

RIMINIWELLNESS

THE WELLNESS EXPERIENCE SHOW

30 02 20
MAY JUNE 24

EXPO CENTRE &
RIVIERA DI RIMINI-ITALY

FEEL YOUR BEST

Organized by

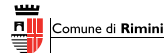
ITALIAN EXHIBITION GROUP
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THE WELLNESS EXPERIENCE SHOW

The international event dedicated to the entire wellness community: the latest trends, innovations and training for wellness professionals, fitness and sport enthusiasts.

RiminiWellness is an event that brings together under one roof all the major players in the fitness and wellness universe: exercise equipment manufacturers, gyms, fitness clubs, training institutions and trade associations, medical spas, health centers, rehabilitation, tourism and design, always with an eye on what the fitness community wants.



A hub for business, education and networking, consisting of different concepts; an observatory on new wellness trends and innovation, both for professionals and consumers.

**FITNESS
ACTIVE
FOODWELL
HEALTH
WELLNESS
STEEL**

WHY EXHIBIT

3 GOOD REASONS TO BE THERE

BUSINESS AND NETWORKING

Connect with the community of wellness professionals and fitness lovers at once. Create new business relationships and consolidate existing ones with both Italian professionals and International trade visitors.

BRAND VISIBILITY AND ENGAGEMENT

Present your new products and services to the entire Wellness Industry and boost your brand visibility through our Influencer marketing. Reach the right audience and showcase your brand to loyal customers and potential new contacts.

TRENDS AND INNOVATIONS

Identify the new wellness paradigms and connect with the ultimate wellness destinations that combine the highest level of medical expertise, beauty treatments and customised fitness programs.

