

NOVEMBER 18 - 19, 2017

# FERRIGNO LEGACY

IFBB PRO Bodybuilding, Bikini, Men's, Classic and Women's Physique, NPC Amateur Contest & Multi Sport Expo



## DETAILS

**web:** FerrignoLegacy.com

**date:** November 18-19, 2017

**est.** 2014

**location:** Palm Springs, CA

**expo booths:** 400

**live web stream audience:** 60,000+

**projected athletes:** 1,800+

**projected attendance:** 12,000+

**top markets:** 1. Los Angeles

2. San Diego 3. San Francisco

4. Palm Desert 5. Riverside

It started as a blip on the radar. Many in the know jumped on board on day one, confident that an event promoted by Lou Ferrigno would undoubtedly become one of the top IFBB shows in the world. Some took the "wait and see" approach and are now scrambling to become part of the event they cannot seem to avoid as it floods their newsfeed and forums.

With sponsor waiting lists, new sports promoters banging down our door, and one fired up "Incredible Hulk", we have no choice but to continue the expansion. 2017 brings you the FLEXPO. The 100,000-square foot Ferrigno Legacy Sports Festival. Just as the Ferrigno Legacy is a personal, first class, game changing show, so will follow the FLEXPO.

Tom Platz summarized it this way, "The Ferrigno Legacy was like the old days! A genuine camaraderie of the promoters and athletes. I had a hard time leaving." Our 2016 Title sponsor Dr. John Carr had this to say, "You are going to be wildly successful. Not only because of your effort and innovative ideas but because of your sincerity. Thank you for the opportunity to be part of your movement which is going to grow this sport into more than anyone could imagine."

CALL TED JOHANSON | TED@FERRIGNOLEGACY.COM | 707-YOUR-NPC (968-7672)



## FLEXPO

THE FERRIGNO LEGACY FITNESS EXPO 2017

### What Makes It Different

It starts with our core values of maintaining a personal experience, putting the guest first and assessing and improving every detail. We focus on creating an experience that will become memorable for a lifetime.

### How We Do It

The event is visually unique. The sense of arrival is one of grandeur, class and comfort thanks to a blend of the incredible Palm Springs Convention Center, the layout, and branding of the event. Inside the venue **Neighborhoods** are created, complete with paths and street signs. Each neighborhood is comprised of a unique theme; Fitness Technology, Food for Fitness, Fitness Fashion, Bodybuilding, Extreme Fitness, and Anti-Aging. The result is better targeting, more valuable interactions, and a more intimate feel (even with thousands of attendees). Engagement is fostered. Studies show that active participation will create a more memorable experience. This results in better retention of your products. We have multiple stages for events and seminars. Participatory activities and friendly competitions are offered. Interactive seminars and guru Q & A sessions are widely available. The **FLEXPO APP** gives the user credit to visit your booth. Each time a visitor visits your booth, they scan your QR code and it unlocks your unique discount offering. When the user gets 50 scanned booths, they are then eligible for the grand raffle.

### Multi-Media Extravaganza

As visionaries in the production of bodybuilding shows, we are the first and only company who provide an HD quality live stream of both NPC and IFBB Events. We started with the Live Web stream which now expands our viewership from the ticket holders at our event to over 50,000 people online watching for an average of 60 minutes. Sponsor branding is magnified 10-fold. The FLEXPO will offer multiple streams of seminars, sports, and bodybuilding. Your branding not only gains significantly expanded reach, it also can be viewed for years to come when guest replay the videos. We support the event with a massive social media, marketing and PR campaigns. In 2016 our PR reach was over 400 million. Thanks to Lou Ferrigno's star power, mainstream media including NETFLIX's "Chelsea" show with American Pie's Jason Biggs, covered the Ferrigno Legacy. Combined without 2.6 million social media fans, we are marketing powerhouse.

### Measuring Your Success

We have many tools to measure success, unlike any other fitness expo. The old techniques of shot-gunning and hoping you hit the target with vague tracking are now a thing of the past. We provide you with analytics, measurement tools and reports.

