

# Athletic Business<sup>®</sup>

— SHOW 2026 —

***EXHIBITOR PROSPECTUS***



**Conference:** November 17-20, 2025  
**Expo:** November 18-19, 2025



**Orange County Convention Center | Orlando, FL**



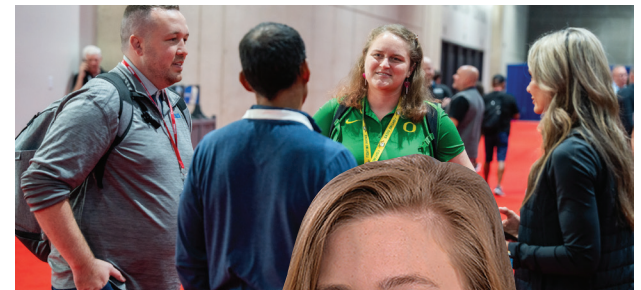
# VISION FOR THE EVENT

## THE PREMIER INDUSTRY EVENT OF THE YEAR

Join us for four transformative days where the athletics, recreation and fitness industries' most influential leaders unite under one roof. AB Show stands as the nation's foremost educational conference in this sector, delivering unparalleled value to attendees and exhibitors alike.

## YOUR IDEAL AUDIENCE AWAITS

Our attendees represent the industry's most qualified decision-makers and buyers, drawn by our comprehensive program of accredited seminars and professional development opportunities. These high-value participants — the ones you most want to reach — spend significant time exploring the expo floor, ready to engage with innovative solutions and forge new business relationships.



"I love attending the AB conference! This allows me to reconnect with colleagues and network with folks across the nation. I always leave feeling empowered to bring innovative change to my program. Also, connecting with my peers and the continual learning amongst the field strengthens my feeling of belonging in the industry."

ZOE HUFF | OUTDOOR PROGRAMS COORDINATOR | TOWSON UNIVERSITY



SCAN THE QR CODE TO HEAR WHAT OUR ATTENDEES ARE SAYING

# WHY EXHIBIT AT AB SHOW?

**THE #1 BUSINESS CONFERENCE FOR ATHLETICS & RECREATION FACILITIES**

## OUR PARTNERS:



### AB SHOW 2024 HIGHLIGHT



2026 AB SHOW PROSPECTUS



“Summit Lockers has valued being an exhibitor at the Athletic Business Show and can directly attribute close to \$1,000,000 in business from relationships and opportunities built at AB Show.”

TAYLOR WHALEN | VICE PRESIDENT | SUMMIT LOCKERS



“This is one of the only shows that we receive orders directly from the show and shortly after. People are there to buy!”

TYLER DANEN | CEO | FITBENCH

[steve@abshow.com](mailto:steve@abshow.com) | [www.abshow.com](http://www.abshow.com)

# EXHIBITOR BENEFITS

## IMMEDIATE IMPACT

- Engage directly with qualified buyers who have immediate purchasing authority
- Generate substantial leads and close deals on the spot
- Build a robust sales pipeline to kick-start the upcoming year
- Demonstrate your products and services to an engaged, relevant audience

## ACCESS TO QUALITY DECISION MAKERS

- 56% of attendees are planning renovation projects in the next five years
- 93% of attendees have purchasing power in their organization
- Attendees from 48 States and 23 Countries
- New attendees every year! 58% said AB Show 2024 was their first time attending

## STRATEGIC ADVANTAGE

- Get ahead of competitors by securing early commitments for the new year
- Benefit from our event's timing to boost Q1 performance
- Leverage our comprehensive marketing support to maximize your presence
- Access post-event analytics and insights to measure your ROI

## BEYOND THE EXPO FLOOR

Our event offers more than just exhibition space — it's a comprehensive business platform featuring:

- Strategic networking sessions
- Industry insight panels
- Innovation showcases
- Expert-led workshops



# OUR ATTENDEES

## 2024 ATTENDEE PROFILE BREAKDOWN BY PERCENTAGE



**30%**  
Parks & Rec



**27%**  
College Rec



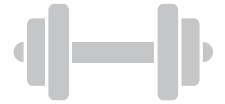
**16%**  
Military



**13%**  
Private Sports



**8%**  
YMCA/  
Health Club



**6%**  
Other  
Industry Pros

\***93%** of attendees have decision power in their organization's purchasing/leasing decisions



“As a first year attendee, I had hopes of what I thought AB Show could be, and thankfully it exceeded all of my expectations. The educational sessions were inspiring, the expo hall had everything I could have wanted to see, and the ability to network with other industry professionals was invaluable.”

SCOTT NICHOLOS | RECREATION COORDINATOR | COSUMNES CSD PARKS & RECREATION

“AB Show is a “must attend” for any group or individual who has professional aspirations in the fitness or sports world. The classes and expo were worth every moment and every dollar we spent there. The speakers and networking opportunities are excellent and the venues are fun and educational in themselves. This is a don’t miss!!”