FACTS & FIGURES

+93%

Visits compared to the 2022 edition

300

Brands

28

Pavilions

1,500

Hours of training

200

Conventions, seminars and training courses

240

RiminiWellness OFF events

170,000

sqm indoor and outdoor spaces

VISITORS PROFILE

GENDER

60%



Women



Men

40%

AGE

25 - 34 yo

34%

35 - 44 yo

20%

18 - 24 yo

20%

45 - 54 yo

17%

over 55 yo

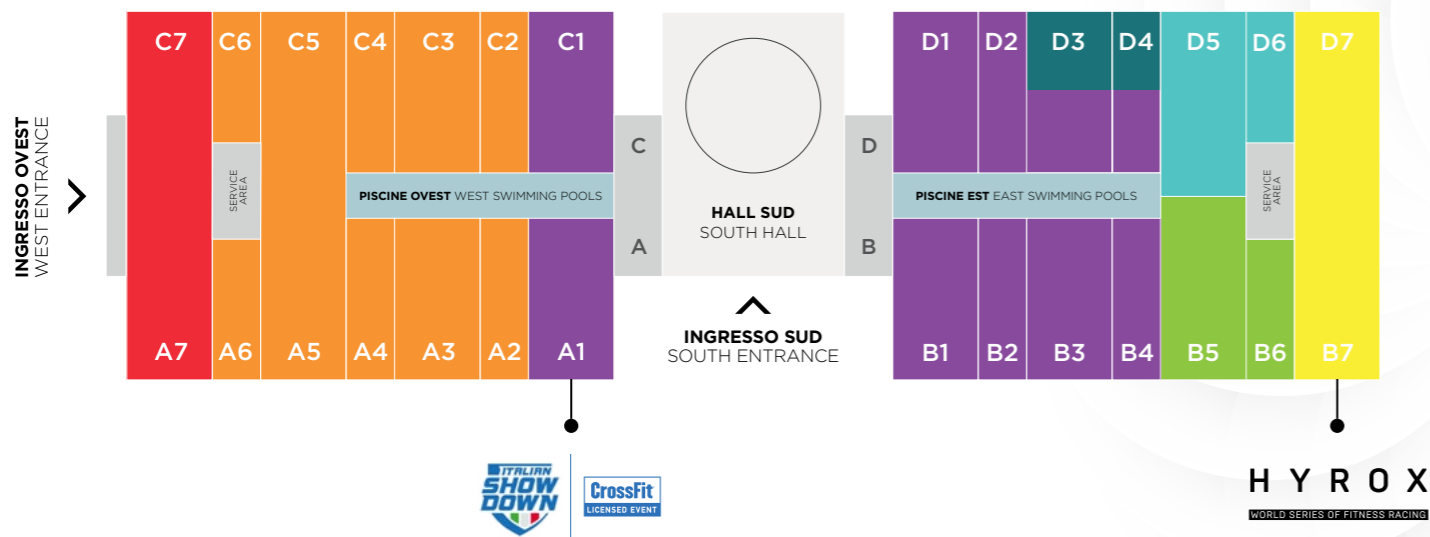
9%

PROFILE

75% Consumer

25% Professional

LAYOUT



THEMATIC SECTORS



FOODWELL

Healthy food for those who are "on the go"

A showcase for the presentation of products related to functional nutrition. An important time for business, updating and training through showcooking with top chefs and foodbloggers, guided tastings, product focus and cooking classes.



HEALTH

Health: longevity, innovation and trends

Health encompasses the whole world of sports medicine, from physical therapy equipment, rehabilitation and post-injury recovery technologies to the world of education, with talks and seminars to deepen knowledge and stay up-to-date.



FITNESS

The marketplace in Italy dedicated to fitness, training and sports

Fitness is the area dedicated to manufacturers of equipment, training machineries, accessories, fitness services, clothing and footwear. In addition, a wide range of digital services, start-ups and management software allow you to integrate the latest industry technologies into your business.



WELLNESS

All-around wellness

The world of wellness products, services and infrastructure presented by companies within an area that combines exposure and engagement. A multifunctional space dedicated to yoga, pilates and mindfulness. The ideal place to learn more about the holistic world, body care services and personal wellness.



STEEL

Nutrition, physical culture and combat sports

More than 13,000 sq. m. entirely dedicated to the toughest, roughest and heaviest of all gym activities, in an explosive and compelling mix of combat sports, martial arts, physical culture and their combination with supplements, represented by all the leading companies in the industry.



ACTIVE

An interactive and energetic audience

Active is the beating heart of RiminiWellness, the soul that encompasses all the latest trends in workout and training methods, the brands most loved by those who follow an active lifestyle, and the world's best-known trainers who take turns on the stages where thousands of enthusiasts meet each year to share their passion.

SPECIAL EVENTS



Italian Showdown The first event accredited by CrossFit® in Italy

Italian Showdown® is the largest recognised and accredited CrossFit® sports competition in Europe and is aimed at the large community of compound and functional workout practitioners.

A unique event on the world stage for fitness enthusiasts, sportspeople and elite athletes from five continents who take turns to test their strength, speed and endurance.



HYROX

WORLD SERIES OF FITNESS RACING

Hyrox World Series of Fitness Racing

Exactly one year after the debut of HYROX in Italy, the sport that is revolutionising the world of fitness returns to the dream location of RiminiWellness, for a two-day event dedicated to competition. HYROX is a sport for everyone and this is why, in Rimini, on 1 and 2 June we will host athletes (including athletes with disabilities) who, sharing the values of participation and friendship, will challenge themselves and others in the Singles, Doubles and Relay categories.

RIMINIWELLNESS ACADEMY

RiminiWellness is an experiential space for training and information, meeting and business, an aggregator and distributor of high-value content relevant to both the industry and fitness lovers.

A unique opportunity for anyone who wants to receive high-level professional training that is recognised in Italy and Europe.

- Management training
- Certification for trainers
- Scientific training
- Masterclasses and in-action training opportunities for personal trainers in cooperation with companies and partners



GENERAL STATES OF FITNESS AND WELLNESS

The General States of Fitness and Wellness is an initiative designed to foster business and networking among all strategic stakeholders in the world of **Fitness, Health, Education** and **Innovation** and to better target the investments of the companies that make up the industry.

