

IWF SHANGHAI 2023

上海国际健身展



ANNIVERSARY

6月(June.)24-26

上海·新国际博览中心



展会概况 Exhibition Overview



2014年

我们像一只初生牛犊
蹒跚学步，摸索前行

The first year in 2014,

We were fledgeling, so young that can only
toddle like a child to stumble blindly;

2018年

少年的我们，怀揣初心，
一往“五”前；

The fifth year in 2018

we were like the teenage with the original
aspiration, pressed forward with indomitable
will;



2023年

我们似朝气蓬勃的青年
坚定沉稳，勇往直前

The tenth year in 2023,

We are like vigorous youth with firm and
calm, stick to march forward bravely;

10th years

十年是一个历程，我们筚路蓝缕，
开启健身平台的诗篇；
十年是一个台阶，我们继往开来，
跨越雄关漫道，共同谱写健身领域的华章！

Ten years is a journey, we finally write down the fitness platform
poem with the start of enduring great hardships in pioneer
work;

Ten years is a footstep, we carry forward the cause and forge
ahead into the future, move forward even though the ways
seem unconquerable and pain-taking, and jointly write a
magnificent chapter in the field of fitness!



IWF SHANGHAI 2023

秉承服务产业的宗旨，以“回顾过往，展望未来”为基调，锚定“**数智革新+大体育+大健康**”主题，2023 IWF国际健身展定于**6月24日-26日**在**上海新国际博览中心**举办，预计参展品牌超过1,000家。周年限定，全新升级，竭力为行业呈现一场规模空前、板块完整、内容丰富、紧贴趋势的运动健身上中下游产业链盛会。

政府引导, 联手协会

IWF国际健身展近年来积极探索“政府引导+企业参与+会展服务”的集成模式，2022年IWF南京得到了江苏省体育总会、南京市体育局、南京国际商会、南京市贸促会的大力支持，与此同时，展会多年来还得到了中国健美协会、上海市健身健美协会、广东省健身健美协会、安徽省健美健身运动协会、浙江省健美（操）协会、青岛市健身健美协会、沈阳市健美协会等全国范围内多家行业协会的鼎力相助，共促行业向纵深发展。作为国家体育产业示范项目和上海市体育产业示范项目，2023年IWF将继续携手更多政府部门和行业协会，大力发掘红色体育资源文化，积极打造长三角体育健身产业发展圈。

Adhering to the tenet of service industry, with the main key of "Review the past, Looking to the future", and anchor the theme of "Digital Transformation + Comprehensive Sports + Comprehensive Health", 2023 China (Shanghai) Int'l Health, Wellness, Fitness Expo will be held in Shanghai New International Expo Center from **JUNE 24 to 26**, and more than 1,000 brands are expected to participate. On the 10th anniversary of the IWF, we upgrade overall, trying to present an unprecedented scale, complete plate, rich content, close to the trend of sports and fitness upstream and downstream industry chain event.

Guide by the Government, Together with the Association

In recent years, IWF actively explore the integration mode of "Government Guide + Enterprise Participation + Exhibition Service", 2022 IWF had received the strong supports from Sports associations in Jiangsu Province, Nanjing Physical Culture Bureau, International Chamber of Nanjing Commerce, Nanjing Council for the Promotion of International Trade. At the same time, over the years, the exhibition has also been assisted by many industry associations nationwide, such as China Bodybuilding Association, Shanghai Fitness and Bodybuilding Association, Guangdong Fitness and Bodybuilding Association, Anhui Fitness and Bodybuilding Association, Zhejiang Bodybuilding and Aerobics Association, Qingdao Fitness and Bodybuilding Association, Shenyang Bodybuilding Association and so on others associations, and all of that have promoted the in-depth development of the industry. As the National Sports Industry Demonstration Project and Shanghai Sports Industry Demonstration Project, IWF will continue to work with more government departments and industry associations in 2023, vigorously explore the red sports resources and culture, and actively build the Yangtze River Delta sports and fitness industry development circle.

聚焦数智，迁跃革新

IWF国际健身展将迎合数智大体育新态势，汇聚科技健康元素，呈现多元展品资源，跨领域涵盖健身器材以及俱乐部配套设施（含泳池设施等）、运动营养、运动时尚鞋服、场馆营造及运动科技、青少年体育教育等，将展商买家诉求与全产业链数智资源精准融合，助推健身产业资源迁跃革新。

健身器材以及俱乐部配套(含泳池设施等)

作为健身展最重要展品类别，商用及家用的健身器材是健身产业最具代表性的产品，同时包含泳池设施的俱乐部配套也关乎健身产业的良好发展。IWF国际健身展将呈现更大规模的、更具专业性、创新性的展品，精准实现健身器材及俱乐部配套的资源匹配。



运动科技用品和时尚鞋服

智能化趋势在目前的产业蓝海中逐渐明朗，运动科技用品和时尚鞋服不断迭代升级。IWF国际健身展将突出展示运动产业前沿的科技产品和时尚运动鞋服，渗透到大众衣食住行的健康需求中。

