

IWF BEIJING 2020

北京国际健身展



IWF BEIJING 形象代言人
桑禹涵

同期举办/Concurrent :

IWF中国健身盛典

IWF China Fitness Festival

中国(北京)国际泳池及温泉SPA配套设施展览会
China (Beijing) International Swimming Pool
and SPA Facility Expo

中国(北京)国际运动休闲用品展览会
China (Beijing) Int'l Sports Leisure Goods Exhibition

2020中国(北京)健身运动医学与康复博览会
2020 China (Beijing) Fitness Medicine and Rehabilitation Expo

中国(北京)跑步产业博览会
China (Beijing) Running Industry Expo

9.25-9.27

中国(北京)国际展览中心-顺义新馆
China International Exhibition Center New Venue

组织机构/Organization

国家体育总局中国体育报业总社
China Sports Publications of
General Administration of Sport of China

中国健美协会
Chinese Bodybuilding Association(CBBA)

战略合作伙伴/Magazine

《健与美》杂志
Fitness & Beauty



www.ciwf.com.cn

打造全民健身一站式采购平台

Build A One-stop Purchasing Platform for National Fitness



Estimated Scale
预计规模

40,000 平方米



Brands
主场参展品牌

500 +



Events
论坛赛事

30 +



Buyers
到场专业观众

30,000 +

2020 IWF BEIJING 扬帆起航 华章再续

WHERE THE CHANGE HAPPENS

全民健身正在悄然改变人们精神面貌，同时也带动了健身产业的快速发展。在这种形势下，作为亚洲健身行业风向标的IWF国际健身展强势进军北京，从2020年起，将举办3月上海国际健身展、9月北京国际健身展一年双展。IWF国际健身展继续坚持以“创新·科技”为主题，稳扎稳打，升级布局。

IWF北京国际健身展将于2020年9月25—27日在北京中国国际展览中心首次盛大开幕。展会将汇聚来自国际以及国内500多个知名参展品牌，为中国乃至世界健身行业赋能。为经销商、代理商带来共享时代下的行业走向，回归“盈利”的商业本质；为俱乐部老板、投资人打造一站式俱乐部用品采购平台；为健身教练、爱好者设立IWF中国健身盛典论坛、培训和赛事等，带来优质的师资和一流的课程，迎来百花齐放的多元健身时代；为全球优质的采购商，带来品类丰富的外贸产品。

National fitness is now changing our mental outlook unconsciously, which has promoted the rapid development of fitness industry. Under this circumstances, IWF Fitness Expo, the benchmark of Asian fitness industry, has entered Beijing. IWF Fitness will be held twice from 2020, IWF SHANGHAI in March and IWF BEIJING in September. IWF Fitness Expo will upgrade the scale stably with the theme 'Innovation & Technology'. IWF BEIJING Fitness Expo will be first held from 25th to 27th September, 2020, at China International Exhibition Center New Venue. IWF BEIJING will gather more than 500 well-known overseas and domestic brands to benefit China and also global fitness industry. IWF BEIJING analyses marketing for dealers and distributors to make profits, builds an one-stop club supplies purchasing platform for gym holders and investors, brings top courses to fitness trainers and enthusiasts, and also provides global purchasers with rich foreign trade products.

2020 IWF Beijing Start sailing Wonderful and Continuation

2020 IWF Beijing 扬帆起航 华章再续

匠心投入 七年深耕 不断超越

Cultivating Chinese Marketing in 7 Years, Exceeding With Mastery

高价值的商贸、展示、交流、学习平台

High-value business, display, communication, learning platform



•北京、北京，华丽亮相

IWF北京不仅是国际、国内一线健身、运动品牌的展示舞台，同时也是中国乃至亚洲最大的行业综合服务平台。汇聚流行前沿课程、高端峰会论坛、时尚健身健美赛事、各类评选及颁奖盛典等，集展览展示、商务洽谈、品牌宣传、智慧分享、技术交流余一体，是健身行业的年度饕餮盛宴，更是全体育行业高端人士的集体聚会。

