



Poznań, June 8th, 2018

## A meeting of active people in Poznań

### Summary of the FIT-EXPO fitness & sport park trade fair 2018

The 13<sup>th</sup> edition of the fitness industry trade fair "FIT-EXPO fitness & sport park 2018" is now history. The event took place on 25-27 May at the Poznań International Fair under the theme of "possibilities, not limitations". This year's edition was unique: the visitors not only had an opportunity to view an inspiring exhibition, but also to see the many sports events that were planned for the duration of the fair.

The visitors who came to Poznań included managers, owners of fitness clubs and those planning to invest in the industry, as well as the broadly understood group of sports enthusiasts: personal trainers, fitness instructors and individual visitors interested in a healthy and active lifestyle. This year's edition of the biggest fitness events in Poland was attended by **over 7 200 participants** (this figure is comparable to last year's result). As part of the trade fair our guests were able to visit **eight zones**: two exhibition pavilions, the area of the FIT-EXPO Trends and Innovations Congress and five zones of the International PT & Fitness Convention EU4YA powered by tigar.

This year **more than 100 exhibitors** presented their offer at the fair. Guests visiting the trade fair could view sports equipment, specialized technologies, the fresh offer of fitness schools and the latest sports fashion - everything that is useful to industry professionals and regular people who are passionate about sports and training. One of the novelties presented by the exhibitors was awarded with the prestigious MTP Gold Medal of the FIT-EXPO trade fair - the innovative EMS inline PT wireless system from the company INNWELL. The ACANTHUS AUREUS statuettes were awarded to three companies: Innwell, JFM Furniture and Swanson Polska. The ACANTHUS AUREUS statue is awarded to exhibitors who were best able to execute their vision of a trade fair stand, combining it with the company's marketing strategy.

The FIT-EXPO Trends and Innovations Congress - a conference for fitness professionals – also proved very popular with the guests, just like the year before. This expert meeting was attended by **nearly 150 specialists**, who were able to expand their knowledge, among others, about the latest technologies helpful in the area of customer service or about the latest trends in marketing and sales adapted to the needs of the fitness industry.

Adres siedziby ul. Głogowska 14, 60-734 Poznań  
Adres do korespondencji: Międzynarodowe Targi Poznańskie sp. z o.o., Kancelaria, ul. Głogowska 10, 60-734 Poznań  
tel. +48 61/ 869 20 00, fax. +48 61/ 869 29 99, e-mail: info@mtp.pl, www.mtp.pl

Numer KRS 0000202703, Sąd Rejonowy Poznań – Nowe Miasto i Wilda w Poznaniu,  
VIII Wydział Gospodarczy Krajowego Rejestru Sądowego /  
KRS 0000202703, Poznań Nowe Miasto i Wilda  
NIP 777-00-00-488 / Kapitał Zakładowy: 42 310 200,00 PLN / REGON 004870933

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Meanwhile, the International PT & Fitness Convention EU4YA powered by tigar was attended primarily by personal trainers and fitness instructors who participated in classes and workshops in order to be able to broaden the offer of their fitness clubs.

Outside of these annually organized events, this year's edition was expanded to include a rich and varied program of sports attractions for amateur enthusiasts - people who are not necessarily professionally involved with sports. One of these events was the FIT-EXPO Running Race. The race route of 5 kilometers led the participants through the trade fair pavilions and stairs. Almost 300 runners participated in the race.

The Children's Fitness Championship of Poland was also very popular - the qualifications for the Polish National Team for the World Championships, which took place during the event, turned out to be extremely exciting also for individual visitors.

Another novelty of this year's edition was also the functional zone, where three events took place: Unconventional Physical Education, Battle of Iron Wheels and the Personal Record Day. On the first day of the trade fair, students learned about various types of sports activities which could be implemented as part of the regular Physical Education curriculum. As many as 200 students learned about the secrets of crossfit and participated in Unconventional Physical Education classes. On the second day of the trade fair, the zone served as the venue for a crossfit competition for people on wheelchairs - the Battle of Iron Wheels. Meanwhile, on the third day the Personal Record Day competitions were held.

The visitors also spent a lot of time by the boxing ring, where each day fights were being held at different advancement levels. On the first day of the trade fair school pupils were practicing punches under the supervision of a boxing coach. On Saturday the Poznań Fight Show competition was held, in which beginners and later the advanced contestants competed with each other. On Sunday the guests could watch boxing fights between professional boxers.

Most of these events took place for the first time. We can therefore say, that although this was already the 13<sup>th</sup> edition of the fair, this year it underwent something similar to a second debut, or at least gained a fresh new look. Thanks to this year's edition, the laureates of the contest entitled "Become the face of the FIT-EXPO trade fair" Inez Niszczak and Szymon Aumiller will also debut as fitness industry celebrities. The winners will promote the next year's edition of the fair.

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The team organizing the FIT-EXPO trade fair does not let its guard down even for a moment - and immediately after the end of the 13<sup>th</sup> edition it begins its work on the next one. We already know the date of next year's trade fair - FIT-EXPO 2019 will take place on 24-26 May 2019. We're already inviting everyone to the event - we can promise that there will be no shortage of attractions and sports emotions!

More information on the FIT-EXPO can be found at the website [www.fitness.mtp.pl](http://www.fitness.mtp.pl) and on Facebook: [www.facebook.com/aktywnie365](https://www.facebook.com/aktywnie365).

Video summary of the Fair: <https://youtu.be/CdP2RlwNp2I>

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