专注服务，扩充功能

作为承载行业创新成果展示与产业上下游连接功能的平台，IWF国际健身展深耕九载，秉持服务产业的初心，通过展览展示、智库论坛、教育培训、赛事竞技、互动颁奖等板块，充分激发商贸对接、趋势发布、渠道拓展、宣传推广等展会的平台功能，链接国内外众多展商品牌和专业买家群体，搭建大体育产业新生态，创造运动健身业发展新势能，为企业及其用户行业实现可持续、高质量发展提供全链路创新方案。

Focus on Digital Intelligence, Transition and Innovation

China (Shanghai) Int'l Health, Wellness, Fitness Expo will cater to the new opportunity of digital intelligence and comprehensive sports, gathering health elements of science and technology, exhibiting the multivariant products, cross-field to cover the fitness equipment and club supporting (including swimming pool facilities, etc.), functional health drinks, sports science and technology supplies and fashion shoes and clothing, youth sports education, etc., accurately integrate the demands of exhibitors and buyers with digital intelligence resources of the whole industry chain, and promote the transformation and innovation of fitness industry resources.

Fitness Equipment and Club Facilities (including swimming pool facilities, etc.)

As the most important exhibition category of the fitness exhibition, commercial and household fitness equipment are the most representative products of the fitness industry. At the same time, club facilities including swimming pool facilities are also related to the good development of the fitness industry. IWF will present more large-scale, professional and innovative exhibits, and precisely match fitness equipment and club supporting resources.

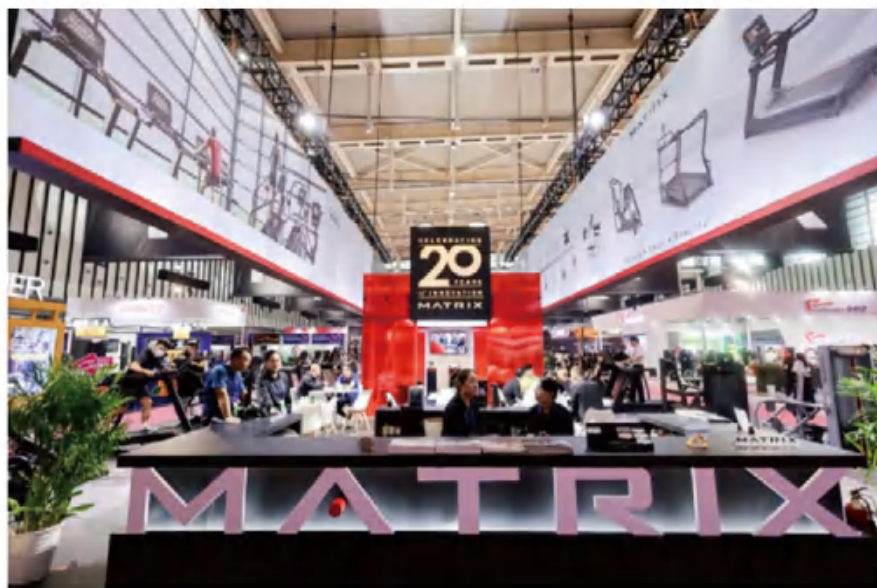
Sports Science and Technology Supplies and Fashion Shoes and Clothing

The trend of intelligence is becoming clear in the current blue ocean of industry, and sports science and technology suppliers and fashion shoes and clothing are constantly upgraded. IWF will highlight to show the cutting-edge scientific and technological products and fashionable sports shoes and clothing in the sports industry, and penetrate into the health needs of the public life.



Focus on Service, Expand Functions

As a platform that carries the function of displaying industrial innovation achievements and connecting the upstream and downstream of the industry, IWF has been dedicated to serving the industry for 9 years. Through exhibition, think tank forums, education and training, competition, interactive awards and other sectors, it fully stimulates the platform functions of trade docking, trend release, channel expansion, publicity and promotion. Moreover, IWF links many domestic and foreign exhibitor brands and professional buyer groups to build a new ecology of sports industry, create a new potential energy for the development of sports and fitness industry, and provide an all-link road innovation scheme for enterprises and their industries to achieve sustainable and high-quality development.



运动营养

在新消费场景中，运动营养领域功能性健康食品成了新式热门赛道。随着健康理念的深入人心，2023年IWF国际健身展将扩增功能性健康食品的展品范围，细化赛道，让健康理念蔚然成风。

青少体教多方迭代

注重青少年体育教育培训，开设青少体适能技能课程培训展区、场馆设施教学设备展区、青少体育特色展区，开展儿童和青少年体育赛事竞技，把握青少体育与教育风口，满足青少体育产业需求。

千人大会全新推出

将携手华为、小米、京东运动等头部企业探讨运动智能生态趋势，把握风口，助力健身行业拓新升级。

勇立潮头，力臻至善

2023年IWF国际健身展将顺应潮流新动向，大力发展“运动健身+”新业态，积极推进“运动健身+数字”、“运动健身+大健康”、“运动健身+轻户外”等产业融合升级，解锁飞盘、桨板、陆冲、露营等火热玩法，拉动内需消费；同时，IWF将开拓十周年回顾专场，感恩战略合作品牌，在坚守健身会展人的情怀中，打造亚洲优质运动健身商贸平台，共促健身产业高质量发展。

Nutrition

In the new consumption scene, functional and healthy food and drink in the field of sports nutrition have become a new popular track. With the concept of health deeply rooted in the hearts of the people, the 2023 IWF will expand the range of functional and healthy food and drink exhibits, refine the track, and make the concept of health become a common practice.