- Your call-to-action. You provide the code that becomes your tool for measuring conversion. This is used on your onsite marketing, on our website, social media, print and electronic coupon books and our apps.
- Dedicated Expo page with business description, video & website links
- Crawler on the bottom of the 40,000+ viewed live web stream (just like you see on CNN)
- Coupon book with a CTA page dedicated to your business
- Our email newsletters to over 20,000 subscribers
- Key Sponsors will receive CTA placement in athlete confirmation emails
- Custom FLEXPO Attendee APP



# THE FERRIGNO LEGACY

## FITNESS EXPO 2017

	BOOTH \$1,000 EARLY BIRD \$1,250 REGULAR	CLASS \$4,000 EARLY BIRD \$4,500 REGULAR	DIVISION \$10,000 EARLY BIRD \$11,000 REGULAR	TITLE \$50,000
	-	ADVANCED MARKETING SUPPORT	PRESENT & TITLE SHOW DIVISIONS	Title EXPO & FERRIGNO LEGACY
Complementary Booth	10' x 10'	(2) 10' x 10'	(4) 10' x 10' OPTIONAL 10 x 10 at FERRIGNO LEGACY FINALS	(8) 10' x 10' OPTIONAL 10 x 10 at FERRIGNO LEGACY FINALS
Stage Presentation	-	Large Logo rotated 10 times per hour	Large logo rotated 20 times per hour Permanent gobo Included on LED screens Onstage Gobos	Logo rotated 30 times per hour at BBing show Permanent Logo on stage Included on LED screens Onstage Gobos
Social Media	-	1 Featured IG post on Ferrigno Legacy 1 Featured Legacy FB Post Tagged in many IG Posts	Logo on Lou Ferrigno's FB cover image 1 Post on Lou's FB 3 Post on Legacy FB 3 Featured IG post Tagged in most IG posts	Logo on Lou Ferrigno's FB cover image 3 Posts on Lou's FB 5 Featured on Legacy FB 5 Featured IG posts Tagged in most IG & FB posts
Webstream	-	On Stage branding will be seen on web stream receiving 55k views	Branding will be seen on web stream receiving 55k views Call-to-action in Web Stream Crawler	Host the Web Stream on your website Branding will be seen on web stream receiving 55k views Call-to-action in Web Stream Crawler
Website Branding	Logo on vendor page	Featured after title on vendor page CTA on vendor page	Included in home page sponsor block Featured after title on vendor page CTA on vendor page	Included in home page Featured on vendor page CTA on vendor page CTA on Web Stream landing page
Step & Repeat	-		Logo on all Step and Repeats. Includes Backstage, After Party, EXPO & Red Carpet	Logo Featured on all Step and Repeats. Includes Backstage, EXPO, After Party & Red Carpet
Comped Tickets	4 tickets to all shows	6 Preferred tickets to all shows 10 Weekend Expo Tickets	2 VIP in Lou's private box 6 Preferred tickets to all shows 20 Weekend Expo Tickets	10 VIP in Lou's private box 10 Preferred tickets to all shows 30 Weekend Expo Tickets
Email Newsletters	-		CTA In on Legacy newsletter Logo in all newsletters	CTA In on Legacy Newsletter Logo in all newsletters
On Stage Trophy Presentation	-	Yes	Yes	Yes
Photo Op with Lou Ferrigno at Your Booth	-		Yes	Yes
Sponsor Video	-		30 second video played interminetly between during daytime webstream content	30-60 second video played during IFBB & NPC Finals Live & on webstream 30 second - 5 minute videos played interminetly between during daytime webstream content

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## FLEXPO PLANS & SPONSOR LEVELS