•提供整合营销的解决方案

为渴望进入或意欲进一步拓展国内外市场的企业，提供一套成熟而完整的全年营销解决方案。（通过展会的宣传渠道、社交平台、新闻稿、EDM、线下活动路演、现场商务配对、创新产品主题展示区、合作媒体等全方位的曝光。）在开展前期，参展品牌就已经开始享受市场媒体资源矩阵所带来的系列推广服务。在参展、观展期间，了解健身市场发展情况及流行趋势、直接获取代理、经销及OEM/ODM资源。

•面向全球的国际化推广

IWF BEIJING 进驻中国乃至世界贸易经济最为活跃和发达的地区——北京，是国际大牌进驻中国的首选平台。在这里，您不仅可以采购产品，还可以借此机会了解中国健身市场发展情况及趋势和寻求中国代理和经销及OEM资源。



BEIJING, BEIJING, GORGEOUS DEBUT

IWF BEIJING is not only a show stage for oversea and domestic first-line fitness and sports brands, but also the largest comprehensive service platform in China, even in Asia. It's an annual convention for fitness, including the latest popular courses, high-end summits and forums, fitness and bodybuilding competitions and all kind selections and awarding ceremonies etc. It's also a collective gathering for exhibitions, business meetings, brand promotion, sharing wisdom and technology communication.



SOLUTIONS FOR INTEGRATED MARKETING

IWF SHANGHAI offers mature and complete annual marketing solutions for companies who want to enter or develop oversea marketing by exhibition promotion, social media, news press EDM, offline events, trading pair, innovative product area and Media etc. Before exhibition, the exhibitors have already profited all the service by the marketing. During exhibition, exhibitors will learn about the development of fitness market and trends, directly accessing to agents, distribution and OEM/ODM.

GLOBAL PROMOTION

IWF BEIJING is held in Beijing where is the most active and developed business in China, even in the world. and also the first choice for most international brands to enter Chin. You can not only purchase here, but also comprehend the developing trend of China fitness market, and also look for Chinese agents, dealers and OEM/ODM.

2020 IWF中国健身盛典

2020 IWF China Fitness Festival



30+场主题活动

HUNDREDS OF THEME EVENTS

GOODS
EXPERTS
FASHION

干货分享·大咖汇集·潮流健身

2020 IWF BEIJING论坛/峰会

- ◆中国健身器材行业营销峰会
- ◆中国健美协会全国会员单位工作年会
- ◆第八届IWF中国健身领袖高峰论坛
- ◆IWF赋能中国健身产业头脑风暴大会
- ◆IWF中国体育产业人力资源大会
- ◆IWF中国运动休闲产业融合&创新高高峰论坛
- ◆IWF中国校园体育发展&青少年体育教育峰会
- ◆IWF 运动场馆发展趋势智慧论坛
- ◆第三届 IWF水上运动产业论坛

八大论坛板块，立足健身行业，辐射全体育产业；
深入洞悉运动产业潮流及发展趋势；
邀请企业大咖、领域专家全面解读产业经营之道……

2020 IWF BEIJING Summits

- ◆China Fitness Equipment Marketing & Sales Forum
- ◆CBBA National Members Annual Meeting
- ◆The 8th IWF China Fitness Leadership Forum
- ◆IWF Empowering China Fitness Industry Brainstorm
- ◆IWF China Sports and Industry Human Resources Conference
- ◆IWF Chinese Sports Leisure Integration & Innovation Summit
- ◆IWF Chinese School Sports Development & Youth Sports Education Summit
- ◆IWF Stadium Development Trend Smart Forum
- ◆The 3rd IWF Water Sports Industry Forum

Eight forum sections are based on fitness industry and radiating the entire sports.

Deep insight into the trends and development of sports industry.

Inviting guests and experts to interpret the business management comprehensively





2020 IWF BEIJING 赛事/活动

- ◆2020中国健美英才颁奖盛典
- ◆2020 IWF BEIJING 推广大使团授勋仪式
- ◆中国健美协会国家级健美赛事
- ◆《健与美》中国年度健身榜样大赛北京站
- ◆DMS冠军杯北京站
- ◆斯巴达勇士赛全国家庭挑战赛
- ◆IWF 全民健身趣味赛.....

