

Ufi  
Approved  
Event

**IWF** Health, Wellness  
Fitness Expo  
上海国际健身展

第八届中国（上海）国际健身、康体休闲展览会  
CHINA(SHANGHAI)INT'L HEALTH, WELLNESS, FITNESS EXPO(8<sup>TH</sup> EDITION)

# 2021 IWF SHANGHAI

上海国际健身展

4.06-4.08

上海·新国际博览中心

SHANGHAI NEW INTERNATIONAL EXPO CENTRE



主办单位  
ORGANIZER

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

中国文教体育用品协会  
China Stationery & Sporting Goods Association (CSSGA)

上海德纳展览服务有限公司  
Shanghai Donnor Exhibition Service Co., Ltd.

支持单位  
SUPPORTING

中华人民共和国工业和信息化部  
Ministry of Industry And Information Technology of PRC

# HONED TO PEAK SOLID TO PROCEED

## 磨砺成锋 笃实前行

### 规模预计 | Estimated Scale

**70,000**

平方米展示面积  
Exhibiting Area (m<sup>2</sup>)

**800+**

品牌  
Brands

**60,000+**

专业观众  
Buyers

2021年IWF上海国际健身展定于4月6-8日在上海新国际博览中心举办，本届展会建立了“1+5+N”展会新模式，设置1个健身器材综合展，俱乐部设施用品、功能性健康食品及原料、运动装备及鞋服、泳池设施及温泉SPA、中国健身盛典5个专题展，展馆内外N场主题活动。打造中国运动健身商贸平台，整合各地体育健身协会资源，吸引优质的体育企业，聚势破局迎新。

本届IWF将形成线上线下融合办展新模式，会期将有超55个国家和地区的800+企业和机构，特别是行业领军企业将通过展览展示或云上发布新品等活动，展示其最新的产品、技术、服务和解决方案。借平台高效链接供需两端，以数字化做好供需匹配，用数据赋能商家成长，帮助中国健身行业的上下游，能够快速捕捉到有同等需求的有效订单。

## 展会数据 | Data

	2020	2021	2022	2023
<b>展会面积</b> Exhibiting Area	54,000	70,000	85,000	100,000
<b>展商数据</b> Exhibitors	452	800	1000+	1200+
<b>观众数据</b> Buyers	43,076	60,000	75,000	90,000



2021 The 8th China (Shanghai) Int'l Health, Wellness, Fitness Expo (Short for: IWF SHANGHAI Fitness Expo) will be held during 6th - 8th April, in Shanghai New International Expo Center. 2021 IWF SHANGHAI Fitness Expo will set a new mode as '1+5+N' which means a Fitness Equipment expo with 5 shows, Club Supplies, Functional Health Food & Material, Sports Outfit, China Fitness Convention and Swimming Pool Facility and SPA, and also N theme events in the venue. IWF SHANGHAI is devoted to building fitness and sports business platform in Yangtze River Delta, radiating to China, Asia and also worldwide, integrating sources of associations and attracting qualified enterprises, which is aiming to innovate with power under difficulty. 2021 IWF SHANGHAI Fitness Expo will be showed both online and offline where 800+ brands from 55+ countries and regions, especially industrial leading enterprises, will release new products through exhibition or internet to display the latest items, technology, service and solutions etc. Connecting suppliers and buyers with efficient digital platform, IWF SHANGHAI has great network in China fitness industry to discover potential orders.

# 七年行业使命担当

## 构建健身上下游产业智能解决方案

Effective & Comprehensive Trade Show

### 精准匹配供需，买卖双方无缝交互

买家运营阵地迎来全面升级，以其为中心更加精细化人群，批量引入海量优质商机。基于对买家数据的采集分析，得出清晰的画像和理解，并建立快速反应机制满足B、C端消费者的需求和期待，让买卖双方无缝交互。无论是线上还是线下，IWF SHANGHAI都是品牌找寻高质量商业伙伴的绝佳平台。

#### Precise Connection Between Suppliers and Buyers

The buyer center will totally upgrade with more refined operation and more precise target to get quantity and quality of business opportunity. Based on a clear buyer portrait, the trade between suppliers and buyers will go smoothly for both business and customer. Regardless of online or offline, IWF SHANGHAI is the best platform for brands seeking high-quality business partners.



