

BTFF

BRASIL TRADING FITNESS FAIR

PROMOTING PERFORMANCE AND QUALITY OF LIFE

NOVEMBER **23rd to 26th** | **2023**
Expo Center Norte **São Paulo - Brazil**



5TH BTFF 2023

Changing the industry

A reference in the sector, the fair offers a wide range of products and services in just one space. Focused on innovation and technology in nutritional supplements, food, fashion and beauty, sports, equipment, accessories, and solutions that promote performance and quality of life.

The show promotes physical and mental performance through sports competitions and experiences that inspire a better quality of life.

IT IS MORE THAN A FAIR : WE PROMOTE PERFORMANACE AND QUALITY OF LIFE

A meeting point for the fitness, health and well-being market, it is the most complete platform of qualified content oriented to retail, nutrition, pharmacy, sports medicine and gym professionals.

The main purpose of the BTFF is to promote awareness of the integrated health through the practice of healthy habits.



PROMOTING PERFORMANCE AND QUALITY OF LIFE



FOOD, NUTRITION AND SUPPLEMENTATION



HEALTHY AND WELL-BEING



EQUIPMENT AND ACCESSORIES

MAJOR SECTORS

WHICH MOVE ALL MARKET SEGMENTS



SOLUTIONS AND SERVICES



SPORTS



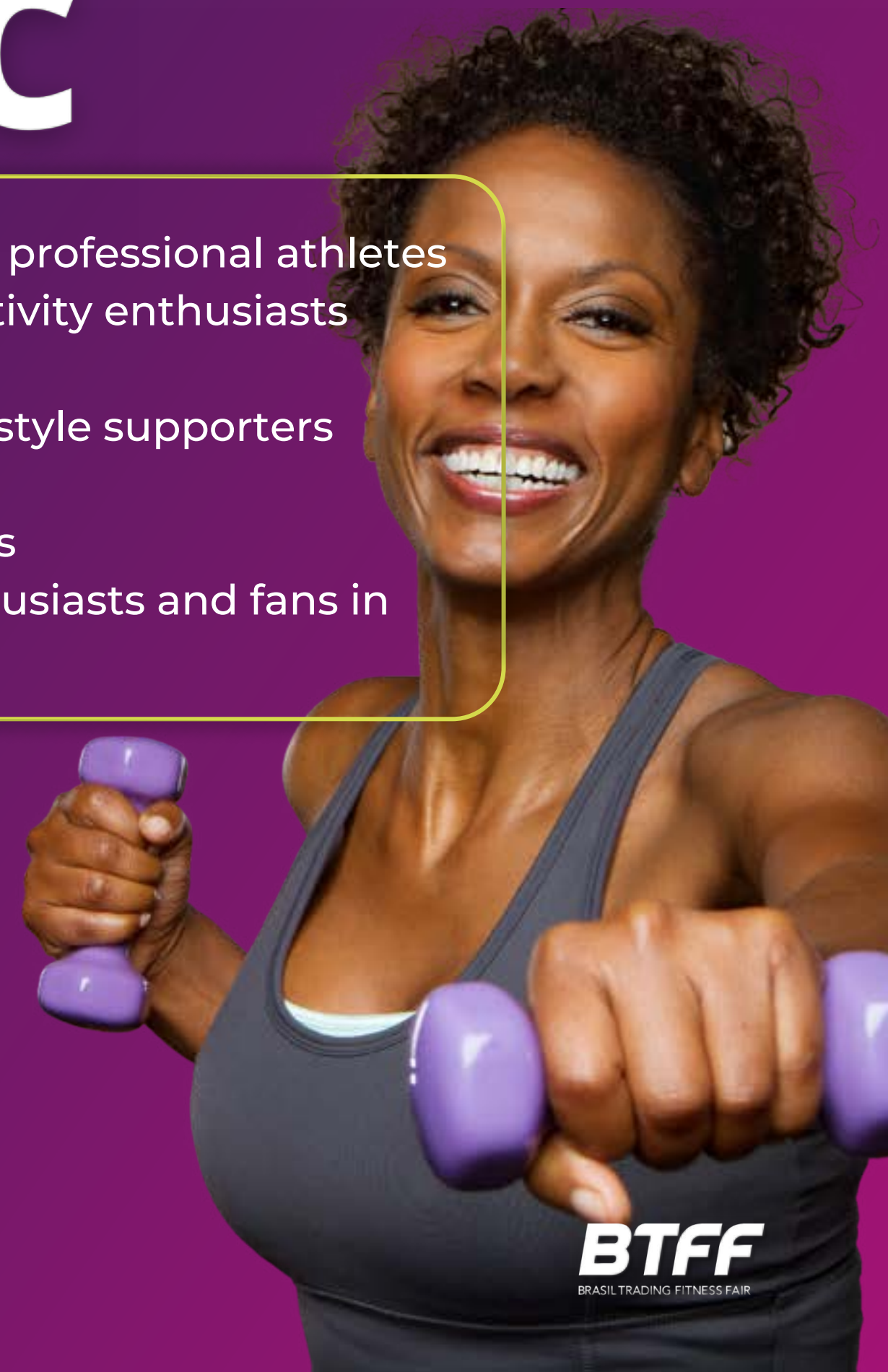
FASHION AND BEAUTY

B2B

- Retailers in segments such as: sport stores, natural product, supplements and cosmetics, pharmacy chains, supermaktes, wholesalers, distributors, e-commerces, among others
- Physical education professionals (physical coaches, personal trainers, teachers and physical instructors)
- Healthy professionals (physiotherapists, and endocrinologists), nutrition (nutritionists, dietitians)
- Nutritian education clinics and phisycal recovery
- Aesthetics and beauty clinics
- Investors
- Entrepreneurs
- Gym owners
- Responsible for hotel purchasing department
- Builder/ Architect

