

**IWF** Health, Wellness  
Fitness Expo  
国际健身展

×  快手健身

中国(上海)国际健身、康体休闲展览会  
China Int'l Health, Wellness, Fitness Expo

# 2022 IWF SHANGHAI 上海国际健身展

8.30-9.01

中国·南京

南京国际博览中心

进无止境

GO FURTHER  
WITH IWF



 德纳展览  
DONNOR EXHIBITION

 IAEE  
Exhibitions and Events Meet Business

主办单位  
ORGANIZER

中国体育报业总社  
China Sports Publications Corporation

上海德纳展览服务有限公司  
Shanghai Donnor Exhibition Service Co., Ltd.



# GO FURTHER WITH IWF 进无止境

规模预计 | Estimated Scale

85,000

平方米展示面积  
Exhibiting Area (m<sup>2</sup>)

1000+

品牌  
Brands

75,000+

专业观众  
Buyers

## 展会介绍 | INTRODUCTION

2022年IWF国际健身展定于8月30-9月1日在南京国际博览中心举办，展出规模扩增至**85,000**平方米，参展品牌超过**1,000**家，预计将迎来累计超**75,000**名专业观众莅临参观。五大展馆，十四大展区，展品类别涵盖健身器材及配件、运动营养、俱乐部配套设施、游泳SPA、国际运动用品、运动时尚鞋服、跨境电商、青少体育教育等，为行业呈现一场规模空前、主题明确、内容丰富的健身上下游产业链盛会。

在深入了解展商与买家诉求的基础上，IWF上海国际健身展积极整合全产业链资源，集聚优质品牌与买家，完善展览展示、商贸对接、趋势发布、渠道拓展、宣传推广等展会功能，展示业态，解读趋势，提出方案，不断助力行业开拓新格局。

2022 IWF Shanghai International Fitness Exhibition is scheduled to be held at Nanjing International Expo Center on August 30-September 1. The exhibition will be expanded to 85,000 square meters with more than 1,000 exhibitors. It is expected to usher in a total of more than 75,000 professional visitors. 5 exhibition halls, 14 exhibition areas, and exhibit categories covering fitness equipment and accessories, nutrition, club facilities supplies, swimming pool SPA equipment, sports fashion shoes and clothing, international sports articles, youth sports education, etc., presenting an unprecedented scale, clear theme, and informative fitness upstream and downstream industry chain event.

Based on an in-depth understanding of the demands of exhibitors and buyers, IWF Shanghai International Fitness Exhibition actively integrates the resources of the whole industry chain, gathers high-quality brands and buyers, consummates the exhibition functions such as exhibition display, trade docking, trend release, channel expansion, publicity and promotion, etc. to show the form of business, interpret the trend, put forward a plan, constantly help the industry to open up a new pattern.

## 展会数据 | Data 预计

	2020	2021	2022	2023
展会面积 Exhibiting Area	54,000	70,000	85,000	100,000
展商数据 Exhibitors	452	800	1000+	1200+
观众数据 Buyers	43,076	47,280	75,000	90,000



## VIP特邀买家精准匹配供需

IWF为具有明确采购需求或采购计划的高层管理及专业人士精心搭建的贸易服务平台。

通过展前的电话邀约，深入了解买家的采购需求，为其推荐和匹配符合要求的参展商和

产品列表，展会现场提供独立洽谈间、行程安排，促成更精准高效的一对一采购对接。

### VIP Hosted Buyers with Exact Match Supply and Demand

IWF is a trade service platform carefully built for senior management and professionals with clear procurement requirements or procurement plans. Through pre-exhibition telephone invitation, in-depth understanding of the buyer's procurement needs, to recommend and match the required exhibitors and product list. The exhibition site provides independent negotiation rooms and itinerary arrangements to facilitate more precise and efficient one-to-one procurement docking.

