. **Average per expo: 12,000 (# Includes all attendees, competitors & special guests).** No guarantees on attendee #s prior to an event.

57% Male  
 43% Female  
 43% 18-24  
 29% 25-37  
 45% Income \$62,000

## Live Athletic Events

Over 40 athletic events & tournaments will be taking place inside the USA Fit Games. Powerlifting, Dance, Functional Fitness, NPC & IFBB Pro/Am, Strongman, Wrestling, Grappling, Karate, Zumba... and more!



## USA Energy Drink & Supplement Expo

Inside the USA Fit Games. Get your Brand noticed by thousands of attendees! Over 200 Exhibitors will be in attendance. Energy Drinks, Supplements, Snacks, Apparel, Anti-aging, CBD.... and more!

- USA Fit Games
- USAFitGames
- USAFitGames.com



# 2023 Exhibitor List

**USA FIT**  
— GAMES —



1 More Bodybuilding USA	Dumbbells n Doughnuts	Lifetime Windows & Doors	Self Made IronGang Facility
1st Phorm	EHP	Lifetime Windows & Siding	Sinko Game
ABE Nation	Eight Beer	Limitless TRT	Skinny Gum
Advanced Muscle Therapy	Elev Fitness	Liv Body	Smart Relief
Ageless Men's Health	EOS Fitness	Lost & Found Energy Drink	Sonoron University
Alani Nutrition	ES Time for Fitness	Magnum	Spinto Fitness USA
Allmax	Essential Formulas	Marek Health	Starglow USA
Alpha Omega	EverTitan	MixHers	State Farm
Amino Energy	Evolving Vitality	Morph.TheLabel	STAX Supps
AMMP	Fit Body Water	Muscle Egg	Strength Pro
Anderson Powerlifting	Fit Nation	Mutant	STRONGSCIENCE
Andretti Karting	FitBar	MVMT	Sunlighten
Arizona State Troopers	Flex Pro Meals	Nattie	SunMed
Arizona Windows & Doors	Florida Blue	Nautical Bowls Windermere	Super Bandz
Athlicity	Fortifeye	Next Level TRT	TAPOUT
Atlas Nutrition	Free Spirit	No Straight Path	Tens by May
Baked & Boujee	Frontline Formulations	Nose Slap	The Bear Post
Bang Energy	G2G Protein Bar	Numb Gym	The Hoodie Towel
Beast Power Gear	GAT	Obvi	Thentic Nutrition
Bench Daddy	Goddess Glam	Optimum Fitness	Top Secret Cookie
Blood Sweat Bodywork	Gone Nuts	Ovation Foods	True Made Foods
Body Therapy USA	Halverson Family Chiropractic	Panatta	Underestimated Apparel
Body20	Hidden Gym	PharmaCenter	Unique Heat
BoxedBoom	HMP Brands	PHOCUS Water	UNSPONSORED
BOXOUT AZ	Home Craft	Phoenix Police Dept	US Airforce Dallas
BOXT MMA	Hosstile	Pop Chalk	US Airforce Orlando
Bucked Up	Hustle Over Comfort	Pretty Fit Wear	US Airforce Phoenix
Calm Peak	ICON Meals	Primeval	US Army Phoenix
Carie's Posing Suits	ID Life	Pro Tan USA	US Marines Phoenix
Celsius	Infusion Bodywork & Massage	ProSupps	Vital Apparel
CG Naturals	K9 Defense	Pureblood	Vivazen Orlando
Cheddies	Kush Kubes	Redcon1	Vivazen Phoenix
Chronic Warrior	Labrada	Reign	Vyper Energy
CUTCO	Leaf Filter Gutter Protection	Renewal By Andersen Dallas	Wellcore
Dallas Fire Rescue	Leaf Guard	Renewal By Andersen Phoenix	We're Hard Show
Dave's Killer Bread	Leaf Home	Rerack University	Xpressed Shirts
DNA Hairtools	LGS Activewear	Reset IV	Zenith Fitwear
Doughd Up	Life's Balance	Salt & Steel	ZOA Energy

