

Organised by



NUVISTA CLASSIC BODYBUILDING SHOW



GLOBAL FITNESS & SPORTS EXPO

B2B + B2C | Mega Fitness, Sports & Wellness Exhibition

11-12-13 SEPTEMBER 2026

Venue: Dana Mandi, Bahadur Ke Road, Near Jalandhar Bypass, Ludhiana, Punjab
India's Premier Fitness Sports & Wellness Showcase

Manufacturers | Brands | Distributors | Gym Owners | Trainers | Athletes | Fitness Enthusiasts

WHY LUDHIANA (PUNJAB)?

Ludhiana is North India's most powerful **industrial, trading and fitness-driven city**, making it a strategic and high-potential destination for a **Mega Fitness, Sports & Wellness Exhibition**. As Punjab's commercial backbone, Ludhiana offers unmatched access to **buyers, distributors, gym owners, sports professionals and fitness entrepreneurs** from across North India.

KEY ADVANTAGES

- ✓ Industrial and business capital of Punjab.
- ✓ Strong manufacturing, trading and distributor ecosystem.
- ✓ High purchasing power with an entrepreneur-driven market.
- ✓ Rapidly expanding gyms, fitness studios and sports academies.
- ✓ Deep-rooted bodybuilding, fitness and sports culture.
- ✓ Well-developed road and rail infrastructure.
- ✓ A proven exhibition city with strong trade participation.
- ✓ **Ludhiana delivers quality footfall, serious buyers and measurable business conversions for exhibitors.**

EXHIBITOR PROFILE (*Who Should Exhibit*)

FITNESS EQUIPMENT, TECHNOLOGY & INFRASTRUCTURE

- Gym & Fitness Equipment Manufacturers / Distributors.
- Strength, Cardio & Functional Training Equipment.
- Smart Fitness Technology, AI Equipment & Wearables.
- Gym Management Software, Apps & Digital Platforms.
- Sports Turf, Gym Flooring & Performance Surfaces.
- Gym Interior, Infrastructure & Turnkey Solution Providers.
- Lighting, Acoustic, AV & Music Systems.

SPORTS, PERFORMANCE GEAR & ACTIVE LIFESTYLE

- Sporting Goods, Equipment & Accessories.
- Sports Apparel, Activewear & Team Wear.
- Performance Footwear & Training Shoes.
- Cycling Equipment & Accessories
- Adventure & Outdoor Sports Equipment.
- E-Sports, Digital Sports & Gamification Platforms
- Fitness Fashion & Lifestyle Accessories

GYMS, TRAINING, EDUCATION & FRANCHISES

- Gym Chains, Fitness Clubs & Health Clubs.
- Fitness Training Institutes & Academies.
- Coaching Centres & Certification Bodies.
- Fitness & Sports Franchise Opportunities

FITNESS, NUTRITION & PERFORMANCE SOLUTIONS

- Sports Nutrition & Supplement Brands.
- Performance Nutrition & Nutraceuticals.
- Nutricosmetics & Beauty Supplements.
- Health Foods, Functional Foods, Superfoods & Dry Fruits
- Organic, Plant-Based, Vegan & Clean-Label Nutrition.
- Ayurveda, Herbal & Natural Healthcare Products.
- Energy Drinks, Health Drinks & Sports Beverages.
- Raw Material & Ingredient Suppliers

WELLNESS, BEAUTY, RECOVERY & LIFESTYLE

- Spa, Sauna, Steam & Recovery Equipment.
- Aromatherapy, Essential Oils & Wellness Products.
- Physiotherapy, Rehab & Sports Recovery Solutions.
- Holistic Health & Wellness Brands.
- Wellness Tourism & Fitness Travel Companies.
- Hair, Cosmetic & Personal Wellness Industry.

PACKAGING, PRIVATE LABEL & SUPPORT SERVICES

- Packaging, Labelling & Sustainable Packaging Solutions
- Private Label & Contract Manufacturing
- Banks, Insurance & Financial Institutions
- Government Bodies & Sports Authorities
- Media Houses, Trade Publications & Industry NGOs

VISITOR PROFILE *(Who Will Visit)*

Ludhiana's strong industrial base, trading ecosystem and fitness culture attracts a high-quality, decision-maker driven audience, ensuring meaningful interactions and real business outcomes for exhibitors.

BUSINESS & TRADE VISITORS

- Distributors, Dealers & Retailers from Punjab & North India
- Gym & Fitness Club Owners
- Yoga & Wellness Studio Owners
- Fitness Trainers, Coaches & Instructors
- Dieticians, Nutritionists & Physiotherapists
- Hospitals, Clinics, Resorts & Spas
- Schools, Colleges & Sports Academies

CORPORATE & INSTITUTIONAL VISITORS

- Builders, Developers & Interior Designers
- MNCs, PSUs & Corporate Decision Makers
- Corporate Wellness Buyers & HR Teams
- Factory Owners & Industrial Management Teams

GOVERNMENT & PUBLIC SECTOR VISITORS

- Central & State Government Departments
- Sports, Health & Youth Affairs Departments
- Urban Development Authorities
- Military, Police & Paramilitary Forces

