

TOUGH RESILIENT UNDISPUTED

AUGUST 11TH - 13TH, 2023
EXCEL LONDON



POWERED BY



TRU ATHLETE

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Powered by Sheru Classic, TRU Athlete International Sports and Fitness Festival is a celebration of health, fitness, Sports & Nutrition, a full weekend of motivation and inspiration. The festival will feature some of the best multi-sport competitions, high-quality experiences including seminars and demonstrations from a variety of industry leaders, there will be some of the biggest and best health and fitness brands in the world exhibiting some of the best products on the market.

This event will give you the opportunity to see competitions from multiple sports with the finest athletes in the world. Sports will include Bodybuilding, Strongman, The Titan Fitness Games, multiple Mixed Martial Arts, a fitness zone, Gatka, Kabaddi, Calisthenics, Masters Football and much, much more!

The event will take place across all 3 days of 11th-13th August 2023 at the ExCel London.

TRU ATHLETE

CREATING MEMORABLE EXPERIENCES

25,000+
visitors
per day

20+
international
sports

35,000+ SQM
of expo and
arena space

30+
sports relative
seminar stages

250+
industry
trade stands

STAKE HOLDER PAGE



INTERACT WITH THE RIGHT CHANNELS

As one of the most popular and strategic events related to UK's growing Health, Fitness & Wellness industry. TRU Athlete ISFF 2023 will bring together, key players of the industry under one roof. This furthermore shall provide exhibitors, a unique one-on-one platform with the existing clientele and potential new business prospects.



GENERATE SALES COST-EFFECTIVELY

An exhibition makes for the most cost-effective way for one's business to interact with its target audience. It is a great way to build relationships whilst networking, make sales and gather relevant leads.



EXHIBIT PRODUCTS, SOLUTIONS AND INNOVATIONS

Exhibitors shall source in countless opportunities to showcase their products and enhance brand visibility by taking advantage of the high number of footfalls in the form of visitors, meet trade accounts, health enthusiasts, industry experts and innovators that come in attendance at The TRU Athlete ISFF 2023.



BE A RENOWNED PLAYER IN THE REGION

If you are interested in consolidating your position in the UK's Health, Fitness & Wellness industry but lack the right contacts or market knowledge, then it is about time to increase your brand awareness by showcasing company's products & services at the TRU Athlete ISFF 2023.

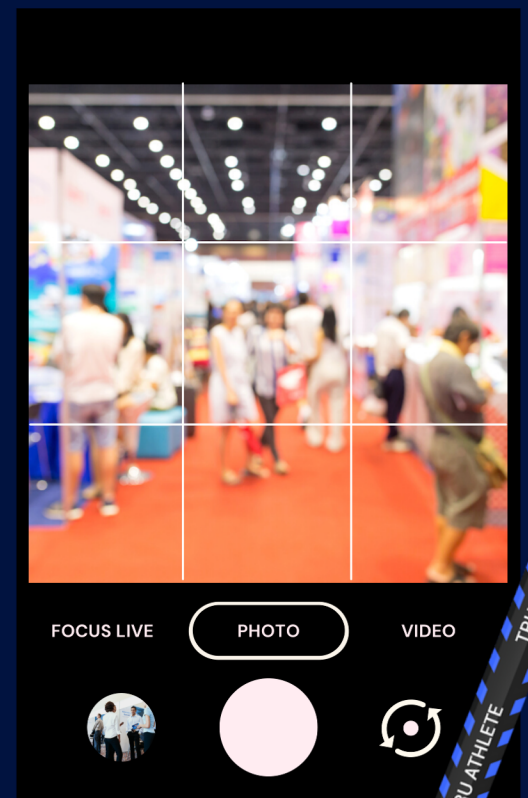


EXHIBITOR PROFILE

- Nutrition/supplements distributors & manufacturers
- fitness equipment distributors & manufacturers
- Sports equipment manufacturers
- Fitness apparel and clothing/gear
- Health & organic food manufacturers industry consultants
- Fitness technology equipment
- Fitness software & applications gym managing software
- Fitness innovation displays
- Fitness clubs / gyms
- Training schools/institutions
- Government bodies health beverage manufactures
- And many more...

VISITOR PROFILE

- Business investors
- Dealers & distributors industry professionals
- Retailers
- Trainers
- Fitness & sports enthusiast experts





BODYBUILDING

The national physique committee worldwide (NPCWW) and the international federation of bodybuilding professional league (IFBB pro league) will be sanctioning 2 Bros Pro Events for a truly immersive bodybuilding event which will be the first of its kind in Europe.

Qualified athletes will be competing for a chance to win a professional league pro status which will allow them to immediately compete in a professional league pro show, with the chance to win prize money and qualification to the Mr Olympia 2023 in USA.

Following each pro qualifier, the pro show linked to that division will proceed immediately. This will be a continuous, power packed schedule where fans and athletes will be continuously on the edge of their seats. A two-day event where all this will be included in your expo ticket.