## 3 CITY TITLE SPONSOR **\$21,000**

- **20x20 Booth at All 3 Expos – Premium Location**
- **Includes:** 8 ft Pipe & Drape (backdrop) 3 ft Pipe & Drape (sides), (4) 6 ft. Skirted Tables, (8) Chairs, Trash Can & (15) Vendor Badges
- Logo on Expo Entrance Unit, Stage Banners as Title Sponsor.
- Logo placement on homepage of website w/ direct link to your website.
- Logo placement on all promotional emails
- Logo placement on social media graphics & flyers leading up to each event.
- IFBB Pro Trophy Presentation by your company.
- Your Company Listed on USAFitGames.com Exhibitor Listing as Title Sponsor.
- Social Media: Title Sponsor welcomed 2x on social media prior to each expo.
- Monthly Collab or post for the expo calendar year.
- Goodie Bag Placement

## 3 CITY VIP SPONSOR **\$15,000**

- **20x20 Booth at All 3 Expos – Premium Location**
- **Includes:** 8 ft Pipe & Drape (backdrop) 3 ft Pipe & Drape (sides), (8) Chairs, Trash Can & (12) Vendor Badges.
- Logo on Expo Entrance Unit & Stage Banners as VIP Sponsor
- Logo placement on homepage of website w/ direct link to your website.
- Logo placement on all promotional emails leading up to each event.
- Your Company Listed on USAFitGames.com Exhibitor Listing as VIP Sponsor.
- Social Media: VIP Sponsor welcomed 2x on social media prior to each expo.
- Goodie Bag Placement.

## DALLAS

**JUNE 15, 2024**

Saturday 8am-10pm  
Dallas Convention Center

## ORLANDO

**JULY 6, 2024**

Saturday 8am-10pm  
Orange County  
Convention Center

## PHOENIX

**AUGUST 3, 2024**

Saturday 8am-10pm  
Westworld of Scottsdale

# Standard Exhibitor Pricing



## 20x20 PLATINUM BOOTH **\$5,000**

- **Includes:** 8 ft Pipe & Drape (backdrop) 3 ft Pipe & Drape (sides), (8) Chairs, Trash Can & (10) Vendor Badges.
- Welcomed on social 2x prior to event.
- Your Company listed on USAFitGames.com Exhibitor List w/ direct link to your website.

## 10x20 GOLD BOOTH **\$3,000**

- **Includes:** 8 ft Pipe & Drape (backdrop) 3 ft Pipe & Drape (sides), (4) Chairs, Trash Can & (8) Vendor Badges.
- Welcomed on social 1 x prior to event.
- Your company listed on USAFitGames.com Exhibitor List w/ direct link to your website.

## 10x10 CORNER BOOTH **\$1,500**

- **Includes:** 8 ft Pipe & Drape (backdrop) 3 ft Pipe & Drape (sides), Trash Can & (4) Vendor Badges.
- Your company listed on USAFitGames.com Exhibitor List w/ direct link to your website.

## 10x10 INLINE BOOTH **\$1,000**

- **Includes:** 8 ft Pipe & Drape (backdrop) 3 ft Pipe & Drape (sides), Trash Can & (4) Vendor Badges.
- Your company listed on USAFitGames.com Exhibitor List w/ direct link to your website.

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Saturday 8am-10pm  
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## ADD-ONS

**LOGO PLACEMENT \$1,500** - Logo will be placed on entrance unit for all 3 expos & website

**GOODIE BAG \$300** - Place your product in our NPC & IFBB competitor goodie bags. 1 city. 300 min items.

**SOCIAL MEDIA \$500** - 1 collab on our social pages for 6 months. Welcomed prior to expo 2x.

# Non-Booth Opportunities



## PROMO CARD PLACEMENT **\$500**

- Product promo card / coupon placed on every seat in the NPC / IFBB Main Stage Area by our staff.

## ENTRANCE SAMPLING TABLE **\$500**

- Expo entrance attendee sampling table. Manned by our staff. Ship us the product, display or promo cards and we will feature it on the sampling table.

## BANNER PLACEMENT **\$500**

- (2) Pop-up Banners in the area of your choice: Entrance area, Expo Show Floor or Backstage OR (2) Banners placed in our event areas along the 3ft pipe & drape. Just ship us the banners and we will take care of the rest!

## LOGO/AD PLACEMENT **\$500**

- Logo / Ad placed under the Sponsor Area of the USAFitGames.com Website for the calendar year.

## GOODIE BAG PLACEMENT **\$300**

- Your product / info cards placed inside our NPC & IFBB Pro Competitor Goodie bags. The city of your choice.

## CUSTOMIZED PROMO **\$500**

- Giveaways on your own social page utilizing FREE VIP tickets from us! This could be used to increase your own product awareness. Ex – Purchase this product & also receive 2 VIP tickets to the USA Fit Games!