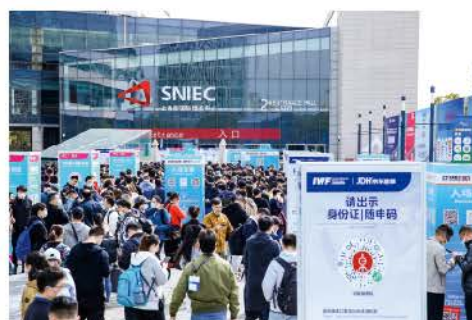


## 开设跨境电商综合服务展区

三大主题展区：跨境电商进出口品牌和生产厂家展区、跨境平台展区、跨境服务商展区，汇聚跨境电商全产业链，邀请亚马逊、eBay、速卖通等著名平台方齐聚现场，为跨境电商卖家提供选品会专场，实现卖家买家双方无缝对接，满足更多的跨境电商企业需求。

### Establish the Cross-Border E-commerce Integrative Service Section

Three major theme exhibition areas: Cross-Border E-commerce import and export brands and manufacturers exhibition area, Cross-Border platform exhibition area, Cross-Border service providers exhibition area, gathering Cross-Border E-commerce industry chain, inviting amazon, eBay, AliExpress and other famous platform parties to gather at the scene, to provide Cross-Border E-commerce sellers with a special selection meeting to achieve seamless docking between sellers and buyers to meet the needs of more Cross-Border E-commerce enterprises.



## 数字化推广机会： 「展商搜索」、「展品推荐」

各参展商获得展会数字业务推广，包含公司名称，展台号及产品展示，“展商与产品”搜索功能附加服务等。入驻企业的产品和品牌信息通过文字、图片、直播等形式，多视角、多维度呈现给全球买家，优化体验，减少决策链路。

### Digital Promotion Opportunity: 「Exhibitors Search」 「Exhibits recommended」

All exhibitors would obtain the digital business promotion of the exhibition, including the company name, booth number and product display, "Exhibitors and Products" search function additional services, etc. The products and brand information of the settled enterprises are presented to global buyers from multiple perspectives and dimensions through words, pictures and live broadcasting, to optimize the experience and reduce the decision-making links.

## 展品范围 | Exhibiting Scope

### 健身器材、青少体育教育

Youth Fitness & Recreation

商用/家用健身器材  
健身小器械及配件  
体质监测设备  
青少体育教育配套产品及培训

Commercial/Household Fitness Equipment  
Small Fitness Equipment And Accessories  
Physique Monitoring Equipment  
Youth Sports Education Supporting  
Products And Training



### 运动营养及健康食品

Nutrition & Health Food

运动营养品	Nutrition
功能性健康食品	Functional Health Food
功能性饮品	Functional Beverage
原料及包装设备	Raw Materials and Packaging
基础营养品	Basic Nutrition
第三方服务	Third Party Services

### 国际运动用品

International Sports Article

智能运动科技  
跨境电商  
运动休闲用品  
海峡两岸贸易

Smart Sports Technology  
Cross-Border E-Commerce  
Sports Leisure Products  
Cross-Strait Trade



### 俱乐部配套

Club Supplies and Related

俱乐部用品/管理系统  
培训/机构运营  
连锁加盟  
地面铺设  
EMS健身  
智能穿戴  
浴室柜、智能锁柜及各种俱乐部装饰材料  
空间设计公司  
室内环境系统  
室内高尔夫  
球类、搏击产品

Club Supplies/Management System  
Training/Organization Operations  
Chain Joining  
Floor Laying  
EMS Fitness  
Smart Wear  
Bathroom Cabinet, Smart Lock Cabinet  
and Club Decoration Materials  
Space Design Company  
Indoor Environment System  
Indoor Golf  
Ball, Fight Products



### 运动时尚鞋服及装备

Fitness Shoes and Apparel

运动鞋服	Sports Shoes and Wearing
运动箱包	Sports Kits
其他运动装备	Other Sports Apparel
功能性面料	Functional Fabrics
运动装备配件	Sportswear Accessories

