



MIAMI INTERNATIONAL FITNESS EXPO

10 YEAR
ANNIVERSARY

2024
VENDOR
DECK

8 SPORTING
EVENTS
6 DISCIPLINES

ABOUT THIS EVENT



The Annual Miami International Fitness Expo (M.I.F.E) grows after the success of 2023, once again coming forth with it's best year yet! We return stronger than ever in 2024 bringing forth the 10th year of the Miami Muscle Beach Pro/Am in the NPC & IFBB with even more classes, the 6th year of the UNAA 305 Ninja Showdown. Calisthenics returns for the 6th year as well with the UFCL, BATTLEGROUND: Clash In Miami. We're also excited to bring on new sporting events with 100% RAW Powerlifting & their Strong Lifting Events plus the USAW's Storm Summer Slam in Olympic Weightlifting & Ground Game Theory's Jiu Jitsu Invitational. Bringing all these disciplines together under one roof alongside amazing vendors with a true Miami Flare, this is the BEST FITNESS EXPO in MIAMI, FL.

With the growth of existing events & the addition of more sports to the expo schedule, this event will be the biggest its ever been. Attracting fans & spectators from all over the globe! With over two dozen countries represented across our competitions in 2023, 2024 is poised to be another international affair to remember!



Tony Lopez (305) 799-2992

Geo Paula (786) 217-2110

www.miamifitexpo.com

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2024 NEED TO KNOW INFO ***

Miami International Fitness Expo

June 1st 2024: The Miami Muscle Beach Pro/Am (NPC & IFBB), UNAA Ninja, UFCL Calisthenics, 100% RAW Powerlifting, USA Weightlifting, Jiu Jitsu & Other Special Events

EVENT VENUE: The Miami Airport Convention Center @ The DoubleTree Hilton
711 NW 72nd Ave. Miami, FL 33126

Saturday June 1st 2024 @ the Miami Airport Convention Center EXPO Hall

2023 Competitors: 500+ IFBB, NPC, CrossFit,, Ninja, GRID & Calisthenics Athletes Combined

2023 Spectators: Over 5,000 TICKETS SOLD plus 1,000 PPV livestreams

2024 Competitors: 600+ IFBB, NPC, USAW, Ninja, Powerlifting, Strong Lifting, Jiu Jitsu & Calisthenics Athletes Combined

2024 Spectators: Over 6,000 TICKETS plus 2,000 PPV Livestreams



10TH YEAR ANNIVERSARY
MIAMI INTERNATIONAL FITNESS EXPO

JUNE 1ST 2024

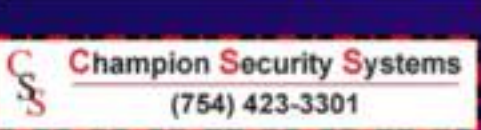


CALISTHENICS | BODYBUILDING | GRID LEAGUE | NINJA | RAW POWERLIFTING



Media Coverage by www.esanfitexpo.com @fit_productions miamimusclebeachpro@gmail.com