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**AUGUST 3, 2024**

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Westworld of Scottsdale

**Pricing is Per Event**

# Texas Bodybuilding Contests



**10,950** Attendees    **170** Exhibitors    **2,100** Competitors

Annual total on all TBC NPC Shows. Totals include ticketed attendees + guests and employees. Exhibitors based on each 10x10 purchased. Competitors include all NPC Competitors + competitors from additional events that take place inside the venue (Powerlifting, Wrestling, Strongman, Grappling).

### AVERAGE FOR EACH SHOW

**2,200** Attendees  
**40** Exhibitors  
**300** Competitors

- **NPC Fitness Show**
  - **Vendors**
  - **Live Athletic Events**
- Additional Powerlifting and grappling events take place at some of the events this year.

 **Texas Bodybuilding Contests**

 **Tx\_Bodybuilding**

 **TexasBodybuildingContests.com**

**NPC PHIL HEATH CLASSIC**  
**APRIL 13, 2024**  
Pasadena, Texas

**NPC SOUTHWEST USA**  
**MAY 4, 2024**  
Plano, Texas

**NPC SHOW OF CHAMPIONS**  
**JULY 27, 2024**  
Belton, Texas

**NPC TEXAS CUP**  
**OCTOBER 12, 2024**  
Belton, Texas





# Top Sponsor Pricing



## PRESENTING SPONSOR **\$10,000**

- **20x20 Booth** - Premium location.
- **Includes:** Pipe & Drape, (4) 6ft Skirted Tables, (8) Chairs, Trash Can & (12) Vendor Badges.
- Logo on Stage Banners as Presenting Sponsor.
- Logo on Step & Repeats for competitor & attendee photo opportunities
- Logo on Promotional Show Flyer & Show Badges as Presenting Sponsor.
- **Featured Ad on TBC Website for 12 Months (\$2,000 Value)**
- Welcomed as Presenting Sponsor on TBC Social Pages 2 times before the event.

## TITLE SPONSOR **\$5,000**

- **10x20 Booth** - Premium location.  
**Includes:** Pipe/Drape, (2) 6ft Skirted Tables, (4) Chairs, Trash Can & (10) Vendor Badges.
- Logo on Stage Banners as Title Sponsor and Step & Repeats for photo ops.
- Logo on Promotional Flyer & Show Badges as Presenting Sponsor
- **Logo on TBC Website for 12 Months (\$1,500 Value)**
- Welcomed as Title Sponsor on TBC Social Pages 2 times before the event.

## VIP SPONSOR **\$2,500**

- **10x20 Booth** Premium location.  
**Includes:** Pipe/Drape, (2) 6ft Skirted Tables, (4) Chairs, Trash Can & (8) Vendor Badges.
- **Logo on Stage Banner**
- **Logo on website for 6 months (\$800 value)**
- Welcomed as VIP Sponsor on TBC Social Pages 2 Times

## NPC PHIL HEATH CLASSIC

**APRIL 13, 2024**

Pasadena, Texas  
Pasadena Convention Center

## NPC SOUTHWEST USA

**MAY 4, 2024**

Plano, Texas  
Plano Event Center

## NPC SHOW OF CHAMPIONS

**JULY 27, 2024**

Belton, Texas  
Cadence Bank Center

## NPC TEXAS CUP

**OCTOBER 12, 2024**

Belton, Texas  
Cadence Bank Center

**Pricing is Per Event**

# Standard Vendor Pricing



## 20x20 BOOTH **\$2,000**

- **Includes:** Pipe & Drape, (4) 6ft Skirted Tables, (8) Chairs, Trash Can & (10) Vendor Badges.

## 10x20 DOUBLE BOOTH **\$1,000**

- **Includes:** Pipe & Drape, (2) 6ft Skirted Tables, (4) Chairs, Trash Can & (8) Vendor Badges.

## 10x10 SINGLE BOOTH **\$600**

- **Includes:** Pipe & Drape, (1) 6ft Skirted Table, (2) Chairs, Trash Can & (4) Vendor Badges.

## ADD-ONS

### LOGO PLACEMENT **\$1,500**

- Logo will be placed on stage banners for 1 NPC Show & Sponsor area for (6 months) on TBC Website

### GOODIE BAG **\$300**

- Place your product inside our competitor goodie bags. Show of your choice. Minimum 300 samples / promo cards needed.

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Pasadena Convention Center

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Plano, Texas  
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## NPC SHOW OF CHAMPIONS

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Belton, Texas  
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**Pricing is Per Event**