赛事及活动持续加入：

时尚健身、团操大赛、拳击搏击、体能挑战、啦啦操、体育模特、传统民族健身运动、街头健身.....



2020 IWF BEIJING Competitions

- ◆2020 China Bodybuilding Awarding Ceremony
- ◆2020 IWF BEIJING Promoting Representatives Awarding Ceremony
- ◆CBBA National Bodybuilding Competition
- ◆'Fitness & Beauty' China Annual Fitness Idol - Beijing
- ◆DMS Championship Beijing
- ◆Spartan Race National Family Challenge
- ◆IWF National Fitness Fun Match.....

More:

Fashion fitness, group fitness, boxing, physical challenges, cheer leading, sports model, traditional sports, street work.



颁奖典礼 Award Ceremony

IWF作为专为健身服务的国际化、商务型展会，颁奖表彰行业优秀先驱，开创品牌高度新格局，为广大健身行业的追梦人树立了榜样和示范。

As the international business event for fitness industry, IWF awards and commends the outstanding pioneers of the industry, creates a new pattern of brand height, and sets demonstration for the dream-seekers of the broad fitness industry.



(俱乐部代表)



(参展商代表)

培训版块全面升级 Upgrades The Training Courses

培训版块优化 Optimizing Training Courses

◆ 继续教育培训专区 Continuing Education Training Area

2020 IWF中国健身盛典进一步优化培训版块课程架构，组委会将特邀国内外知名培训机构加入，倾力打造2020 IWF中国健身盛典继续教育培训专区，同时，2020 IWF还将推出精品课程培训区，为广大健身爱好者呈现一场高水准高品质的培训盛会。

2020 IWF China Fitness Festival will further optimize training courses by inviting national and international famous training institutes to build the 2020 IWF China Fitness Festival continuing Education Training Area. In the meanwhile, there will also be a boutique training area in 2020 IWF, to offer fitness enthusiasts a high-quality training galaxy.



◆ 精品培训区 Boutique Training Area

2020 IWF中国健身盛典继续教育培训专区将以特别的方式予以展现，该区域将为合作机构提供高品牌曝光率，为听课学员开设专属通道，IWF中国健身盛典组委会将始终致力于提升培训课程的广度和深度，分享给学员更多的高精尖健身培训课程。

2020 IWF China Fitness Festival Continuing Education Training Area will show by a special way, improving brand exposure for institutes and supplying exclusive pass to delegates. The committee devotes itself to enhancing both width and depth of courses, aim to offer more better courses.