Upgrade the Youth Body Education

Pay attention to youth physical education and training, set up young physical fitness skills course training area, venue facilities teaching equipment area, young sports characteristic area, develop children and youth sports competitions, grasp the chance of youth sports and education, to meet the needs of young sports industry.

Launch the Thousand People Conference

IWF will work with Huawei, Xiaomi, JD Sports and other head enterprises to discuss the ecological trend of sports intelligence, grasp the chance, and help the fitness industry expand and upgrade.

Brave to be the Leader, Fuller and Fullest

2023 IWF will follow the new trend, vigorously develop the new form of "Fitness +", actively promote the industry integration and upgrade of "Sports Fitness + Digital", "Fitness + Comprehensive Health", "Sports Fitness + Light Outdoor". In order to boost domestic consumption, IWF will unlock the hot plays like Disc, Paddle, Surfs Kate, Camping and so on. At the same time, IWF will open up a special party to review the 10th anniversary, appreciate the strategic cooperation brand, building an Asian high-quality sports fitness business platform in the people who are stuck to the feelings of the fitness, and jointly promote the high-quality development of the fitness industry.

参展范围 Exhibiting Scope

健身器材

商用健身器材、家用智能健身器材、健身器材零配件、功能性训练器材、体质检测/体态矫正设备、瑜伽/普拉提设备、运动康复器械、青少年体能设备、按摩仪、筋膜枪

青少体育教育

青少体育训练装备器材、青少体育教育配套产品、青少体育教育培训机构、儿童运动智能穿戴产品、少体机构招商及加盟推荐、校园体育场馆设施营造、青少体育教学装备

俱乐部配套设施

健身房/俱乐部管理系统、健身房设计与营造、地面铺设、储物柜/更衣柜、运动康复、培训/机构运营、连锁加盟、搏击格斗训练综合配套、运动健身APP、EMS智能穿戴设备、美容瘦身产品、体能测试系统、数字化智能健身系统、健身健美媒体等配套服务

Fitness Equipment

Commercial fitness equipment, home smart fitness equipment, fitness equipment parts, functional training equipment, fitness testing/posture correction equipment, yoga/Pilates equipment, sports rehabilitation equipment, youth fitness equipment, massage equipment, fascia gun.

Youth Sports Education

Sports training equipment for young people, sports education supporting products for young people, Sports Education and training institutes for young people, sports smart wear products for children, Business Promotion and association recommendation for sports institutes for young people, construction of school stadium facilities, sports teaching equipment for young people

Club Supporting Facilities

Gym / Club Management System, Gym Design and Construction, Ground Laying, Locker / Locker, Sports Rehabilitation, Training / Institutional Operations, Franchise, Fight Training Comprehensive Matching, Sports Fitness APP, EMS Smart Wearable Devices, Beauty Slimming Products, Physical Fitness Test System, Digital Intelligent Fitness System, Fitness and Bodybuilding Media and other Supporting Services



营养健康

运动营养品/补剂、功能性健康食品、轻食、功能性饮品、原料及包装设备、摇摇杯及冲调机、基础营养品、运动营养OEM服务

运动休闲用品

运动鞋服及穿戴、城市潮运动、露营/房车及配套装备、户外运动装备、球类运动及配套、康复按摩保健、跨境电商全品类服务平台

体育场馆运营

场馆场地材料、场馆配套设施、施工设备、田径体操竞技类器材及用品、围栏网暖通材料、照明系统、室内外球类、声学及防震隔音材料；智慧步道、游乐游艺设备、公园体育及相关配套设施；校园体育运动装备、校园智能安全监测设备、数字化应用平台

运动科技

智能生态运动系统、运动品牌连锁加盟、IP授权、赛事配套设备

游泳设施、泳池装备及温泉SPA

公共游泳设施及技术、私家泳池及配套设施、园林景观及水景喷泉设备、游泳/救生相关设备、器材装备及用品、桑拿/温泉/淋浴SPA休闲设施及用品、婴幼儿游泳配套设施及配套服务、儿童游乐设施及设备、水上乐园、水上运动设备、工程设计、服务机构、媒体及行业协会

Nutrition & Health

Sports Nutrition / Supplements, Functional Health Food, Light Food, Functional Drinks, Raw Materials and Packaging Equipment, Shake Cup and Punching Machine, Basic Nutrition, Sports Nutrition OEM Services

Sports Leisure Goods

Fitness Clothing, Yoga Clothing, Sports Bags, Fitness Sports Tide Accessories, Functional Fabrics and Sports Equipment Accessories

Sports Venue

Venue Materials, Venue Supporting Facilities, Construction Equipment, Athletics and Gymnastics Competitive Equipment and Supplies, Fence and Purse Seine HVAC Materials, Lighting System, Indoor and Outdoor Ball, Acoustic and Shock-Proof Sound Insulation Materials; Smart Trails, Amusement Equipment, Park Sports and Related Supporting Facilities; Campus Sports Equipment, Campus Intelligent Safety Monitoring Equipment, Digital Application Platform

Sports Science and Technology

Intelligent Ecological Sports System, Tide Sports Lifestyle Supporting Products and Smart Wearable, Metaverse Sports Supporting Equipment, Medical Rehabilitation and Health Care Equipment, Cross-Border Sports, Sports Brand Franchise, IP Authorization, Event Supporting Equipment.