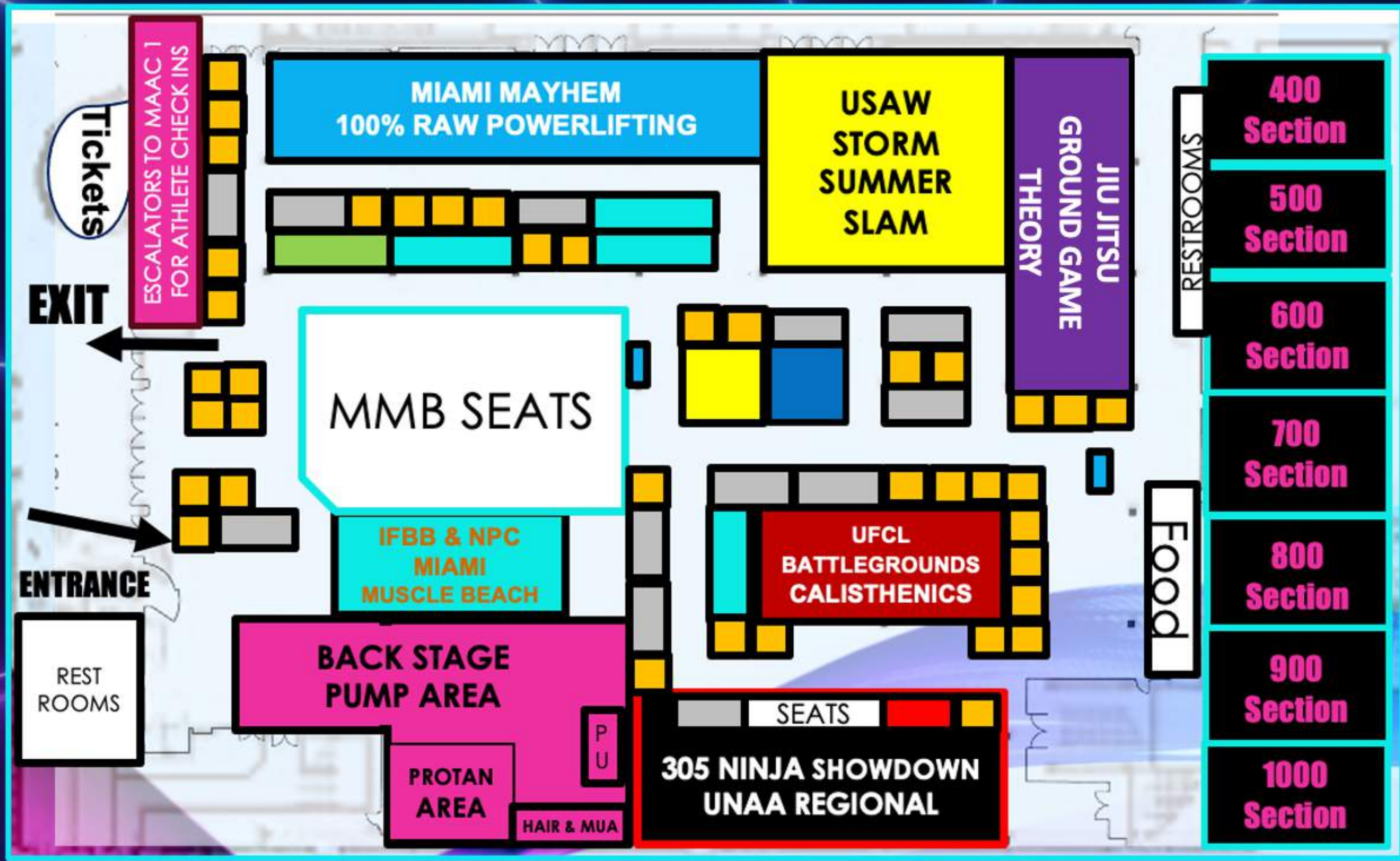




2023 SPONSORS DEFY



EXPO FLOORPLAN



LEGEND

- Gold Sponsor 10 x 10
- Platinum Sponsor 20 x 10
- Trophy Sponsor 30 x 10
- EXPO Power Sponsor 20 x 20
- Main Event Presenting Sponsors 30 x 10
- Sporting Event Presenting Sponsor 20x 10
- Diamond Sponsor 20 x 20
- Auto Sponsor 30 x 30
- Liquor Bar

**Floorplan subject to ongoing changes, leading up to event week.

SPONSOR PACKAGES



STANDARD SPONSOR & VENDOR PACKAGES & WHAT THEY INCLUDE

MARKETING

\$250

NO EXHIBITION SPACE
MARKETING PLACEMENT ONLY

- Opportunity to place POP UP BANNER AT FRONT ENTRANCE & provide products for athlete bags.
- Logo placement on stage video wall during pre-judging and finals.
- Inclusion on website, digital ads, posters, flyers & social media mentions used to promote the event. (Instagram, Facebook & Twitter)
- Receive 4 EXPO passes.