培训规模 Training Scale

Rooms
培训教室

20+ 间

Courses
培训课程

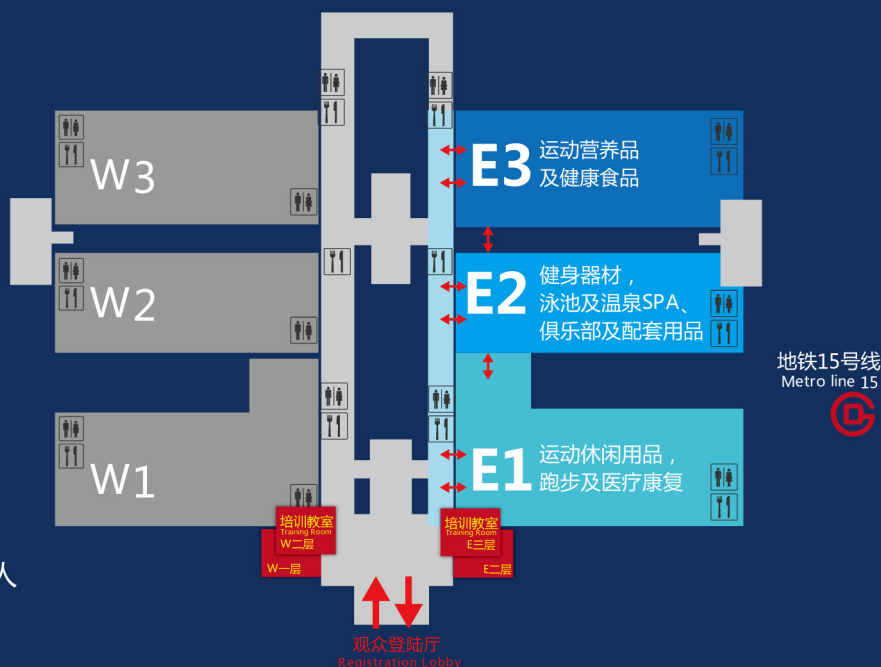
250+ 节

Instructors
专业导师

250+ 位

Delegates
优质学员

4000+ 人



课程品类 Course Category

俱乐部管理和销售知识、市场营销方法、私教技能提升、功能性训练、团体健身、舞蹈、瑜伽、普拉提、运动防护与康复、青少年体适能、瘦身减脂.....

gym management and sales skill, marketing and sales, personal training, functional fitness, group fitness, dance, Yoga, Pilates, sports rehabilitation, youth physical fitness, shaping and slimming etc.

课程品质提升 Improving Course Quality

为进一步提升课程品质, IWF中国健身盛典组委会将联合多方专家, 成立课程评审委员会, 对报名参与2020 IWF中国健身盛典的培训课程进行评审, 择优选取高质培训课程加入2020 IWF。

To enhance course quality, the committee has contacted many experts to set up a course assessment committee who will select courses into 2020 IWF.



运动营养
Nutrition Food



俱乐部管理
Gym Management



孕产
Pregnancy Exercise



儿童体适能
Youth Physical Fitness



团课
Group Fitness



运动康复
Sports Rehabilitation



空中瑜伽
Aerial Yoga



普拉提
Pilates



拳击
Boxing



私教营销
Personal Trainer Marketing

参展商尊享服务



全面周到的展商服务

展台搭建服务商推荐
展馆会议室租赁
展品运输商推荐
《参展商服务指南》



便捷的在线服务

各类参展展资料下载
展前预览刊登公司展品信息
定制客户电子邀请函
商贸配对提前确定现场会谈



有效的宣传服务

广告赞助服务
会刊宣传
媒体宣传报道
展商活动宣传推广



便利的商旅服务

签证服务（提供展会商务邀请函）
协议酒店优惠预订
协议酒店（部分）展馆穿梭巴士
展会现场地图及信息手册



高效的新媒体服务

微信：

65,000微信粉丝粘性互动
行业趋势、展会动态、展商新品及重大
行业新闻论坛播报

融入健身圈子，关注展会微信号：

IWF国际健身展



微博：

实时展会及行业互动，

关注展会微博：@IWF国际健身展



Exhibitor Services

Comprehensive Exhibitor Services

- Recommending booth builders
- Renting meeting room
- Recommending transporters
- Exhibitor Manual

Convenient Online Services

- Download exhibiting / visiting information
- Publishing item information in exhibition preview
- Customizing E-invitation
- Procurement meeting confirmation before exhibition

Effective Promotion

- Advertisement sponsor
- Show directory
- Media report
- Activity promotion

Helpful Business

- VISA assistant (exhibition invitation)
- Booking discounted hotel
- Shuttle bus
- Floor plan and brochure

Efficiency New Media

Wechat:

- 65,000 active followers
- Broadcasting industry trend, exhibition dynamics, new products and big industry news

Join fitness community,

WeChat Subscription: IWF-SHANGHAI

Weibo:

Follow IWF Weibo to interact within

exhibition and industry: @IWF国际健身展

媒体矩阵/Media



展品类别 Exhibiting Scope



健身器材区

商用健身器材
家用健身器材
健身器材配件
青少年健身器材及设备
体能体质检测仪器
武术搏击举重拳击等运动器材

Fitness Equipment

Commercial Fitness Equipment
Home Fitness Equipment
Fitness Equipment & ACC
Youth Fitness & Recreation
Body Testing Instruments
Kung Fu, Boxing & Weightlifting Equipment