SPA Swimming Facilities, Swimming Pool Equipment and SPA

Public Swimming Facilities and Technology, Private Swimming Pool and Supporting Facilities, Landscape and Waterscape Fountain Equipment, Swimming / Life-Saving Related Equipment, Equipment and Supplies, Sauna / Spa / Shower SPA Leisure Facilities and Supplies, Infant Swimming Facilities and Supporting Services, Water Park, Water Sports Equipment, Engineering Design, Service Agencies, Media and Industry Associations

NO.1

平台推广

推广展商的产品与服务，助力品牌提升，包含 LOGO/企业介绍/优势产品信息等。

中文官网：

www.ciwf.com.cn/

康体在线：

B2B的采购新模式，也成为企业开拓海外市场的有力渠道。打造了“线上配对”、“在线询盘”、“需求发布”、“商家展示”等主题板块，借助移动端、网页端、线下支持多种终端展示，借助引导在线展会的企业通过专业的线上平台做好商贸对接、线上推介和远程洽谈签约。

www.nihaosports.cn/

全球搜：

全球搜是以SaaS平台架构为基础进行外贸建站，以谷歌搜索引擎为核心进行优化推广的外贸营销解决方案，帮助企业快速获得大量海外精准询盘！

www.iwf-china.com/

NO.1

Platform Promotion

Promote exhibitor products and services, help brand promotion, including LOGO / enterprise introduction / advantage product information, etc.

IWF official website in English Version:

www.ciwf.com.cn/en/

Nihaosports:

The new procurement mode of B2B has also become a powerful channel for enterprises to explore overseas markets. It has created the theme plate of "Online Matching", "Online Inquiry", "Demand Release", "Business Display", and so on. With the help of mobile terminal, web end, offline so as to support a variety of terminal display. With the help of guiding online exhibition enterprises to do a good job in business docking, online promotion and remote negotiation and signing through professional online platforms.

www.nihaosports.cn/

IWF Global:

IWF Global is based on the SaaS platform architecture for foreign trade station construction, with Google search engine as the core of the optimization and promotion of foreign trade marketing solutions, to help enterprises quickly obtain a large number of overseas accurate inquiries!

www.iwf-china.com/

NO.2

宣传服务

- 微信推广
- 会刊宣传
- 专属电子邀请函
- 媒体采访

NO.2

Publicity Services

- WeChat Promotion
- Expo Publication Propaganda
- Exclusive Electronic Invitation Letter
- Media Interviews



NO.3

现场服务

- 酒店优惠预定商贸配对
- 会展台搭建服务推荐
- 展品运输商推荐
- 会议室/舞台租赁

NO.3

Spot Service

- Hotel Discount Reservation
- Trade Matching
- Booth Building Service Recommendation
- Exhibits Carrier Recommendation
- Conference Room / Stage Rental



NO.4

部分海外询盘

Some Overseas Enquiries

姓名Name	国家Country	类别Category
Brian	爱尔兰	健身器材
damien bell	澳大利亚	ODE/OEM
Shane Wilton	澳大利亚	运动配件
Eduardo	巴西	健身器材
Obawunmi joshua	冈比亚	运动器材
Kimjongjin	韩国	深蹲架
Tom	加拿大	健身器材



OOI KUAN YONG
Puteri Syamillah
Cody Magnum fitness
Timothy Davis
Mohit
Julio Talaverano Rodas
Christian Ramirez
Hassan Abdi Hussein
Udo Zickler
Saber bouanani
Grupocontact
Sol Rodriguez

马来西亚
马来西亚
美国
美国
秘鲁
墨西哥
塞舌尔
泰国
突尼斯
土耳其
西班牙

健身器材
运动器材
压腿器/健身器材
运动服饰
智能手表
智能手表
健身器材
装修
健身器材
健身器材
运动营养品
智能手表



2023中国健身盛典 Fitness Convention



IWF中国健身盛典十年磨一剑，始终坚持为运动健身行业的精英、俱乐部、工作室、教练和健身爱好者群体打造集智库论坛、赛事竞技、颁奖典礼、教育培训、互动体验于一体的潮流健身盛宴，分享时下最新行业趋势和业态信息，体验前沿的盛典内容和潮流的运动方式。



IWF China Fitness Festival has been for ten years, always adhere to create a fashion fitness festival integrated with the think tank forum, competition, award ceremony, education, training, interactive experience for the sports fitness industry elite, clubs, studios, coaches and fitness enthusiasts, share the latest industry trends and formats information, experience the forefront of festival content and the trend of movement.