B2C

- Amateur or professional athletes
- Physical activity enthusiasts
- sportsmen
- Healthy lifestyle supporters
- Coaches
- Nutritionists
- Sports enthusiasts and fans in general





EXPECTATIONS 2023

+ 50
THOUSAND
VISITORS

+ 20
THOUSAND
BUYERS

+ 100
MILLION
MIDIA IMPACT

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BUSINESS



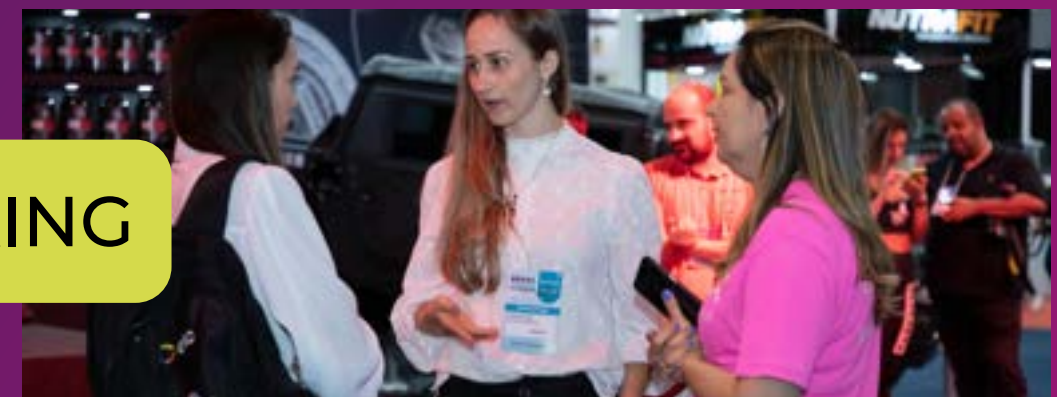
EXHIBITION



CONTENT



NETWORKING



ATTRACTIONS



11/23 - 11/24

THURSDAY AND FRIDAY

VIP GUEST

BUSINESS
ROUNDTABLES

BTFF FASHION SHOW

TRADE DAY

BTFF TALKS

TWO EXCLUSIVE DAYS DEDICATED TO BUSINESS AND NETWORKING, DIRECTED SOLELY AT SHOPKEEPERS, RETAILERS AND PROFESSIONALS OF THE SECTOR

SUMMIT
MEDICINE AND NUTRITION

MANAGEMENT AND INNOVATION
IN GYMS BY ENAF

11/23 - 11/24

THURSDAY AND FRIDAY

VIP GUEST

 10AM to 8PM

 Shopkeepers, retailers
and professionals of
the industry.

 Sound is not allowed

PERSONALIZED CREDENTIALS WILL BE SENT IN ADVANCE TO BUYERS, ENTREPRENEURS AND PROFESSIONALS OF THE SECTOR WITH A SPECIAL INVITATION AND THE COMPLETE PROGRAM OF BTFF 2023.

EFFICIENT ACTION CARRIED OUT DURING THE PRE-SHOW EXPANDS THE VISIBILITY OF THE BTFF EXTENDING REACH TO THE PARTICIPATING COMPANIES DRIVING TO A GREATER VISITATION. THE PERSONALIZED CREDENTIAL IS A CONVENIENCE THAT FACILITATES ACCESS TO THE FAIR AND IS VALID FOR 4 DAYS.

+60K
BADGES



11/23 - 11/24

THURSDAY AND FRIDAY

+100
BUYERS
from all over
Brazil

BUSINES ROUNDTABLES

Held in an exclusive and private environment, with all infrastructure that favors networking, provides scheduled meetings and encourages possibilities for new partnerships between exhibitors and buyers.

Organized in partnership with Contatus Eventos*, a specialized company in exclusive prospecting, matchmaking and scheduling methodology.

WHY PARTICIPATE?

- Business meetings by appointment, with the biggest buyers in Brazil
- Time optimization and assertiveness
- Reserved environment
- Buyers selected to get the best result for exhibitors
- Possibility of opening channels with potential new customers

 10AM to 8PM

 Shopkeepers, retailers and professionals of the industry.