### 健身俱乐部 泳池配套设施

Fitness Club  
Swimming Pool Facilities

泳池设备  
游泳装备  
温泉SPA  
泳池水处理设备及相关设备  
私家泳池  
别墅庭院  
园林景观  
儿童游乐设施

Swimming Pool Equipment  
Swimming Equipment  
SPA  
Swimming Pool Water Treatment  
Equipment  
and related equipment  
Private Swimming Pool  
Villa Courtyard  
Landscape  
Children's Recreation Facilities





# 强大宣传攻势 | Powerful Promotion

## 参展商尊享服务 | Exhibitors Services



### 构建展会完整B2B交易生态

- 在线展会：展商 & 观众
- 平台引导展商签约入驻
- 采购商可选择询盘、直接交易等方式寻找合适的供应商
- 各类观展资料下载
- 定制客户电子邀请函
- 商贸配对提前确定现场会谈

### Complete B2B Trade for Exhibition

- Online Exhibition: Exhibitor & Visitor
- Guiding Exhibitors to Exhibiting-Platform
- Looking for Suitable Suppliers by Inquiry or Trade
- Marketing Investigation
- Customizing E-invitation
- Matchmaking Before Exhibition



### 有效的宣传服务

- 广告赞助服务
- 会刊宣传
- 媒体宣传报道
- 展商活动宣传推广

### Effective Promotion

- Advertisement Sponsor
- Show Directory
- Media Report
- Promoting Events



### 便利的商旅服务

- 签证服务
- 协议酒店优惠预订
- 协议酒店展馆穿梭巴士
- 展会现场地图及信息手册
- 展台搭建服务商推荐
- 展馆会议室租赁
- 展品运输商推荐《参展商服务指南》

### Effective Promotion

- VISA Assistant
- Booking Discounted Hotel
- Shuttle Bus
- Floor Plan and Brochure
- Recommending Constructor
- Renting Meeting Room
- Exhibition Manual



### 高效的新媒体服务

微信 (IWF国际健身展) :

- 9万+ 微信粉丝粘性互动
- 行业趋势、展会动态、展商新品及重大行业新闻论坛播报

微博 (IWF国际健身展) :

- 实时展会及行业互动，关注健身圈大事件

抖音 (IWF国际健身展) :

- 定期直播互动，小小心走起来

Facebook: (iwfshanghai)

打开国门贸易，链接全球资源

Instagram: (iwf\_shanghai)

国际潮流信息，全面推广品牌

### Efficient New Media

WeChat:

Industrial Trends, Exhibition Dynamics, New Items and Big News

Follow WeChat Account 'IWF-SHANGHAI' and Mini Program 'IWF GO'

Weibo:

Interacting with Exhibition, Following the Industry

Douyin:

Getting Live Broadcasting

Facebook: (iwfshanghai)

Open global resource

Instagram: (iwf\_shanghai)

International fashion, promoting to customers

## 合作媒体 | Media



以上排名不分先后，  
期待更多合作媒体加入.....



# 2022 IWF China Fitness Convention

第九届中国健身盛典

Real Stuff  
EXPERTS  
FASHION



干货分享 · 大咖汇集 · 潮流健身



# 智库论坛:

## 搭建多元化交流平台 打造品牌化论坛活动

### 俱乐部管理系列峰会

- IWF第九届中国健身领袖论坛
- 中国影响力商业俱乐部总裁思享会
- 中国健身俱乐部人力资源峰会

### 健身房/工作室管理系列峰会

- 中国健身俱乐部智能化发展趋势论坛
- 健身新势力 | 创业者沙龙
- 凝心聚力·2022健身产业转型升级落地论坛
- 教练职业发展规划分享会



### 运动科技系列峰会

- 跨境电商平台/服务商系列宣讲会
- 跨境出海营销沙龙
- 智能新品发布会

### 运动营养行业系列峰会

- SNH国际运动营养行业领袖高峰论坛
- 第四届中国运动营养市场行业发展论坛
- 京东健康--功能性食品行业白皮书发布
- 益生元+运动营养: 下一个健康产业大蓝海
- “代餐轻食” 逐浪运动营养新赛道