TITAN FITNESS GAMES

TRU Athlete ISFF and The European Championships present: The Titan Fitness Games!

Titan Fitness Games is coming to the TRU Athlete International Sports and Fitness Festival on 11th to the 13th of August 2023 at the ExCel London.

The Titan Fitness Games is a charity enthused fitness racing event which will see a show case of international athletes going head to head for their chosen charities.

The competition will start in April with 3 online qualification rounds where the top 160 athletes across 2 categories will be invited to compete in the live finals at the Excel in London between the 11th and 13th of August 2023.



COMBAT SPORTS ZONE

The TRU Combat Zone will be an exciting blend of full contact fight sports and amateur martial arts which will make for an explosive and dynamic weekend of martial action!

An MMA cage will host amateur mixed martial arts match ups, the Boxing ring will see live amateur and pro action across Boxing, Kickboxing and Muay Thai boxing and the spread of Tatami's will hold TRU Games international open competitions across Sports such as Karate, Kyokushin Knockdown, Taekwondo, Brazilian Jiu Jitsu and No Gi submission wrestling. Added to all that there will be some top fighters and icons that drop in to visit the zone and meet the crowds!

paul@fightersinc.net



KALOS STENOS CHAMPIONSHIPS

Some of the best European Calisthenics and Street Workout athletes will battle it out for the title of Kalos Sthenos Champion - the most prestigious calisthenics event in the UK.

The whole weekend will be packed with action! As well as grueling sets and reps' battles, the United Calisthenics Group athletes will perform some of the most insane bodyweight stunts and gravity-defying team displays.

You will also have an opportunity to participate in beginner calisthenics workshops - learn basics of handstands, levers, flags and muscle ups from some of the most knowledgeable coaches in the country! Discover what the human body's true potential is and take part in these interactive workshops to push your own limits. You are capable of way more than you think!

Kalos Sthenos event is the ultimate demonstration of human performance and abilities.



MASTERS FOOTBALL

Masters Football is the leading football legends brand, sports marketing agency and event organizer, specializing in retired footballing icons.

From our 21-year history and extensive network we have unrivalled access to some of the biggest stars to play the beautiful game.

Your chance to see history rewritten on the Masters Football pitch.

Welcome to the home of legends!

Carlsberg



STRONGMAN

2023

Strongman at the TRU Athlete ISFF will bring what is currently, one of the most popular sporting events in the UK.

As well as the coveted 'World's Strongest Man' event, amateur and Pro Strongman events have drawn sell out audiences in arenas across the UK in recent years, making it a truly spectator rich sport.

Expect to see some of the hugest athletes on the planet go head to head lifting enormous weight whilst taking on gigantic feats of strength throughout the weekend at the TRU Athlete ISFF.



SLAP FIGHTING

Slap fighting is a rapidly growing sport where two opponents stand at arm's length from each other and take turns slapping each other in the face. They are not allowed to move, flinch, or defend themselves in any way.

A knockout is determined based on a competitor's ability to continue fighting after a slap.

GATKA

With a history of over 700 years, Gatka is a style of stick fighting with wooden sticks intended to simulate swords. It is a form of martial art associated primarily with the Sikhs of the Punjab and other related regional groups, such as Hindkowans.

The competitors are called Nihangs, or armed Sikh warrior.

The martial art is practiced by both male and female athletes.



KABADDI

Kabaddi is a contact team sport. Played between two teams of seven players, the objective of the game is for a single player on offence, referred to as a "raider", to run into the opposing team's half of the court, touch out as many of their players and return to their own half of the court, all without being tackled by the defenders in 30 seconds.

While raiding, the raider must loudly chant kabaddi, confirming to referees that their raid is done on a single breath without inhaling. Each raid has a 30-second time limit.

Points are scored for each player tagged by the raider, while the opposing team earns a point for stopping the raider. Players are taken out of the game if they are touched or tackled but are brought back in for each point scored by their team from a tag or a tackle.



HIP HOP DANCE

Hip hop dance is a range of street dance styles primarily performed to hip hop music or that have evolved as part of hip hop culture. It is influenced by a wide range of styles that were created in the 1970s and made popular by dance crews in the United States.

It is a vibrant form of dance that combines a variety of freestyle movements to create a cultural piece of art. Through its three main styles of popping, locking, and breaking, hip-hop dance has evolved into one of the most popular and influential styles of dance.

