

THE LEADING PLATFORM FOR THE  
SPORTS, FITNESS AND WELLNESS  
INDUSTRY IN LATIN AMERICA

November 25 - 27, 2021  
Poliforum Leon, Guanajuato

ITALIAN  
EXHIBITION  
GROUP  
Providing the future

 Deutsche Messe



León  
Ciudad  
de Primera



**ACTIVE & SPORT EXPO** is a business platform that has two well-defined objectives: maximize the business potential and diversify the sports products available to this important industry and promote sports, outdoor activities and healthier lifestyles—all under one roof.

## THE MEXICAN SPORTS MARKET

In Mexico, the sport industry has an enormous potential as the country has a large population of about 130 million people where almost half of it—58 million—are under the age of 26. It is also a fast growing market with more than 12,000 sports clubs and over 4 million members, and a sports industry that generates annual revenues of US\$1.8 billion.

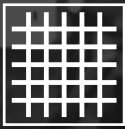
## YOUR EXHIBITION IN THE HEART OF MEXICO / LEON

León is a highly accessible city in the state of Guanajuato, strategic located in the middle of the biggest cities in the country like CDMX, Guadalajara and Monterrey, with a population of 30 million people.

The city of León offers excellent infrastructure with an international airport, one of the largest exhibition venues in the country, Poliforum León, and a world wide range of world class convention tourism.

## REASONS TO EXHIBIT TO AT ACTIVE AND SPORT EXPO

1. Connect your business in a fast growing and dynamic market with more than 5,000 leading Mexican and international buyers with high purchasing power.
2. Close sales with new clients from Mexico, Canada, US and the Caribbean and expand your distribution channels in the Latin American region.
3. Identify export opportunities for your company or products by connecting with international companies at our event.
4. Expand your domestic and international trade networks with new partners, distributors and agents.
5. Start new media relations and benefit from the events strong marketing campaign.
6. Participate in our Event & Education programs before and during our main event.
7. See and show new market trends.
8. Strengthen your Consumer Brand Awareness.



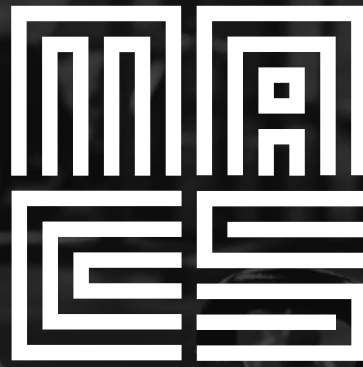
Poliforum León  
Guanajuato, México

**20,000 m<sup>2</sup>**  
of exhibition space

**5,000**  
potential buyers



**100**  
exhibitors



MEXICO ACTIVE & SPORT EXPO



# 30x30 GTO

Challenge, designed to complete



**30 min.**  
of physical activity



every day for  
**30 days**

Encourage the people of Guanajuato to adopt a more active lifestyle and embrace the great outdoors

**RATES:**

EARLY BIRD	STANDARD RATES	STAND RATE INCLUDES
Raw space inside 18 sqm min. <b>USD 180/m<sup>2</sup> (+VAT)</b>	Raw space inside 18 sqm min. <b>USD 190/m<sup>2</sup> (+VAT)</b>	Exhibitor badges, visitor tickets for your clients and directory listing. Does NOT include carpet, construction, furnishings or utilities.
Shell scheme inside 9 sqm min. <b>USD 230/m<sup>2</sup> (+VAT)</b>	Shell scheme inside 9 sqm min. <b>USD 240/m<sup>2</sup> (+VAT)</b>	Exhibitor badges, visitor tickets for your clients and directory listing and also stand construction, carpet, etc.
Sponsorship packages	<b>HEADLINE SPONSOR BODYBUILDING EVENT MAIN STAGE Among others</b>	<b>Please ask your sales executive for all sponsorship opportunities</b>

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