### 青少年体育系列峰会

- 2022 IWF中国青少年体育教育发展交流系列论坛



## Summits:

### Building Multi-Communicating Platform Creating Branding Forum

#### Club Management Series Summit

- IWF China Fitness Leadership Forum (9th Edition)
- China Influential Business Club President's Private Board
- China Fitness Club Human Resources Summit

#### Gym / Studio Management Series Summit

- China Fitness Club Intelligent Development Forum
- New Forces of Fitness-Entrepreneur Salon
- Enhancing Cohesion- Fitness Industry Transformation and Upgrading Forum
- Coach Professional Development Planning Sharing Meeting

#### Sports Technology Series Summit

- Cross-Border E-Commerce Platform/Service Provider Series Seminar
- Cross-Border Overseas Marketing Salon
- Smart New Product Launch

#### Sports Nutrition Industry Summit

- SNH Sports Nutrition Industry Leaders Summit Forum
- China Sports Nutrition Market Industry Development Forum (4th Edition)
- JD Health-Functional food industry Report Release
- Prebiotics+ Sports Nutrition: The Next Blue Ocean for The Health Industry
- "Meal Replacement and Light Food" Chasing The Sports Nutrition New Track

#### Youth Sports Series Summit

- 2022 IWF China Youth Physical Education Development Exchange Series Forum





## Educational Training:

Multiple themes and knowledge about fitness are all here

### 教育培训：

多元主题，  
健身路上的知识点都在这里

打造“绝对权威+丰富实践+前沿理论”的三重培训教学内容，国际认证学分一站式研修，组委会官方颁发结业证书，百家知名机构与专业院校鼎力支持，顶级配置，强势来袭！

优化与改进瑜伽、普拉提、运动营养、健美竞技、功能性训练、运动人体科学六大主题教室。

Create “Absolute Authority + Rich Practice + Frontier Theory” triple training teaching content, international certification credit study in one-stop, the Organizing Committee officially issues a certificate of completion, and gathers the support from more than 100 well-known institutions and professional colleges! The top-level configuration will hit China this March!

There are 6 theme classrooms: Yoga, Pilates, Sports Nutrition, Bodybuilding Competition, Functional Training and Sports Science.

## 规模预设 | Estimated Scale



30+

培训教室（间）  
Rooms



260+

权威导师（位）  
Instructors



280+

精品课程（节）  
Courses



3000+

优质学员（人）  
Delegates





# 赛事竞技：爆发体能极限，闪耀竞技精神

Competitions: Breaking Limits, Brightening Athleticism

## 设计类赛事

- Modern Sports Style·第六届中国运动健身空间设计大赛
- 首届健身俱乐部泳池设计大赛
- 上海运动时尚服饰创新设计大赛

## 健身健美类赛事

- DMS冠军经典赛
- CBBA PRO中国健美健身精英职业联赛
- 2022年IWF-MS健美健身比基尼新秀赛

## 体能类赛事

- 斯巴达DEKA室内体能挑战（拟）
- 冬奥时代-旱地冰球体验赛
- IWF X 盛世英豪格斗
- 中国无边际游泳挑战赛
- 第二届青少年体能挑战赛



## Design Category Competitions

- Modern Sports Style ·  
The Modern Gym Style-Fitness Club Design Competition (6th Edition)
- The first fitness club swimming pool design competition
- Shanghai Sports Fashion Apparel Innovation Design Competition

## Bodybuilding and Fitness Category Competitions

- DMS championship Classic
- CBBA PRO China Pro
- IWF•MS Bikini Fitness & Bodybuilding Competition

## Physical Fitness Category Competitions

- SPARTAN DEKA Strong(plan)
- Winter Olympics era- Ice Hockey Experience Game
- IWF•SSYH Fighting Championship
- China Infinity Swimming Challenge
- Youth Physical Activity Challenge (2nd Edition)

# 盛典活动：共享这场星光盛宴

Awarding: Enjoying Celebrity Feast

- 2022 IWF开幕典礼
- 2022 IWF时尚健康之夜
- 第三届SUPER ICON中国超级达人颁奖盛典暨2022运动健身行业达人发展趋势论坛
- 运动科技新势力颁奖盛典
- 英雄大会Graduation Party
- ZUMBA春季嘉年华
- “锦鲤泳池”水中健身嘉年华