 Sound is not allowed

11/23 - 11/24

THURSDAY AND FRIDAY

BTFF TALKS

Dynamic lectures with relevant current topics and carefully selected by a qualified curation, focusing on retail, sales, marketing, performance, nutrition, health, well-being and quality of life. All content are oriented to offer to the professional visitors a basket of new knowledge focus on corporate and collaborative education.

 10AM to 8PM

 Shopkeepers, retailers and professionals of the industry.

 Sound is not allowed

11/23 - 11/24

THURSDAY AND FRIDAY

MANAGEMENT AND INNOVATION IN GYMS BY ENAF

 10AM to 8PM

 Shopkeepers, retailers
and professionals of
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Event that brings together a large number of entrepreneurs and gym managers around renowned specialists, where new trends and technologies for the sector of the current scenario are presented, on several fronts of the business such as consumer and user behavior, customer journey, innovation, marketing , management, competitiveness, among others.

11/23 - 11/24

THURSDAY AND FRIDAY

BTFF SUMMIT MEDICINE AND NUTRITION

 10AM to 8PM

 Shopkeepers, retailers
and professionals of
the industry.

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It attempt to bring together the community of integrative health professionals for an immersive experience on new trends in supplementation and healthy food, both from a technical and practical point of view. The program, developed by renowned curators, propose to create greater synergy between BTFF and this community, to attract more and more professionals to the fair and thereby increase the visibility of the exhibiting brands and their products.

11/23 - 11/24

THURSDAY AND FRIDAY

BTFF FASHION SHOW

 10AM to 8PM

 Shopkeepers, retailers
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Attentive to market movements and opportunities and always seeking to surprise and attract new buyer profiles, BTFF innovates once again, giving a highlight to the fashion universe in clothing, footwear and accessories designed at the practice of physical activities and well-being.

Dozens of brands from the segment will shine on the BTFF catwalk and present their products in an exclusive Parade specially produced for fitness fashion retailers.

EXCLUSIVE BENEFITS FOR EXHIBITORS

- Refer customers to receive personalized early birds credentials
- Free participation in the Business Roundtables
- Join the BTFF FASHION SHOW (exclusive fashion show for brands exhibiting clothing, footwear and fitness accessories)
- Promotion of your brand on BTFF digital channels: website, app, and social medias
- Posts promoting your brand on our social medias
- Promotional kit to publicize your participation in the fair
- Press release with news and brand products at BTFF to the official Press Office
- Free auditorium for 80 people for lectures
- Discounts to exhibit in IEG Group fairs

BTFF 2023 BTFF 2023 BTFF 2023 BTFF 2023 BTFF 2023 BTFF 2023

BTFF 2023

CONTINUES TO MAINTAIN THE TRADITION OF OFFERING THE BEST EXPERIENCES TO THE END PUBLIC

PROMOTING PERFORMANCE AND QUALITY OF LIFE



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BRASIL TRADING FITNESS FAIR

11/25 - 11/26

SATURDAY AND SUNDAY

- 🕒 11/24
10AM to 8PM
*B2B

- 🕒 11/24
2PM to 8PM
Open to the general public

- 🕒 11/25 and 11/26
10AM to 8PM
Open to the general public

- 👤 B2B and B2C

- 🔇 *Sound is not allowed

*SCHEDULE SUBJECT TO CHANGE

THE FUTURE CHAMPION

Bodybuilding Championship for amateur athletes. The biggest goal is to give Amateur Bodybuilding Athletes the opportunity to show their work and be seen by big brands.

**AWARD OF
BRL 400,000.00**



UPPERJUST EXPERIENCE

Championship organized by WodNation, the Upper Just Experience is a competition held over two days, challenging the athletes participants in different activities, which test their physical conditions, strength and endurance. Participation can be individual, in pairs, trios or quartets, male, female and mixed in all categories.

**+4,000 CROSS TRAINING
PRACTITIONERS**



11/25 - 11/26

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SCHEDULE SUBJECT TO CHANGE

BTFF CONFERENCE

NUTRITION CONFERENCE BY PLENITUDE EDUCAÇÃO

Reference in the sports segment, it is the most complete scientific congress in the country dedicated to the areas of health, nutrition, fitness and well-being. Conducted by renowned doctors and professionals, it brings together more than 2,000 nutritionists and health professionals in a two-day immersion of great knowledge and networking

📋
**+2,000 DOCTORS AND
NUTRITIONISTS REGISTERED**

PRO LIGA POWERLIFTING

Powerlifting is a strength sport, in which the athlete's objective is to lift as much weight as possible in each of the movements that make up this sport; the squat, bench press, and deadlift movement

CALISTHENICS GAMES

Calisthenics is a set of physical exercises in which only your own body weight is used. Seeks to move muscle groups in a natural way, without using dumbbells and the like. Calisthenics develops skills such as strength over one's own body, balance, spatial awareness and flexibility.

ARENA BRUTA - STRONGMAN

Strongman is a sport that is easy to identify, as its characteristic is based on the strength of the human being, it draws the attention of the general public (men, women, children, the elderly) because it is an attraction with athletes with a level of physical capacity that bears supernatural burdens.

There is still much more to be accomplished in the pursuit of a better quality of life in Latin America, and the first step begins right here.

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