俱乐部用品及配套设施区

俱乐部连锁加盟(健身、搏击、击剑、网羽等)
培训机构学院课程加盟
健身生活消费品
健康和健身咨询
VR健身及智能穿戴产品
学校运动装备
俱乐部用品及相关配套
地面铺设

Club Supplies & Related

Club Chain(Fitness, Boxing, Fencing, Badminton & Tennis etc.)
Training Institutes Course Alliance
Fitness Consumable
Fitness and Health Consultation
VR Fitness and Smart Wearable Products
Student Sport Supplement & College Sport Equipment
Club Supplies & Related
Flooring



运动营养、健康食品区

运动营养品、健康食品及功能性饮料
膳食餐、代餐
瘦身、增肌健康食品及塑身产品
运动营养品及食品原料

Nutrition & Health Food

Nutrition and Health Beverage
Meal Substitute
Slimming & Muscle-Increasing Healthy Food
Nutrition Raw Materials



健身鞋服及配饰区

健身鞋服及配饰
潮流服饰
瑜伽服
健身箱包
健身生活用品
运动护具

Fashion Apparel, Shoes & ACC

Fitness Apparel, Shoes & ACC
Fashion Apparel
Yoga Apparel
Fitness Bags
Fitness Consumable
Sports Protective Gear



室内功能性器材区

室内运动休闲用品
瑜伽用品
康复中心、康复服务机构
功能性运动设备
康复器材及运动设备
康体、按摩保健器械及家庭保健
冰雪器材及装备区
球类运动及周边配件
体育科研、运动医疗设备
体育及健身场馆设施及营造

Indoor Functional Equipment

Indoor Sports Leisure
Yoga Products
Rehabilitation Center & Service Organization
Functional Sports Equipment
Rehabilitation Appliance & Sports Facility
Wellness, Massage Equipment & Family Health
Winter Sports Equipment
Ball Sports & Peripheral Accessories
Sports Science and Technology, Sports Medical Equipment
Sports and Fitness Facilities, Construction