- 2022 IWF SHANGHAI Opening Ceremony
- 2022 IWF Fashion Health Night
- The 3rd SUPER ICON China Super ICON Awarding and 2022 Sports and Fitness Industry Talent Development Trend Forum
- Sports Technology of the New Force Award Ceremony
- Hero Convention and Heroine Graduation Party
- ZUMBA Spring Carnival Event
- “JINLI Swimming Pool” Water Fitness Carnival



# 2021 IWF SHANGHAI REVIEW 上届回顾

健身器材、运动健身新零售创新产品、俱乐部配套、青少体育教育

Fitness Equipment , Sports And Fitness New Retail Innovative Products , Club Supporting Facilities , Youth Sports Education



健身器材及配件

Fitness Equipment & ACC





# 参展商数据 | Exhibitors Data

800个参展品牌 | 800 Brands

## 泳池SPA设备

Swimming Pool & SPA Equipment



## 功能性健康食品及原料、运动装备及鞋服

Functional Health Food & Raw Material, Sports Outfit-Sports Apparel





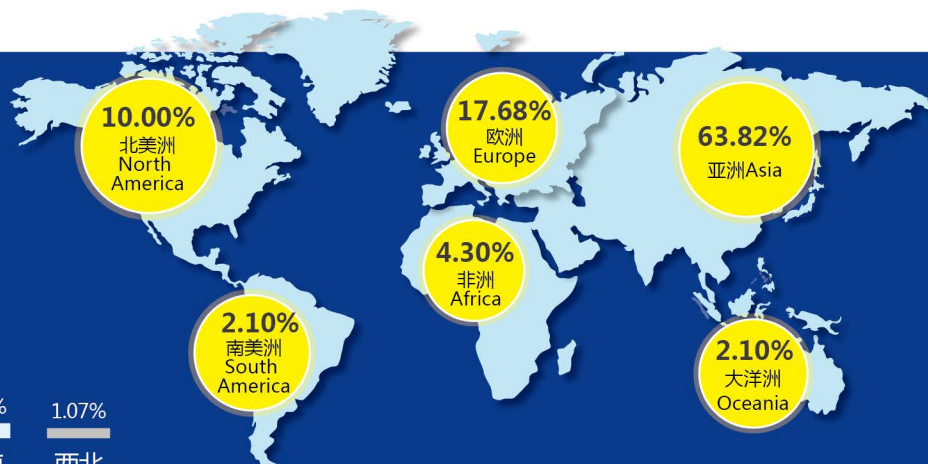
# IWF 2021 Buyers Data

## 观众数据

专业观众47,280位 | 47,280 Buyers

海外专业观众420位 | 420 Oversea Buyers

### 观众分布 Domestic Visitors Source

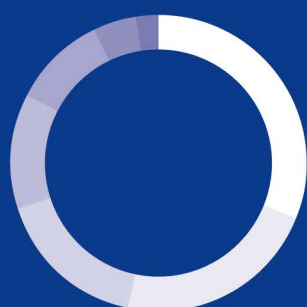


### 海外买家分布 Oversea Buyers Source

### 观众类型 Visitor Category



### 参观目的 Purpose of Visit



# 2021 IWF China Fitness Festival

## 智库论坛 推动服务业专业化 与高端化发展

随着全民健身重要国家战略落实，大众对健身的需求不断提升，国内健身行业百花齐放。展会同期将举办十几场聚焦前沿热点，探索行业未来的高峰论坛，覆盖健身俱乐部、营养品、私教、产业连锁、青少年体育教育、跨境电商、泳池等领域。

### Forum of Think Tank Promoting the Professionalization and Premiumisation Development of the Service Industry

With the implementation of the important national strategy of national fitness, the public's demand for fitness is constantly improving, and the domestic fitness industry is like a hundred flowers in bloom. In the same period, the exhibition will hold more than a dozen hot spots focusing on the frontier, exploring the future summit forum of the industry, covering the fields of fitness clubs, nutrition products, personal trainers, industrial chain, youth sports education, Cross-Border E-commerce, swimming pools and other fields.