GOLD

\$500

10x10 – 100 SQ FT OF SPACE WITH 8
FOOT TABLE & TWO CHAIRS.
ELECTRIC NOT INCLUDED

- Opportunity to place POP UP BANNER AT FRONT ENTRANCE & provide products for athlete bags.
- Logo placement on stage video wall during pre-judging and finals.
- Inclusion on website, digital ads, posters, flyers & social media mentions used to promote the event. (Instagram, Facebook & Twitter)
- Receive 6 STAFF passes.

PLATINUM

\$1,000

20x10 – 200 SQ FT OF SPACE WITH
TWO 8 FOOT TABLES & FOUR
CHAIRS. ELECTRIC NOT INCLUDED

- Opportunity to place POP UP BANNER AT FRONT ENTRANCE & provide products for athlete bags.
- Logo placement on stage video wall during pre-judging and finals.
- Inclusion on website, digital ads, posters, flyers & social media mentions used to promote the event. (Instagram, Facebook & Twitter)
- Receive 8 STAFF passes.

ADDITIONAL SPACE IS \$500 PER 100 SQ FT (10X10) MAXIMUM VENDOR SPACE IS 600 SQ FT



PREMIUM PACKAGES

PREMIUM SPONSOR & VENDOR PACKAGES & WHAT THEY INCLUDE

DIAMOND

\$2,000

20x20 – 400 SQ FT OF SPACE WITH
FOUR 8 FOOT TABLE & 8 CHAIRS.
ELECTRIC NOT INCLUDED

- Opportunity to place POP UP BANNER AT FRONT ENTRANCE & provide products for athlete bags.
- Logo placement on stage video wall during pre-judging and finals.
- Inclusion on website, digital ads, posters, flyers & social media mentions used to promote the event. (Instagram, Facebook & Twitter)
- Receive 8 STAFF passes.

AUTO

\$3,000

30x30 – 600 SQ FT OF SPACE WITH
SIX 8 FOOT TABLE & 12 CHAIRS IF
NEEDED. ELECTRIC NOT INCLUDED

- ABILITY TO PARK VEHICLES INSIDE FOR ACTIVATION
- Opportunity to place POP UP BANNER AT FRONT ENTRANCE & provide products for athlete bags.
- PREMIUM Logo placement on stage video wall during pre-judging and finals.
- Inclusion on website, digital ads, posters, flyers & social media mentions used to promote the event. (Instagram, Facebook & Twitter)
- Receive 8 STAFF passes.

SPORT PRESENTING

ANY OF THE NON-BODYBUILDING SPORTING EVENTS

\$2,500

30x10 – 300 SQ FT OF SPACE WITH
THREE 8 FOOT TABLES & FOUR
CHAIRS. ELECTRIC NOT INCLUDED

- Opportunity to place POP UP BANNER AT FRONT ENTRANCE & provide products for athlete bags.
- PREMIUM Logo placement on stage video wall during pre-judging and finals PLUS SPORT STEP & REPEAT.
- Inclusion on website, digital ads, posters, flyers & social media mentions used to promote the event. (Instagram, Facebook, TikTok & Twitter)
- Receive 8 STAFF passes.

ADDITIONAL SPACE IS \$500 PER 100 SQ FT (10X10) MAXIMUM VENDOR SPACE IS 600 SQ FT



MUSCLE BEACH PACKAGES

BODYBUILDING SPONSOR PACKAGES & WHAT THEY INCLUDE



EXCLUSIVE HAIR & MAKE-UP

\$1,500

NO EXHIBITION SPACE
EXCLUSIVE HAIR & MUA,
LINK ON WEBSITE. BACK
STAGE AREA

- Opportunity to place POP UP BANNER AT FRONT ENTRANCE & provide products for athlete bags.
- PREMIUM Logo placement on stage video wall during pre-judging and finals.
- PREMIUM LOGO Inclusion on website, digital ads, posters, flyers & social media mentions promoting the event. (Instagram, Facebook, TikTok & Twitter)
- Receive 8 EXPO passes.