MARKETING PAGE

PRINT MEDIA



Press release

Advertisement in
leading Health &
Fitness Magazines

SOCIAL MEDIA MARKETING



Instagram

Facebook

LinkedIn

Twitter

Google AdWords

OUTDOOR MEDIA



Hoardings

Bus Back Panels

Bus Shelters

EVENT SERVICES YOU CAN COUNT ON



Event management



Visitor registration



Event-generated
data intelligence



Exhibitor
call centre



Online exhibitor
manual



Floor planning



Logistics &
heavy lifting



Feature space
design and build



Furniture hire



Electrical
installation,
lighting and testing



Flooring
installation
and recycling



Shell scheme
stand build



Sustainable
graphic print and
installation



Space only
stand build



PRICING



BASIC SHELL SCHEME

BASIC SHELL INCLUDES:

- Basic Shell Scheme - 9SQM
- Framework
- White infill panels
- White panels to fascia
- Nameboard - Standard show design
- 1 Table, 1 Trash can, 2 Chairs
- More options are available on request

£3000 + VAT FOR 3X3 MIN. £333 + VAT SQM

**£2700 + VAT SPACE ONLY 3 X 3 MINIMUM £300 =
VAT/SQM**



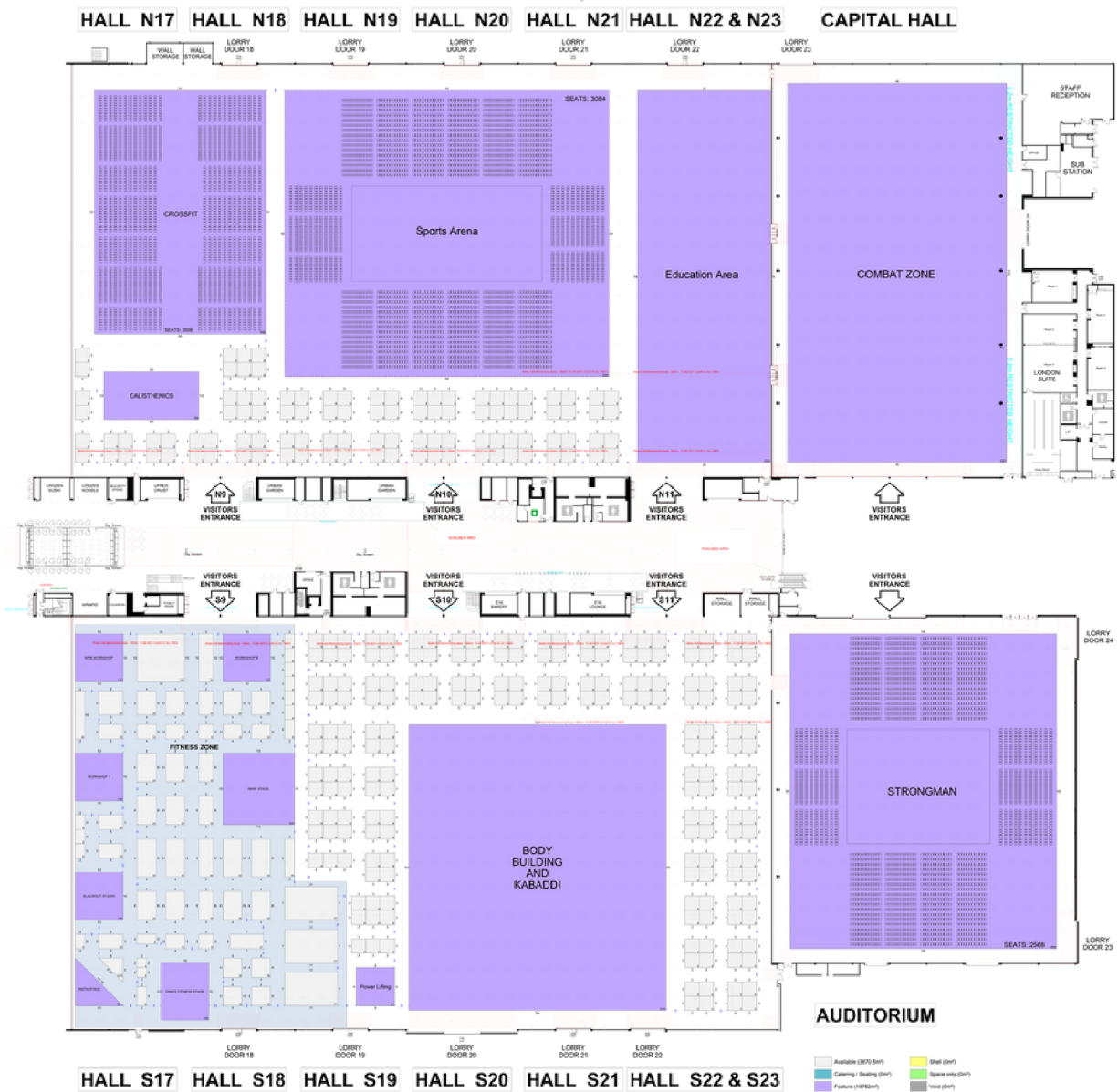
SHOW READY PACKAGE

SPACE-ONLY EXHIBITING MADE EASY

AVAILABLE ON REQUEST



FLOOR PLAN





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THANK YOU

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info@truathlete-isff.com**



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