智库论坛 Think Tank Forum



运动健身行业发展系列峰会

- 2023 IWF 开幕礼暨十周年“洞见趋势·领航创新”高峰论坛 #IP
- 长三角运动健身行业一体化建设交流峰会
- 体育运动达人内容创新与发展论坛
- 第四届SGP普拉提峰会暨第三届健康长江瑜伽普拉提颁奖盛典
- 中国私教发展圆桌论坛
- 健身教练新十年峰会
- ACSM-CASM运动康复论坛

俱乐部管理系列峰会

- 2023 IWF 第十届中国健身领袖论坛暨第四届中国影响力俱乐部私董会 #IP
- 中国健身俱乐部智能化管理创新论坛 #IP
- 第三届中国健身俱乐部人力资源峰会
- 俱乐部场馆数字化运营交流论坛

青少年体育教育系列峰会

- 青少年体育行业发展高峰论坛
- 体育赛事产业经营论坛
- 少儿体教的市场机遇与行业发展论坛
- 青少年培训机构运营管理论坛

INE营养健康系列峰会

- 功能性食品饮料发展与创新（专场）
- 运动营养补剂及食品（专场）
- 特殊食品产业现状与发展（专场）
- 功能性食品原料/配料开发与应用（专场）
- 新营销（专场）
- 如何利用短视频平台打造网红爆款产品？

运动休闲用品系列峰会

- 家用智能设备趋势分享论坛——运动科技产品智能化及创新趋势论坛
- 中国时尚运动体验及装备发展论坛（KOL+品牌+用户体验方向）
- 中国运动用品行业跨境出海论坛

体育场馆运营系列峰会

- 中国智慧体育场馆建设与运营高峰论坛
- 体育设施产业高质量发展论坛
- 中国体育公园运营管理高峰论坛
- 体育场馆声学设计高峰论坛

泳池SPA系列峰会

- 第四届中国游泳场馆经营者大会
- 第三届中国游泳池水处理高峰论坛
- 第四届中国婴幼儿游泳产业发展论坛
- 第二届中国健身俱乐部游泳池经营与管理峰会

Sports and Fitness Industry Development Summit

- 2023 IWF Opening Ceremony and 10th Anniversary "Insight the Trend & Lead the Innovation" Forum #IP
- Yangtze River Delta Sports and Fitness Industry Integration Construction Summit
- Sports Got Talent Content Innovation and Development Forum
- The 4th SGP Pilates Summit and 3rd Jianyao Yangtze River Yoga Pilates Swan Award Ceremony
- China Private Trainer Development Roundtable Forum
- The New Decade for Fitness Coach Summit
- ACSM-CASM Sports Rehabilitation Forum

Club Management Summit

- 2023 IWF China Fitness Leadership Forum (10th Edition) #IP
- China Fitness Club Intelligent Management Innovation Forum #IP
- The 3rd China Fitness Club Human Resources Summit
- Club Venues Data Operation Exchange Forum

Youth Sports Education Summit

- Youth Sports Industry Development Forum
- Sports Event Industry Management Forum
- Market Opportunities and Industry Development for Children's Sports Education Forum
- Youth Body Training Organization Operation and Management Forum

INE Nutrition & Health Summit

- The Development and Innovation of Functional Food and Beverage (Special Performance)
- Sports Nutritional Supplements and Food (Special Performance)
- Status and Development of Special Food Industry (Special Performance)
- Development and Application of Functional Food Raw Materials / Ingredients (Special Performance)
- New Marketing (Special Performance)
- How to Use the Short Video Platform to Create Web Celebrity Products?

Sports Leisure Goods Summit

- Home Smart Device Trend Forum Intelligent and Innovative Trends of Sports Technology Products Forum
- China Fashion Sports Experience and Equipment Development Forum (KOL+Brand+User Experience)
- China Sports Technology (Cross-border) Overseas Brand Forum
- China Sports Goods Industry Cross-Border Forum

Sports Stadium Operation Summit

- China Smart Sports Stadium Construction and Operation Forum
- Sports Facilities Industry High-Quality Development Forum
- China Sports Park Operation and Management Forum
- Sports Stadium Acoustic Design Forum

The Swimming Pool Spa Summit

- 4th China Swimming Venue Operators Conference
- 3rd China Swimming Pool Water Treatment Summit
- 4th China Infant Swimming Industry Development Forum
- 2nd China Fitness Club Swimming Pool Operating and Management Summit

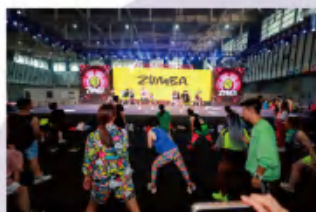
赛事竞技 Competitions

设计类赛事

- Modern Sports Style-第七届中国运动健身空间设计大赛 #IP

健身健美类赛事

- 2023年CBBA PRO -- IWF 中国健美健身精英职业联赛（上海站）
- 2023 DMS冠军经典赛（上海站）
- 2023年IWF-MS健美健身比基尼新秀赛暨高校联赛
- 2023 长三角健身瑜伽表演公开赛