SCIENTIFIC COMMITTEE

The RiminiWellness Strategic Advisory Board is a scientific committee made up of professionals, institutions and partners, whose purpose is to make the event not only a business opportunity, but also a real point of reference for the entire wellness industry.

WELLNESS TALKS

Through the Wellness Talks, RiminiWellness consolidates its position as a hub for the sector's macro-trends.

Leading industry experts and opinion leaders present their visions of the future of the wellness business through a full programme of talk shows, workshops and training sessions that encapsulate the global scenario in wellness. A unique opportunity to discover new business models and revolutionary formats, and to be inspired by successful case histories.



AMBASSADORS

At RiminiWellness, the Fitness&Wellness community's most loved Influencers.

Interact and train with them on the stages, follow their talks, activities with brands and showcooking sessions. A schedule of online and offline activities designed to engage creators and influencers. Experience with them the best moments of the event live or on social media.



MAIN AMBASSADOR

COTTO AL DENTE



INTERNATIONAL MAIN AMBASSADOR

VIDA MACURA MAGLICA



MAIN AMBASSADOR

LA SCIMMIA YOGA



FITNESS AMBASSADOR

LISA ALBORGHETTI



WELLNESS AMBASSADOR

STEFANIA SUGAR FREE



NUTRITION AMBASSADOR

LAURA CRUGNOLA



FITNESS AMBASSADOR

DANIELE VECCHIONI



HEALTH AMBASSADOR

SILVIA FASCIANS

RIMINIWELLNESS OFF

Rimini, a city always on the go and with a packed programme of outdoor events dedicated to Wellness&Fitness.

RiminiWellness promotes a packed programme of off-site initiatives involving the entire surrounding area with outdoor events and activities dedicated to sport, fitness and wellness. Europe's largest open-air gym, kilometres of cycle paths, ample space for walking and doing sports along the seashore. A true paradise for those who choose a lifestyle based on sustainability, for fitness lovers and for those for whom mental and physical health and well-being is truly a must.



RIMINI, THE CITY OF THOSE WHO EXPERIENCE WELLNESS AT 360°



INTERNATIONAL BUYERS MATCHING

RW Buyers' Club is the RiminiWellnessB2B platform for associations, buyers and trade operators of the International Wellness industry.

RiminiWellness has developed a specific scheme designed exclusively to promote meetings between SELECTED INTERNATIONAL BUYERS and EXHIBITING COMPANIES. Exhibitors will be able to access an online matching system by viewing buyer profiles and presenting their products in advance with a real showcase before the exhibition; moreover, they can schedule B2B meetings that will be held directly at their stand during RiminiWellness.



RW BUYERS' CLUB



754
BUSINESS MEETING



86
COMPANIES



40
COUNTRIES

IEG WELLNESS NETWORK

The Global Platform For
Fitness & Wellness Industry

IEG Italian Exhibition Group
brings together international
industry companies, operators,
instructors, gym chains and
sport centers at trade shows
located in Asia, Europe, North
and South America.

RIMINIWELLNESS
THE WELLNESS EXPERIENCE SHOW


DUBAI ACTIVE
INDUSTRY


DUBAI MUSCLE SHOW

BTFF
BRASIL TRADING FITNESS FAIR

MAS
MEXICO ACTIVE & SPORT EXPO

UPCOMING EVENTS



1
RIMINIWELLNESS
30 May - 2 June 2024
Rimini, Italy

2
DUBAI MUSCLE SHOW
e DUBAI ACTIVE
25 - 27 October 2024
Dubai, EAU

3
BRASIL TRADING FITNESS FAIR
22 - 24 November 2024
São Paulo, Brazil

4
MEXICO ACTIVE & SPORT EXPO
2025
Mexico City, Mexico

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CONTACT US



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