EXCLUSIVE TANNING

\$4,000

NO EXHIBITION SPACE
EXCLUSIVE TANNING, LINK
ON WEBSITE. BACKSTAGE
AREA

- Opportunity to place POP UP BANNER AT FRONT ENTRANCE & provide products for athlete bags.
- PREMIUM Logo placement on stage video wall during pre-judging and finals.
- PREMIUM LOGO Inclusion on website, digital ads, posters, flyers & social media mentions promoting the event. (Instagram, Facebook, TikTok & Twitter)
- Receive 8 EXPO passes. 4 VIP FINALS & 4 VIP PJ

TROPHY OR T-SHIRT

\$5,000

NO EXHIBITION SPACE
LOGO ON TROPHY OR
ATHLETE T-SHIRT, LINK ON
WEBSITE.

- Opportunity to place POP UP BANNER AT FRONT ENTRANCE & provide products for athlete bags.
- PREMIUM Logo placement on stage video wall during pre-judging and finals.
- PREMIUM LOGO Inclusion on website, digital ads, posters, flyers & social media mentions promoting the event. (Instagram, Facebook, TikTok & Twitter)
- Receive 8 EXPO passes. 4 VIP FINALS & 4 VIP PJ

PRESENTING

\$8,000

300 SQ FT OF EXHIBITION
SPACE, PRESENTING RIGHTS
MAIN EVENT & LOGO ON
ATHLETE SHIRTS

- Opportunity to place POP UP BANNER AT FRONT ENTRANCE & provide products for athlete bags.
- PREMIUM Logo placement on stage video wall during pre-judging and finals.
- PREMIUM LOGO Inclusion on website, digital ads, posters, flyers & social media mentions promoting the event. (Instagram, Facebook, TikTok & Twitter)
- Receive 8 EXPO passes. 4 VIP FINALS & 4 VIP PJ



ADDITIONAL SPACE IS \$500 PER 100 SQ FT (10X10) MAXIMUM VENDOR SPACE IS 600 SQ FT





EXPO POWER SPONSOR



\$15,000

- **20 X 20 (4 - 10x10) Exhibition Space will be provided during entire EXPO.**
- **Tables and chairs provided upon request. Basic Electric included.**
- **Premium logo placement in front of the building at main entrance. Logo placement on all 6 Step & Repeats.**
- **Premium Logo placement on main stage LED Wall during pre-judging and finals. Proper Power Sponsor inclusion on website, pay-per-view livestreams, digital ads, posters, flyers & social media mentions used to promote the event. (Instagram, Facebook & Twitter)**
- **The right to use the designation of Presenting Sponsor of the 2023 M.I.F.E for any & all advertising during the year of 2023.**
- **Receive 4 VIP Tickets, 4 GA Tickets, 8 staff badges for the event.**

SPONSOR AGREEMENT



By signing this SPONSORSHIP AGREEMENT, you, the sponsor has agreed to all the terms:

Sponsor Company: _____

Sponsor Package: _____

Sponsor's Name: _____ Phone # _____

Please Make Checks or Money Orders Payable to: FIT LIFE PRODUCTIONS INC.

Mail Checks or Money Orders to: 17762 SW 139 Ct Miami, FL 33177

Attention: FIT LIFE PRODUCTIONS INC.

PROMOTERS: Geobanny Paula: (786) 217-2110

Tony Lopez: (305) 799-2992

or

CREDIT CARD AUTHORIZATION

Card Holder Name: _____

Card Type: _____

Card Number: _____

CVC: _____

EXP Date: _____

Billing Address: _____

Signature: _____





M.I.F.E.

MIAMI INTERNATIONAL FITNESS EXPO