Booth Size	# of Booths	Early Bird	Regular	Late
<b>BOOTH Only</b>		Deadline: Dec 31 2016	Jan 1 - Sep 15	Sep 16 - Nov 17
10 x 10	1	\$1,000	\$1,250	\$1,500
10 x 20	2	\$2,000	\$2,250	\$2,500
10 x 30	3	\$3,000	\$3,250	\$3,500
10 x 40	4	\$4,000	\$4,250	\$4,500
10 x 50	5	\$5,000	\$5,250	\$5,500
Inline Corner Add On	1	\$500	\$500	\$750
20 x 20	4	\$4,000	\$4,250	\$4,500
20 x 20 Island	4	\$8,000	\$8,250	\$8,500

<b>CLASS Sponsor</b>	<b>2 Free</b>	<b>\$4,000</b>	<b>\$5,000</b>	<b>\$5,500</b>
10 x 20	2	\$4,000	\$5,000	\$5,500
10 x 30	3	\$5,000	\$6,000	\$6,500
10 x 40	4	\$6,000	\$7,000	\$7,500
10 x 50	5	\$7,000	\$8,000	\$8,500
10 x 60	6	\$8,000	\$9,000	\$9,500
20 x 20	4	\$6,000	\$7,000	\$7,500
20 x 20 Island	4	\$10,000	\$11,000	\$11,500
20 x 30	6	\$8,000	\$9,000	\$9,500
20 x 30 Island	6	\$12,000	\$13,000	\$13,500

<b>DIVISION Sponsor</b>	<b>4 Free</b>	<b>\$10,000</b>	<b>\$12,500</b>	<b>\$13,500</b>
<b>BODYBUILDING NEIGHBORHOOD TITLE</b>		\$20,000 Minimum + Overhead Signage	\$20,000 Minimum + Overhead Signage	\$20,000 Minimum + Overhead Signage
<b>NEIGHBORHOOD TITLE</b>		\$14,000 Minimum + Overhead Signage	\$15,000 Minimum + Overhead Signage	\$16,000 Minimum + Overhead Signage
10 x 40	4	\$10,000	\$12,500	\$13,500
10 x 50	5	\$11,000	\$13,500	\$14,500
10 x 60	6	\$12,000	\$14,500	\$15,500
10 x 70	7	\$13,000	\$15,500	\$16,500
10 x 80	8	\$14,000	\$16,500	\$17,500
10 x 90	9	\$15,000	\$17,500	\$18,500
20 x 20	4	\$10,000	\$12,500	\$13,500
20 x 20 Island	4	\$14,000	\$16,500	\$17,500
20 x 30	6	\$12,000	\$14,500	\$15,500
20 x 30 Island	6	\$16,000	\$18,500	\$19,500
20 x 40	8	\$14,000	\$16,500	\$17,500
20 x 40 Island	8	\$18,000	\$20,500	\$21,500
20 x 50	10	\$16,000	\$18,500	\$19,500
20 x 50 Island	10	\$20,000	\$22,500	\$23,500
20 x 60	12	\$18,000	\$20,500	\$21,500
20 x 60 Island	12	\$22,000	\$24,500	\$25,500

<b>TITLE Sponsor</b>	<b>8 Free</b>	<b>\$50,000</b>	<b>\$50,000</b>	<b>\$50,000</b>
10 x 80	8	\$50,000	\$50,000	\$50,000
10 x 90	9	\$51,000	\$51,000	\$51,000
20 x 40	8	\$50,000	\$50,000	\$50,000
20 x 40 Island	8	\$54,000	\$54,000	\$54,000
20 x 50	10	\$52,000	\$52,000	\$52,000
20 x 50 Island	10	\$56,000	\$52,000	\$56,000
20 x 60	12	\$54,000	\$54,000	\$54,000
20 x 60 Island	12	\$58,000	\$58,000	\$58,000
20 x 70	14	\$56,000	\$56,000	\$56,000
20 x 70 Island	14	\$60,000	\$60,000	\$60,000
20 x 80	16	\$58,000	\$58,000	\$58,000
20 x 80 Island	16	\$62,000	\$62,000	\$62,000