互动体验

- 打卡活动--解密IWF十周年之旅 #IP
- "十全十美" 运动健身直播快闪 #IP
- "潮运动·酷健身" 户外运动嘉年华
- 莱美Q1新套路发布
- ZUMBA X IWF春季嘉年华

颁奖典礼

- 拾光·2023 IWF闪耀魔都周年派对 #IP
- 第四届SUPER ICON中国超级达人颁奖盛典 #IP
- 第二届运动科技新势力颁奖盛典暨智能新品发布会 #IP



体能类赛事

- 第五届长三角跳绳锦标赛
- 斯巴达DEKA室内体能赛
- IWF x 老虎中国第二届泰拳比赛



Design Competition

- Modern Sports Style The 7th China Sports and Fitness Space Design Competition #IP

Fitness and Bodybuilding Events

- 2023 CBBA PRO-IWF China Bodybuilding and Fitness Elite Professional League (Shanghai Station)
- 2023 DMS Championship Classic (Shanghai Station)
- 2023 IWF MS Bodybuilding and Fitness Bikini Rookie Competition and College League
- 2023 Yangtze River Delta Fitness and Yoga Performance Open Tournament



Interactive experience

- Moment Mark Activity-Decrypt IWF 10th Anniversary Tour #IP
- "Be Perfect" Sports and Fitness Live Flash Mob #IP
- "Tide Sports & Cool Fitness" Outdoor Sports Carnival
- LES MILLS Q1 New Routine Press Conference
- ZUMBA X IWF Spring Carnival

Award Ceremony

- Ten years · 2023 IWF Shining Shanghai Anniversary Party #IP
- The 4th SUPER ICON China Super Star Awards Ceremony #IP
- The Second Sports Technology New Power Award Ceremony & Intelligent New Product Press Conference #IP



Physical Fitness Events

- Yangtze River Delta Rope Skipping Champion (5th Edition)
- Spartan DEKA Strong
- IWF x Tiger China 2nd Muay Thai Competition



