

ELEVATE

10 YEAR ANNIVERSARY

17-18 JUNE 2026 | EXCEL | LONDON

**POWERING
THE FUTURE
OF PHYSICAL
ACTIVITY**

Booking your stand is just the beginning...

Our marketing support starts now and continues right up to the event. **Get in touch with us today to maximise the value of your exhibiting experience.**



START **PROMOTING** YOUR PRESENCE AT **ELEVATE** FOR **MAXIMUM EXPOSURE**

Complement our event marketing with your own marketing. This will optimise your return on investment when exhibiting.

The marketing we do brings the target audience for the industry to the event.
The promotions you do will bring this audience to your stand.



**MARKETING EMAIL
CAMPAIGNS**



**WEBSITE
PROMOTION**



**COMPANY
BRANDING**



**PUBLIC
RELATIONS**



**BRING YOUR
TARGET AUDIENCE
TO YOUR STAND**

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PROMOTE YOUR SHOW PRESENCE

Elevate 2026 is an unprecedented opportunity to:

- ✓ Meet your **customers**/potential customers **face-to-face**
- ✓ Allow customers to physically try out your **products/equipment**
- ✓ Offer a face-behind-the-brand **personality** to your company
- ✓ Forge **relationships** within the industry and create future **partnerships**
- ✓ Get ahead of competitors by being involved with the **largest** face-to-face event for the **physical activity community** in the UK

MARKETING MATERIALS

We're your one-stop shop marketing partner.

The marketing opportunities we offer exhibitors, many of which are free and inclusive in your stand package, make us your one-stop shop marketing partner.

- Web Banners
- Email Footers
- Social Media Posts Instagram Stories Official Event Logos
- Event Description Kits
- Listing on our website
- Social Media Posts and Stories Newsletter Feature*
- News/Blog on Website
- Chat to Elevate media onsite

**Depending on availability*



EMAIL MARKETING

Use email to invite anyone you feel would be your target audience to your stand at various points in the run-up to the show.

Use the face-to-face opportunity to further your relationship and let your audience know you appreciate their custom.

- Add your stand number and the event logo to your email signature.
- Email clients and leads to save the date so they can meet you at the show.
- Promote what you're doing at the show, any new releases, special offers, presentations and meet and greets. Promote other elements of the exhibition, such as thought-leadership keynotes and anything niche they might be interested in as a hook.
- Please encourage them to tell their network about the event and ask them to bring a colleague!
- In the final days, counting down to the event, build hype! FOMO, sneak previews and limited offers are all great ways to get your ideal audience to your stand.
- Post-event, send out a 'Great to meet you' email to cement your brand in their memory of the event. Nurture them!



YOUR WEBSITE

Advertise the fact you'll be at the show on your website.

- Create a banner at the top of your home page that leads to a new, unique page about the event.
- Make sure you add detailed information on your stand and how that will benefit your audience attending, along with any special reasons to drop by.
- Include your stand number, and, just like in the email marketing, include a link to the exhibition's website and how people can get tickets. You could also include a floor plan showing how to find you.
- Add press releases and blogs about the show to provide authority on the event.

TOP TIP:
ADD A REGISTER NOW
BUTTON TO YOUR
WEBSITE TO ENSURE
YOUR AUDIENCE
REGISTER IN ADVANCE

SOCIAL MEDIA

Successful exhibitors tell a story. They bring their online presence to life through two-way conversations.

Social media is a perfect channel for this show. Research has shown that 67% of customers expect a business to use social media. Engage and make your audience feel comfortable: **like, share and show support.**

If you're new to social media, then take time to research which channels your target customers use. Remember to engage with other brands and any other content about the show.



SHARE YOUR STORY ON SOCIALS

PERSONAL BRAND

Our community cares about people.

Become an Ambassador for Elevate 2026 on a personal level.

- Tell your community why you are personally excited.
- Invite your network - the show brings together decision-makers from gyms, studios, sports clubs, universities, personal training, schools and private practice.
- Reach out to other exhibitors, visitors and ambassadors for Elevate 2026 on social media
- Share behind-the-scenes content and previews leading up to the event.
- Be excited personally as well as professionally!



ENGAGE THE PRESS

Journalists are inundated with press releases each day. Keep updating your releases, try reaching out to new publications and journalists, and keep track of anything relevant that is being published.

Elevate has a big enough community and reach to be news-worthy, so use us as an ideal angle for you to build your press connections.

HOW TO STRUCTURE A PRESS RELEASE

- A great way to start a press release is with the launch of a new product or service at the event.
- Put the most important information in the introduction, then explain it, and then do a quick wrap-up paragraph. However, do not write a press release like an essay: if it's too hard for an editor or journalist to make sense of it quickly, it will go straight into the bin!
- Always include good-quality, high-resolution images.
- Always include all your exhibiting information: Your stand number, the time and place of any talks or demonstrations you'll be giving and so on.
- Always put a company contact number and name.



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CONTACT



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- TikTok elevate.arena
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