INTERNATIONAL VISITORS

- International Trade Bodies & Sports Federations
- Embassies & Chambers of Commerce
- Global Buyers, Importers & Sourcing Agencies

SPORTS & PERFORMANCE VISITORS

- Sports Goods Manufacturers & Brand Representatives
- Sports Federations & Associations
- Sports Academies, Clubs & Stadium Management Teams
- Coaches, Athletes & Sports Professionals

WHY THIS VISITOR MIX MATTERS

- ✓ Decision-makers and buyers under one roof
- ✓ Strong B2B networking & dealership opportunities
- ✓ Government & institutional participation
- ✓ International exposure and export potential



VISITOR PROMOTION & MEDIA OUTREACH

Global Fitness & Sports Expo – Ludhiana 2026 Will Be Promoted Through Targeted Print, Digital, And Outdoor Marketing Campaigns To Ensure High-Quality Visitor Footfall, Strong Brand Visibility, & Maximum Roi.

PROMOTION CHANNELS INCLUDE:

- ✓ Promotion through leading Punjab and Ludhiana newspapers and fitness/sports media
- ✓ Digital campaigns on Facebook, Instagram, LinkedIn, and YouTube
- ✓ SMS, WhatsApp, and Email invitations to verified buyers, gym owners, distributors, and professionals
- ✓ Strategic outdoor hoardings and city branding in prime and industrial areas
- ✓ Tie-ups with gyms, sports academies, wellness centres, and fitness communities

ON-GROUND PROMOTIONS:

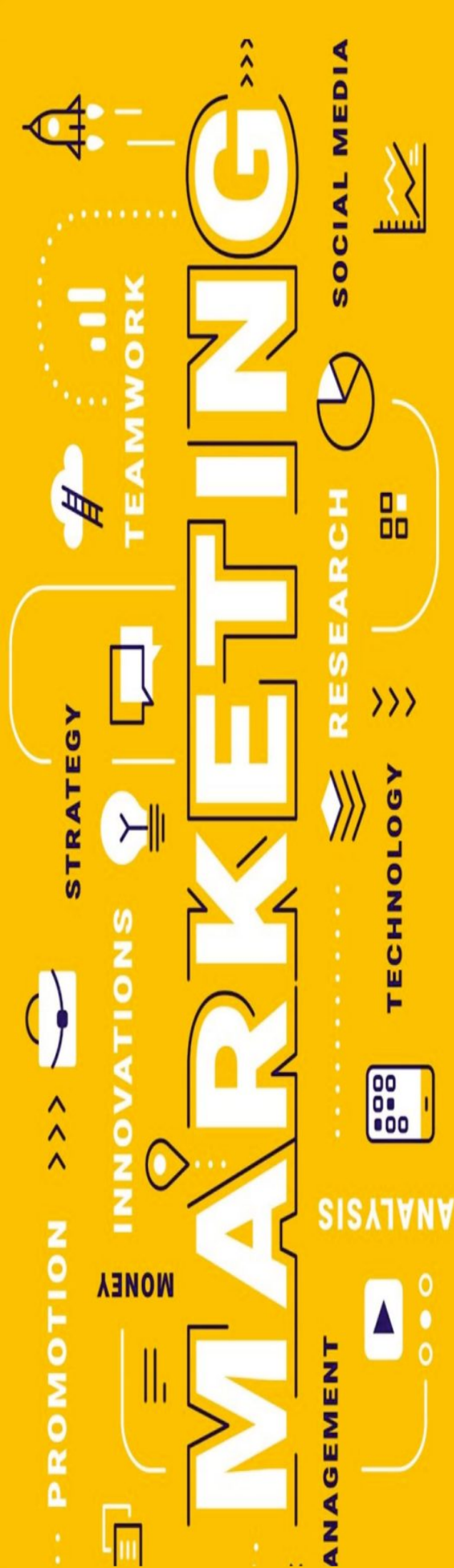
- ✓ Professional lead capture and management system
- ✓ Strong venue branding and sponsor visibility
- ✓ Local and regional media coverage, interviews, and post-event highlights

PROMOTION FOCUS:

- ✓ Serious buyers, gym owners, and key decision-makers
- ✓ High visibility for exhibitors and sponsors
- ✓ Quality leads and genuine business inquiries
- ✓ Continuous promotion across all three expo days

SUPPORTING VISUALS & MEDIA

- ✓ Newspaper & Media Coverage (News Cuttings)
- ✓ Exhibition Stall & Visitor Photographs





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Moments from Previous Successful Exhibitions



Book Your Stall Now
Limited Premium Spaces Available
11–13 September 2026 | Ludhiana, Punjab

Organized By:
Nuvista Exhibitions Pvt. Ltd.

- 📍 Office NO. 37, 3d Floor, Dharmaveer Market,
Badarpur, New Delhi - 110044
- ☎ +91 7303784089 | +91 9650631974 | +91 8826745528
- ✉ marketingnuvistaexhibitions@gmail.com
- 🌐 www.nuvistaexhibitions.com

Social Media:
@nuvistaexhibitions

@gfs_expo