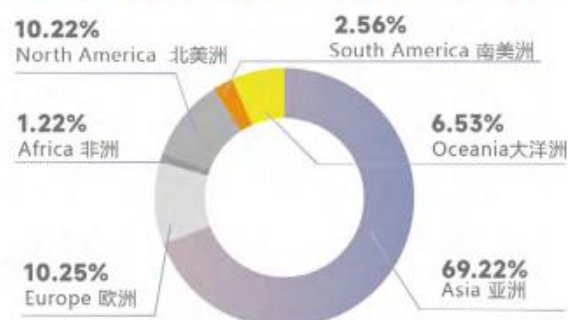
2022展商数据 Exhibit Data



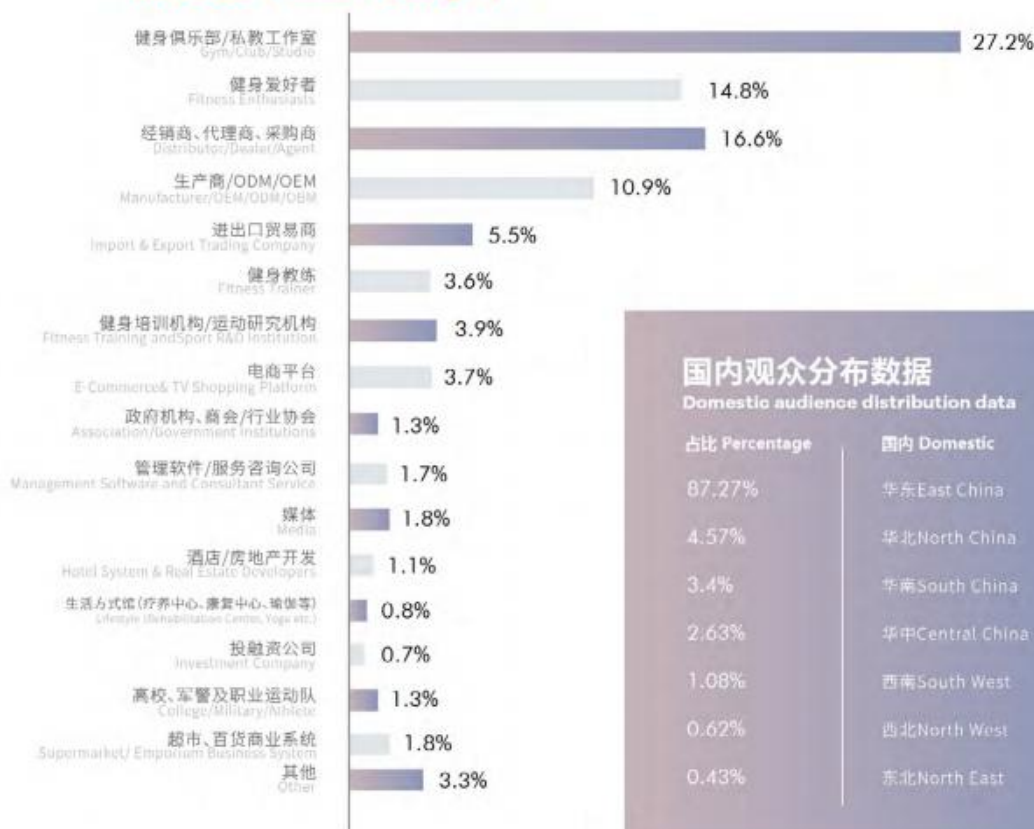
2022观众数据 Visitors Data

专业观众 **23,000**
Professional Buyers: 23,000

海外观众分布 Overseas Buyers Source



观众类型 Visitors Category



国内观众分布数据

Domestic audience distribution data

占比 Percentage	国内 Domestic
87.27%	华东 East China
4.57%	华北 North China
3.4%	华南 South China
2.63%	华中 Central China
1.08%	西南 South West
0.62%	西北 North West
0.43%	东北 North East

参观目的 Purpose of Visit

Collect Marketing Information

收集市场信息,了解行业动态

52.6%

Participant in Fitness Training/Event

参加健身盛典培训/出席展会相关活动

21.6%

Purchase Products 采购

20.3%

Seek Brand Agency/Cooperation

寻求品牌代理/合作

19.0%

Business Negotiation 商务洽谈

16.5%

Assess Exhibiting Possibility

评估参展可行性

8.3%

Others 其他

14.6%

10th | 力臻至善
Fuller And Fullest

2022中国健身盛典 活动回顾

Review of the
2022 China Fitness Ceremony

智库论坛

聚焦行业趋势发展 助力产业新升级

在“全民健身”口号日益唱响的大背景下，国内健身行业正焕发新的生机。2022年展会同期举办十几场聚焦运动健身行业前沿热点，探索行业发展趋势，探讨经营策略调整，深度解析行业人力职业规划和技能课程的高峰论坛，覆盖健身俱乐部、团操、教练、运动营养、康复治疗、产业连锁、青少体育教育、跨境电商、泳池等领域。

教育培训

技能提升赋能行业专业化发展

IWF致力于倡导“理论+技能+实践”的健身理念，此次教育培训专区首次以公开课形式成功开展，各领域巨星阵容和国际名师等从各职业技能方向分专题分享健身经验，为健身健美提质增效，助推运动健身行业科学化、专业化发展。

Think Tank Forum

Focus on the Development of Industry
Trends to Help the New Industrial Upgrading

Under the background of the slogan of "National Fitness", the domestic fitness industry is glowing with new vitality. 2022 IWF had held a dozen activities that focus on sports fitness industry frontier hot spots, explored industry development trend, discussed business strategy adjustment, deeply analysis of industry workers plans and skills forum, covering fitness club, group exercises, coach, nutrition, rehabilitation, industry chain, youth sports education, cross-border electricity, swimming pool, and the other fields.

Educational Training

Skill Upgrading Promotes the
Professional Development of the Industry

IWF is committed to advocating fitness concept of "theory + skill + practice", this education training zone for the first time in the form of public class open successfully, various superstar and international masters from each professional skills fields and different theme to share fitness experience, in order to promote the quality and efficiency for fitness, boost sports fitness industry scientific and professional development.

赛事竞技

才华体能 激情迸发

同时，本届展会与多方联手在现场呈现多场超高人气的激烈赛事，如MS健美健身比基尼新秀赛暨高校联赛、长三角体育节跳绳比赛、中国运动健身空间设计大赛、跑酷挑战赛等全面展现健身健美领域文化，顺应潮流动向，融合设计行业助力长三角体育运动圈一体化发展，人气聚集，在热血盛宴中进发才华与能力突破自我。

Competition

Burst out the Passion of Talent and Physical Energy

At the same time, 2022 IWF joint with the parties at the scene to present a number of super popular fierce events, such as MS Fitness Bikini University League, Yangtze River Delta Skipping Competition, China Sports Fitness Space Design Competition, Parkour Challenge Competition and so on, to show fitness and bodybuilding culture comprehensively, follow the trend, fusion design industry power Yangtze River Delta sports circle integration development, gather the popularity, then stimulate vitality and ability and break through ourselves in this zealous feast.



颁奖典礼

多方互动 大咖云集

汇聚政府部门、行业协会领导、行业头部精英、行业俱乐部领袖、知名品牌生产商、经销商、运动健身达人KOL及行业主流媒体等400+嘉宾，携手展现运动健身行业新生态；同时创新推出“颁奖+论坛”一体模式，成功增进沟通交流、商贸对接的机会，迎合科技潮。

Award Ceremony

Interact Many Fields, Gather the Famous Fitness People

Gathering government departments, industry association leaders, industry leaders, industry club leaders, famous brand manufacturers, dealers, KOL and industry mainstream media 400 +, together to show the new ecology of sports and fitness industry. At the same time, innovating the "Award + Forum" integrated model, successfully enhance communication, business docking, to cater to the technology tide.