各省市体育局、地方体育产业协会

Provinces and Cities Sports Bureau, Local Sports Industry Association



体育健身旅游服务

Sports Tourism Service

2019 上海国际健身展回顾 IWF SHANGHAI REVIEW

参展商数据

Exhibitors Data

参展商数量达
Exhibitors Reached **713**个

较上届增长
Increasing By **34%**

参展商公司类别

Exhibitors Sort

厂家
Manufacturer **86.5%**

代理商
Agent **13.5%**



健身器材及运动康复用品
Fitness Equipment &
Rehabilitation Appliance

俱乐部用品、俱乐部配套设施、运动鞋服及运动休闲馆 Club Supplies, Fitness Apparel & Sports Leisure



俱乐部配套-游泳设施馆 Club Supplies - Swimming Equipment

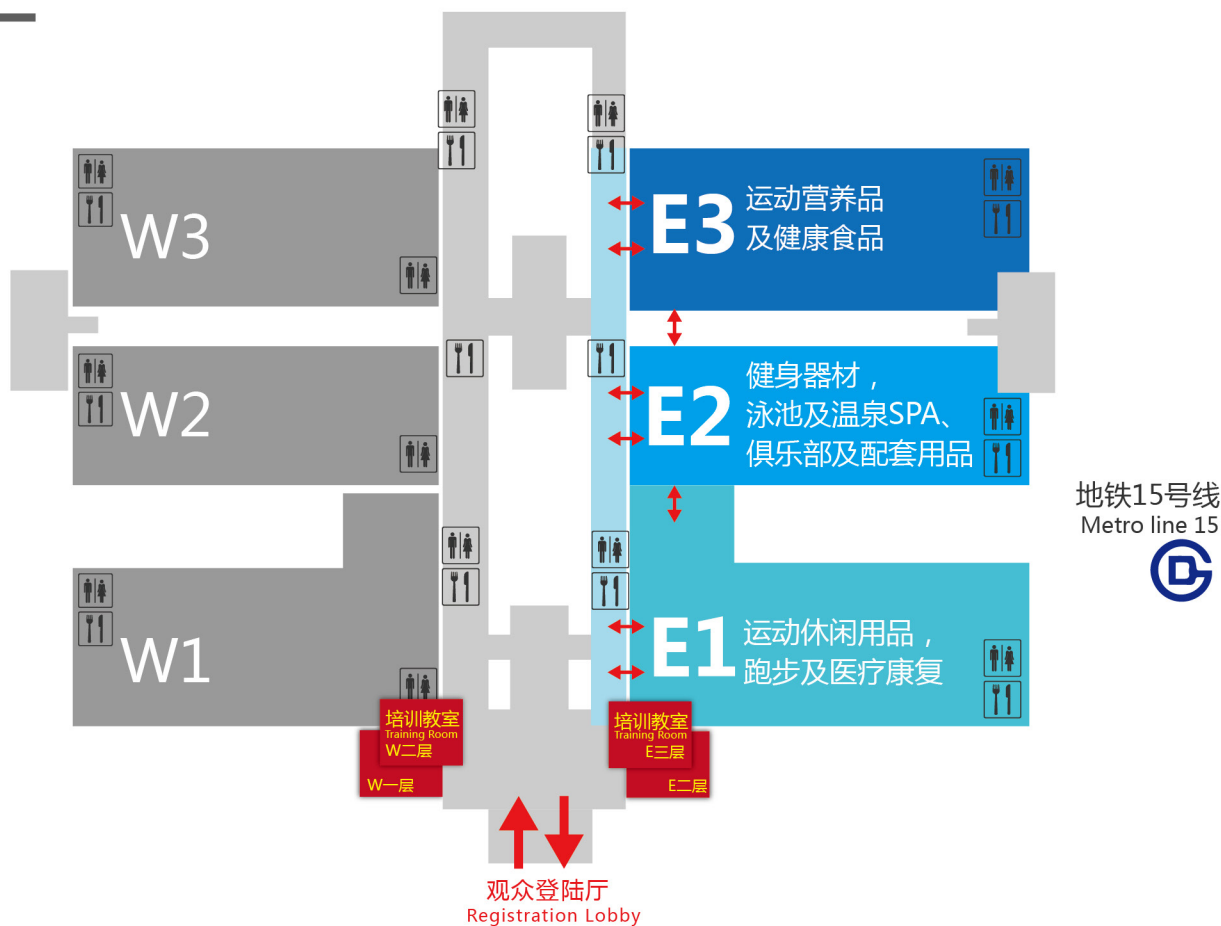


运动营养品、健康食品、瘦身塑身产品及功能性饮料馆 Nutrition, Health Food, Slimming Products & Energy Drinks



展馆示意图

Floor Plan



E1

运动休闲用品，跑步及医疗康复

运动装备、水上运动装备、极限运动、休闲家具系列、户外运动装备、智能设备 / 跑步相关的装备、护具、食品、智能可穿戴设备、APP等各个领域 / 康复理疗设备、医疗康复工程设备

Sports Leisure Goods, Running, Medical Rehabilitation

Sports Equipment, Aqua Sports Equipment, X-Sports, Leisure Furniture, Outdoor Sports Equipment, Running Related & Smart Products, Sports Protective Gear, Healthy Food, Smart Wearable Products, App, Medical Rehabilitation Appliance & Engineering Facility

E2

健身器材，泳池及温泉SPA、俱乐部及配套用品

健身器材、健身小器材及配件、泳池设施、温泉SPA、水上乐园、泳池水处理、VR健身及穿戴产品、地面铺设、俱乐部用品及相关配套

Fitness Equipment, Swimming Pool and SPA, Fitness Apparel

Fitness Equipment, Fitness Appliance, Fitness Accessory, Swimming Pool Equipment, Facility & Appliance, VR Fitness and Smart Wearable Products, Road Surface, Club Supplies & Related