### 整合营销的解决方案

在碎片化的传播环境，企业如何取胜？跨越展会的时间和地域限制，IWF SHANGHAI为渴望进入或者想进一步拓展市场的企业提供了一套完整的营销解决方案。通过展会新媒体社交平台、新闻媒体，KOL配合相关传播话题引流，将线上曝光量扩散到最大，现场商务配对、创新产品展示区、中国健身盛典主题活动，打通内外站流量，高度匹配人、货、场，赋能帮助品牌与产品快速成长，持续性达到销售转换。

#### Integrating Marketing & Sales Solutions

How to get win under fragmentary promotion? IWF SHANGHAI supplies a mature and integrated marketing solution to enterprises who aspire to entry or further broaden Chinese marketing regardless the limited of time and space. By social media, news release and KOLs etc., IWF SHANGHAI spreads the online exposure to the most. The on-site matchmaking, innovative products display and fitness events etc. also promote the rapid development of brands and products continuously.



### 全球商机汇聚

IWF将倾力引导全球商机汇聚，定向引入万级优质买家流量。深入打造线上展会、B2B贸易，借助大数据等技术手段，线上了解商品，展会现场直接与业务人员点对点沟通，便利高效。入驻企业的产品和品牌信息通过文字、图片、VR、直播等形式，多视角、多维度呈现给全球买家，优化体验，减少决策链路。

#### Gathering Global Business

IWF SHANGHAI will do the best to gather global business, sourcing for thousands of buyers by building a B2B online trade show which is efficient by big data, online communication and offline face-to-face meeting. Enterprises can better display by word, photo, VR and broadcasting etc. comprehensively to global buyers.



## 展品范围 Exhibiting Scope



### 健身器材及配件

Fitness Equipment & ACC

健身器材 | Fitness Equipment  
器材配件 | Accessory  
康复按摩 | Wellness & Massage  
检测仪器 | Analyzer



### 功能性健康食品及原料

Functional Health Food & Material

健康食品 | Health Food  
运动营养品 | Nutrition  
功能性饮料 | Energy Drink  
原料及包装 | Material & Package  
第三方服务 | The Third Services



### 俱乐部设施用品

Club Supplies

SaaS配套系统 | SaaS  
地面铺设 | Flooring  
储物柜/更衣柜 | Locker  
装修设计 | Decoration & Design  
智能系统/产品 | Smart System & Product  
连锁加盟 | Franchise  
俱乐部配套服务 | Club Supplies



### 室内运动休闲

Indoor Sports Leisure

搏击 | Boxing  
场馆设施及营造 | Stadium Construction & Facility  
室内竞技产品 | Indoor Athletics  
电玩游乐设施 | E-game  
球类 | Ball



### 运动鞋服及装备

Sports Apparel, Sneakers & Facility

运动鞋服 | Sports Apparel & Sneakers  
运动包 | Sports Bag  
其他运动装备 | Sports Goods  
功能性面料 | Functional Cloth  
运动装备配件 | Sports Goods Supplies



# 强大宣传攻势 | Powerful Promotion

## 参展商尊享服务 | Exhibitors Services



### 构建展会完整B2B交易生态

- 在线展会：展商-零售商-观众
- 平台引导展商签约入驻
- 采购商可选择询盘、直接交易等方式寻找合适的供应商
- 各类观展资料下载
- 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

### Complete B2B Trade for Exhibition

- Online exhibition: exhibitors – retailer – visitors
- Guiding exhibitors to platform
- Looking for suitable suppliers by inquiry or trade
- Downloading documents
- Publishing items on Exhibition Preview
- Customizing E-invitation
- Matchmaking before exhibition



### 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

### Effective Promotion

- Advertisement Sponsor
- Show directory
- Media Report
- Promoting events



### 高效的新媒体服务

#### 微信 (IWF国际健身展) :

- 8.3万微信粉丝粘性互动
- 行业趋势、展会动态、展商新品及重大行业新闻论坛播报



#### 微博 (IWF国际健身展) :

- 实时展会及行业互动，关注健身圈大事件



#### 抖音 (IWF国际健身展) :

- 定期直播互动，小心心走过来

#### Facebook: (iwfshanghai)

- 打开国门贸易，链接全球资源



#### Instagram: (iwf\_shanghai)

- 国际潮流信息，全面推广品牌

### Efficiency New Media

#### WeChat:

- 83,000 active followers
- Industrial trend, exhibition dynamics, new items and big news

#### Weibo:

- Interacting with exhibition, following the industry

#### Douyin:

- Getting live broadcasting

#### Facebook: (iwfshanghai)

- Opening global resource

#### Instagram: (iwf\_shanghai)

- International fashion, promoting to customers.