PAUL SHOESMITH | FITNESS DIRECTOR | US AIR FORCE



# 2025 EXHIBITORS

Exhibiting at AB Show is more than a transaction, it's a strategic partnership. Our partnership ensures unrivaled exposure by attracting quality decision makers in the athletics, fitness and recreation industry.

\*After exhibiting at AB Show 2025, **82%** of exhibitors said they are planning to exhibit at **AB Show 2026**.



\*Note: Not ALL exhibitors shown above.

steve@abshow.com | www.abshow.com

## EXHIBITOR INTERVIEW





# PACKAGES AND PRICING

## BOOTH + ONSITE SPONSORSHIP

- 10' x 10' Booth - \$3,150, Corner Charge - \$300
- 10' x 10' Booth + Pre-Show Attendee Email ~~\$4,250~~ **\$4,000**
- 10' x 20' Booth + Mini Billboard ~~\$9,100~~ **\$7,900**
- 20' x 20' Booth + AB Show T-Shirts ~~\$18,800~~ **\$15,000**

## BOOTH + DIGITAL SPONSORSHIP/PRE SHOW SPONSORSHIP

- 10' x 10' Booth + Digital Banner on ABShow.com + Pre-Show Attendee Email ~~\$6,000~~ **\$5,000**

## BOOTH + ONSITE + DIGITAL + PRESHOW

- 10' x 10' Booth + AB Show Lanyards + Digital Banner on ABShow.com + Pre-Show Attendee Email ~~\$11,000~~ **\$9,900**
- 10' x 20' Booth + AB Show Attendee Badges + Digital Banner on ABShow.com + Pre-Show Attendee Email ~~\$14,150~~ **\$12,450**
- 10' x 30' Booth + AB Show Attendee Backpacks + Digital Banner on ABShow.com + Pre-Show Attendee Email ~~\$17,300~~ **\$14,800**
- 20' x 20' Booth + AB Show Attendee T-Shirts + Digital Banner on ABShow.com + Pre-Show Attendee Email ~~\$21,350~~ **\$17,900**



# SPONSORSHIP OPPORTUNITIES

Drive brand awareness, maximize exhibitor investment and increase your marketing ROI with unique on-site sponsorship opportunities specifically designed to showcase your company outside of your traditional exhibit space.

- Mini Billboard **\$2,500**
- Bingo Card **\$650**
- Conference Track Sponsor **\$2,500**

## SPONSORED CONTENT

High-impact, high-profile show sponsorships available to AB Show exhibitors are designed to drive an even greater number of attendees to your booth and help ensure a successful event.

- T-shirts **\$5,000**
- Backpacks **\$5,000**
- Badges **\$5,000**
- Lanyards **\$5,000**
- And many more!



VIEW ALL SPONSORSHIPS



### YOUR #ABSHOW26 PRIZE PACK PASSPORT

Take this card with you in the expo hall for a chance to take a gift card home!

As you explore the expo hall, be sure to stop by each of these booths to have your passport stamped. Once all 30 booth locations are filled in, simply add your name and contact details and either return your passport to our registration desk or snap a photo and email it to [alyvia@abshow.com](mailto:alyvia@abshow.com) (subject line **#ABSHOW26 Prize Pack Passport**) by 5:00 PM (CT) on Saturday, November 7. You'll automatically be entered to win a gift card from our prize pack!

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AB SHOW INFO

NAME \_\_\_\_\_

EMAIL \_\_\_\_\_

PHONE \_\_\_\_\_



VIDEO PACKAGE EXAMPLE



# VIDEO PACKAGES

## VIDEO PROMOTION PACKAGES AT AB SHOW

### Maximize your investment with video!

AB Show can help you capture and deliver the highlights, messaging and theme of your booth to key stakeholders, new prospects and your wider audience at large. Let our team of experts combine the power of video marketing with the energy of your AB Show booth to help:

- Amplify key messaging via social, websites, blogs and webcasts
- Increase booth traffic with eye-catching, in-booth video production
- Broadcast your message to all your prospects long after the show
- Promote your video all year long via email, newsletters and partners

SILVER PACKAGE



GOLD PACKAGE



# MAKE YOUR MARK

Don't miss this opportunity to position your brand at the forefront of the athletics, recreation and fitness industries. Join us in shaping the future of this dynamic sector while driving your business forward.

*Secure your exhibition space today to ensure premium placement and early-bird benefits.*



Learn more and secure your booth space [athl.biz/exhibit26](https://athl.biz/exhibit26)  
Or contact our Exhibits Director Steve Statsick [steve@abshow.com](mailto:steve@abshow.com)

**SAVE \$100 PER 10'X10' EXHIBIT SPACE BY  
LOCKING IN BEFORE MARCH 27, 2026.**