E3

运动营养品及健康食品

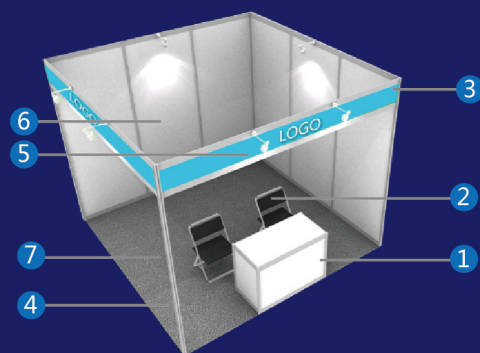
运动营养品，健康食品，营养代餐，功能性饮料

Nutrition-Health Food

Nutrition, Health Food, Meal Substitute, Energy Drink

展台类型及费用

Booth Type and Cost



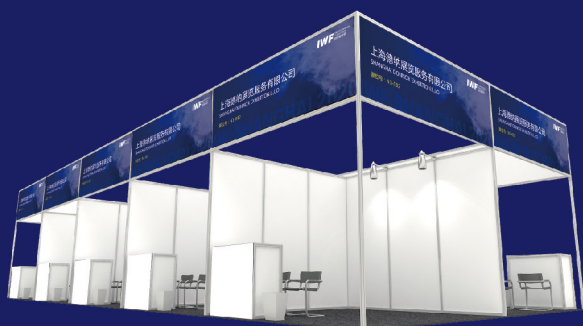
- | | |
|----------------------------|--|
| ① 一张方桌 | ① One Table |
| ② 两把椅子 | ② Two Chairs |
| ③ 一块中英文公司楣板
(双开口提供两块楣板) | ③ Exhibition Lintel (Bilingual)
(Two Side Open With Two Lintel) |
| ④ 一个220V电源插座 | ④ One 220v Socket |
| ⑤ 两支射灯 | ⑤ Two Spot Lights |
| ⑥ 三面间板 | ⑥ Three Panels |
| ⑦ 展位内满铺地毯 | ⑦ Space And Carpet |

标准展位 9m² (3m×3m)

Standard Booth 9m² (3m×3m)

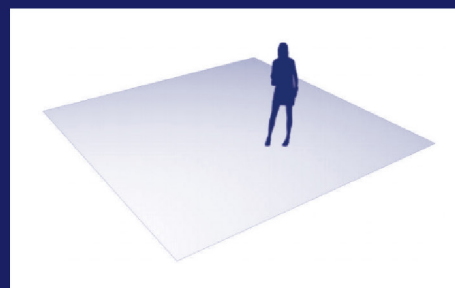
备注：展位效果图仅供参考，具体以现场实物为准。

Note: The picture is for your reference, the real booth comply with release onsite.



精装展位 9m² (3m×3m)

Boutique Standard Booth 9m² (3m×3m)



光地 (36m²起租)

Raw Space (Minimum 36m²)

展区 \ 规格 Area \ Type	标准展位 Standard (3m×3m)	精装展位 Boutique (3m×3m)	Raw Space (36m ² 起租) (Minimum 36m ²)
国内企业 Domestic	15800 元/展位 15800 RMB	17800 元/展位 17800 RMB	1600 元/m ² 1600 RMB/m ²
境外企业 Oversea	3200 美元/展位 3200 USD	3500 美元/展位 3500 USD	320 美元/m ² 320 USD/m ²

备注：标准、精装双开口展位加收10% 费用。

Note: Two-side Open standard and boutique add 10% cost.

同期举办/Concurrent :

IWF中国健身盛典

IWF China Fitness Festival

中国（北京）国际泳池及温泉SPA配套设施展览会

China (Beijing) International Swimming Pool
and SPA Facility Expo

中国（北京）国际运动休闲用品展览会

China (Beijing) Int'l Sports Leisure Goods Exhibition

2020中国（北京）健身运动医学与康复博览会

2020 China (Beijing) Fitness Medicine and Rehabilitation Expo

中国（北京）跑步产业博览会

China (Beijing) Running Industry Expo

FITNESS TOGETHER
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