## 合作媒体 | Media



# 2021 IWF China Fitness Convention

## 第八届中国健身盛典

# GOODS EXPERTS FASHION

## 干货分享·大咖汇集·潮流健身

由高峰论坛、赛事活动、颁奖典礼、英雄大会+精品培训课程等多元内容组成的中国健身盛典，分享前沿的市场趋势和管理模式，倡导潮流的健身生活方式，将IWF演绎成智库与潮时尚为一体的根据地，为所有人创造一场自我学习与成长，释放极限的沉浸式运动体验。IWF衍生IP·CSE重磅首创「中国泳业盛典」，开启游泳潮流先锋。

IWF China Fitness Convention consists of summits, competitions, awarding ceremonies and training etc., sharing the latest trends and managing mode, also encouraging fashion fitness lifestyle. The convention turns IWF SHANGHAI into a combination of smart and fashion, creating an immersive feeling for learning and breaking limits. The concurrent CSE China Swimming Industry Gala also formed a pioneer role of swimming fashion.



## 智库论坛发声： 搭建多元化交流平台 打造品牌化论坛活动

- IWF中国健身领袖论坛
- 中国游泳场馆经营者大会
- IWF第八届中国健身器材行业营销峰会
- 第三届中国按摩休闲器材行业营销峰会
- 中国营养健康食品产业高峰论坛
- 中国（上海）青少年体适能高峰论坛
- PTS第五届中国私教高峰论坛

### Summits: Building Multi-Communicating Platform, Creating Branding Forum

- IWF China Fitness Leadership Forum
- China Swimming Venue Operators Conference
- The 8th IWF China Fitness Equipment Marketing & Sales Forum
- The 3rd China Massage & Rehabilitation Equipment Forum
- China Nutrition & Health Food Industrial Summit
- China (Shanghai) Youth Physical Fitness Summit
- The 5th PTS China Personal Training Specialist Summit



## 赛事竞技夺目： 爆发体能极限，闪耀竞技精神

### Competitions: Breaking Limits, Brightening Athleticism

- 第五届 Modern Gym Style中国健身空间设计大赛
- 2021年CBBA 中国健美健身赛（上海站）
- DMS冠军杯奥林匹亚中国区域资格赛
- IWF x 老虎中国第二届泰拳比赛
- 2021中国健身瑜伽嘉年华（上海站）
- IWF & 盛世英豪之决战上海滩
- IWF上海市民健身公开赛
- IWF醉中国·时尚团操大赛
- IWF斯巴达勇士挑战赛
- IWF中国壶铃锦标赛
- 水中健身嘉年华
- 水上铁人三项赛
- 中国无边际游泳挑战赛
- The 5th Modern Gym Style Fitness Club Design Competition
- 2021 CBBA Pro (Shanghai)
- DMS Championship Olympia Amateur China
- IWF \* Tiger Muay Thai The 2nd China Muay Thai Fight
- 2021 China Fitness Yoga Carnival (Shanghai)
- IWF&SSYH Decisive Battle in Shanghai
- IWF Shanghai Citizen Fitness Open
- IWF China Fashion Team Gymnastics Competition
- IWF SPARTAN Race
- IWF China Kettlebell Champions
- Aqua Fitness Carnival
- Aqua Triathlon
- China Infinity Swimming Challenge

# Training Course: Sharing Valuable Ideas

## 培训课程: 分享精彩的各类干货

课程涵盖训练技术、俱乐部管理、职业技能提升、私教营销、团操、运动康复、运动营养、青少年体适能、连锁加盟等主题。

The courses cover training skill, club management, occupational skill, personal training sales, group training, sports rehabilitation, nutrition, youth physical fitness and franchise etc.