Floor Plan 展馆平面图



W5

健身器材

商用健身器材、家用智能健身器材、功能性训练器材、体质检测/体态矫正设备、瑜伽/普拉提设备、运动康复器械、青少年体能设备、按摩仪、筋膜枪

青少年体育教育

青少年体育训练装备器材、青少年体育教育配套产品、青少年体育教育培训机构、儿童运动智能穿戴产品、少体机构招商及加盟推荐、校园体育场馆设施营造、青少年体育教学装备

W4

健身器材

商用/家用健身器材、健身器材零配件、体质检测/体态矫正设备、瑜伽/普拉提设备、运动康复器械

俱乐部配套设施

健身房/俱乐部管理系统、健身房设计与营造、地面铺设、储物柜/更衣柜、运动康复、培训/机构运营、连锁加盟、搏击格斗训练综合配套、运动健身APP、EMS智能穿戴设备、美容瘦身产品、体能测试系统、数字化智能健身系统、健身健美媒体等配套服务

W3

INE国际营养健康展

运动营养补剂/食品、功能性食品/饮品、轻食、原料及包装设备、摇摇杯及冲调机、基础营养品、运动营养OEM服务

CIST运动休闲用品

运动鞋服及穿戴、城市潮运动、露营/房车及配套装备、户外运动装备、球类运动及配套、康复按摩保健、跨境电商金品类服务平台

W2

StaF体育场馆运营

场馆场地材料、场馆配套设施、施工设备、田径体操竞技类器材及用品、围栏围网暖道材料、照明系统、室内外球类、声学及防震隔音材料;智慧步道、游乐游艺设备、公园体育及相关配套设施;校园体育运动装备、校园智能安全监测设备、数字化应用平台

运动科技

智能生态运动系统、运动品牌连锁加盟、IP授权、赛事配套设备

W1

CSE游泳SPA馆

公共游泳设施及技术、私家泳池及配套设备、园林景观及水景喷泉设备、游泳/救生相关设备、器材装备及用品、桑拿/温泉/淋浴SPA休闲设施及用品、婴幼儿游泳配套设施及配套服务、儿童游乐设施及设备、水上乐园、水上运动设备、工程设计、服务机构、媒体及行业协会

Fitness Equipment

Commercial / Household Fitness Equipment, Small Fitness Equipment and Accessories, Physical Monitoring Equipment

Youth Sports Education

Youth Sports Training Equipment, Youth Physical Education Supporting Products, Youth Physical Education and Training Institutions, Children's Sports Smart Wearable Products

Fitness Equipment

Commercial / Household Fitness Equipment, Small Fitness Equipment and Accessories, Physical Monitoring Equipment

Club Supporting Facilities

Club Gym Saas Management System, Gym Design & Building, Ground Laying, Intelligent Fitness Equipment, Fitness Services, Sports Rehabilitation, Training / Institutional Operations, Franchise

INE International Nutrition & Health

Sports Nutrition Products, Functional Health Food, Functional Drinks, Raw Materials and Packaging Equipment, Basic Nutrition Products, Sports Nutrition OEM Services

CIST Sports Leisure Goods

Fitness Sports Shoes and Clothing, Sports Bags, Functional Fabrics, Sports Equipment and Accessories

StaF Sports Venue

Venue Materials, Venue Supporting Facilities, Innovative Sports, Sports Space, Construction Equipment, Venue Fencing and Lighting

Sports Science and Technology

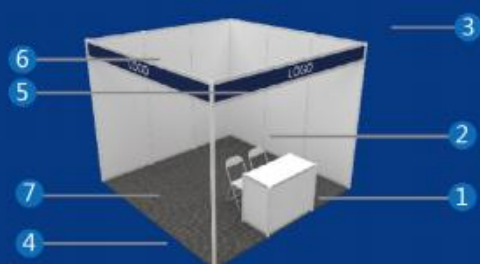
Metaverse Sports, Intelligent Ecological Sports System, Tide Sports, Wellness and Health Care Equipment, Comprehensive Services

CSE Swimming Facilities, Swimming Pool Equipment and SPA

Public Swimming Facilities and Technology, Private Swimming Pool and Supporting Facilities, Landscape and Waterscape Fountain Equipment, Swimming / Life-Saving Related Equipment, Equipment and Supplies

展台类型及费用

Booth Type and Cost



- | | |
|----------------------------|--|
| ① 一张咨询桌 | 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 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 9m² (3m x 3m)

Standard Booth 9m² (3m x 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 x 3m)

Boutique Standard Booth 9m² (3m x 3m)

光地 (36m²起租)

Raw Space (Minimum 36m²)

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 x 3m)	双开口展位 Two-side Open Standard (3m x 3m)	精装展位 Boutique (3m x 3m)	精装双开口展位 Two-side Open Boutique (3m x 3m)	光地 Raw Space (36m²起租) (Minimum 36m²)
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/m² 1600 RMB/m²
境外企业 Oversea	3200 美元/展位 3200 USD		3500 美元/展位 3500 USD		320 美元/m² 320 USD/m²

10

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FULLER AND FULLEST
力臻至善



展会垂询/INFORMATION

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