## 规模预设 | Estimated Scale

英雄大会  
Famous Instructors

精品培训  
Boutique Training

 20+

培训教室 (间)  
Rooms



300+

专业导师 (位)  
Instructors

 240+

培训课程 (节)  
Courses



3000+

优质学员 (人)  
Delegates





# IWF 2020 Buyers Data

## 观众数据

专业观众43,076位 | 43,076 Buyers

### 观众分布 Domestic Visitors Source

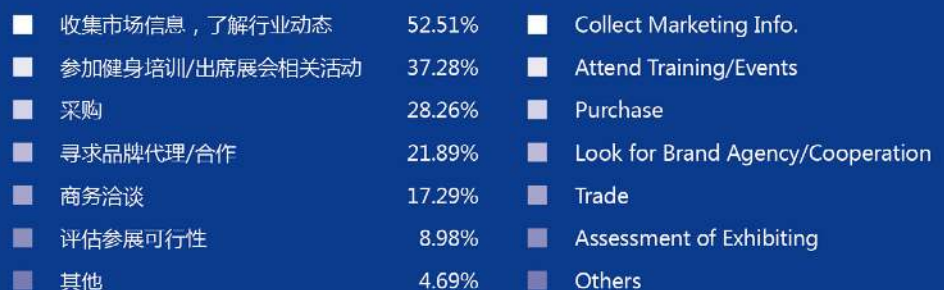
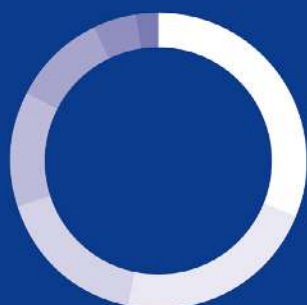


### 海外观众分布 Oversea Visitors Source

### 观众类型 Visitor Category



### 参观目的 Purpose of Visit



# 2020 IWF SHANGHAI Exhibitors Data

## 健身器材馆 Fitness Equipment



## 俱乐部用品、配套设施、健身鞋服及运动休闲馆

Club Supplies and Related, Fitness Apparel & Sports Leisure





# 参展商数据

452+参展品牌 | Brands

## CSE上海泳池SPA馆

CSE SHANGHAI Swimming Pool & SPA



## 功能性健康食品及原料馆

Functional Health Food & Raw Material



# 感谢以下品牌/机构的大力支持！

In no particular order, thanks for the brand/ institutions continued support!





# 展馆平面图

## Floor Plan



N1

### 健身器材

商用/家用健身器材、健身小器械及配件、体质监测设备  
Fitness Equipment - Commercial & Home Fitness Equipment,  
Fitness Appliance & Accessory, Testing Machine

N2

### 健身器材及配件

商用/家用健身器材、健身小器械及配件、康复器械及按摩器材  
Fitness Equipment & Accessory - Commercial & Home Fitness  
Equipment, Fitness Appliance & Accessory, Body Analyzer

N3

### 俱乐部设施用品

SaaS配套系统、地面铺设、储物柜/更衣柜、装修设计、智能系统/产品、连锁加盟、俱乐部配套服务  
Club Supplies - SaaS, Flooring, Locker, Decoration & Design,  
mart System & Product, Franchise, Club Supplies

### 运动鞋服与装备

运动鞋服、运动包、其他运动装备、功能性面料、运动装备配件  
Sports Outfit-Sports Apparel & Sneakers, Bags, Cloth, Fittings

N4

### 泳池SPA设备

泳池设施、游泳装备、泳池水处理设备及  
相关配套

Swimming Pool & SPA - Swimming Pool Equipmeng,  
Swimming Facility, Water Treatment and Related

N5

### 功能性健康食品及原料

健康食品、运动营养品、功能性饮料、原料及  
包装、第三方服务

Functional Health Food & Raw Material - Health  
Food, Nutrition, Energy Drink, Material & Package,  
The Third Services

# 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<br>(双开口提供两块楣板) | ③ Exhibition Lintel (Bilingual)<br>(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 两/三面间板                   | ⑥ Two/Three Panels   |
| ⑦ 展位内满铺地毯                  | ⑦ Space And Carpet   |

### 标准展位 9m<sup>2</sup> (3m×3m)

Standard Booth 9m<sup>2</sup> (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 9m<sup>2</sup> (3m×3m)

Boutique Standard Booth 9m<sup>2</sup> (3m×3m)

### 光地 (36m<sup>2</sup>起租)

Raw Space (Minimum 36m<sup>2</sup>)

展出场地，无任何设施

Exhibiting space and no furniture package

展区 \ 规格 Area \ Type	标准展位 Standard (3m×3m)	双开口展位 Two-side Open Standard (3m×3m)	精装展位 Boutique (3m×3m)	精装双开口展位 Two-side Open Boutique (3m×3m)	光地 Raw Space (36m <sup>2</sup> 起租) (Minimum 36m <sup>2</sup> )
国内企业 Domestic	15800 元/展位 15800 RMB	16800 元/展位 16800 RMB	17800 元/展位 17800 RMB	18800 元/展位 18800 RMB	1600 元/m <sup>2</sup> 1600 RMB/m <sup>2</sup>
境外企业 Oversea	3200 美元/展位 3200 USD		3500 美元/展位 3500 USD		320 美元/m <sup>2</sup> 320 USD/m <sup>2</sup>

# HONED TO PEAK SOLID TO PROCEED

磨砺成锋 笃实前行

## 同期举办/CONCURRENT



## 展会垂询/Information

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