# 智库论坛 FORUM

## IWF 2021第八届健身领袖论坛

中国健身领袖论坛作为IWF国际健身展的王牌IP，始终关注中国健身行业的成长之路，致力于成为引领中国健身品牌管理和实践的推动力量。本届论坛行业大咖齐聚，就「服务」如何创造「价值」展开主题演讲和行业沙龙分享会，战略性通过对话行业巨头，共享行业新趋势。论坛设置五大主题演讲，围绕健身行业如何利用服务给企业带来效益分享经验，思考在新形势下品牌的服务效应。



## 中国影响力健身俱乐部 战略发展私董会

中国健身行业已有20余年沉淀，经历风风雨雨直到今天，行业即将进入新十年，正待健身行业的中流砥柱谱写新篇章拉开新的序幕。为推动行业发展，IWF国际健身展诚邀全国200+影响力俱乐部企业，融合分组，扩散性思维讨论，各品牌创始人、掌门人深度沟通交流，分享行业经验，解决企业痛点话题。



## 第三届运动营养品食品论坛 暨年度新品发布

由京东健康和杭州衡美联合主办，从品牌的角度出发，分享宝贵运营经验及市场维度分析，打开运动代餐食品的发展趋势，并深度剖析乳蛋白原料在运动营养食品中的新应用，结合京东健康平台招商政策，赋予运动营养食品新生命、新活力。





# 智库论坛 FORUM



## 跨境电商全球趋势论坛-运动健身用品 在亚马逊海外站点的机遇分析

亚马逊在美国、欧洲、日本等18大海外站点拥有超过3亿的活跃用户，疫情之后，越来越多的海外消费者开始转移到线上购物，第三方调查机构的数据显示，68%的受访者在疫情之后会继续在线上购买生活必需品。亚马逊携手卖家代表镇涵运动为您分享如何通过亚马逊全球开店抓住海外消费者，亚马逊全球开店的体育用品大卖如何看待跨境业务。



## 2021第十一届新营养 College私享会

以“大众化、新态度——重新定义运动营养的市场和未来”为主题，从女性健康消费新时代、「益生元+」运动营养的未来机会、以及运动营养和抗衰老的专业化进程，多维度分享运动营养市场发展及未来趋势，探索运动营养的未来成长之路，继续深耕运动营养垂直品类，拥抱健身浪潮。

获取随申码

请您佩戴口罩及配合体温检测

Please wear your mask and follow your temperature detection

根据防疫工作  
出示本人身份证，  
以便您快速通行  
IWF展会交流群  
require  
show your ID  
Inform



# 智库论坛 FORUM

## 2021CYSE青少体育教育交流大会

由IWF&方糖体育联合主办，设置5个主会场，4000平专业展区，及青少体育赛事活动区，从青少体育机构的运营需求出发，满足机构高、中层管理人群，及专业技术教练的学习需求。内容包括青少体育机构经营管理课程、儿童体适能专业技术课程、中考体育专业课程等打造国内最专业、最全面、最接地气的一场交流盛宴。



## 中国私教工作室BOSS说 ——健身工作室新十年的增长曲线

IWF联合BonGym场馆邦共同打造首届中国健身工作室BOSS说，特邀8位健身行业优秀创业者作为嘉宾莅临现场，分享创业、转型经验、数据增长分析、未来运营趋势等内容，期待帮助更多的健身从业者在创业之路上，少走捷径。

## 2021加盟商大会 ——共创价值，共享荣耀

加盟模式已成为当前健身房商业的主流模式之一，于加盟商而言，可以利用品牌的知名度快速打开当地市场，还能在管理培训等多个方面获取更多品牌方的支持和帮助。IWF国际健身展诚意邀请多家国内外知名运动健身品牌负责人，分享品牌经营加盟之道，同时通过现场提问回答健身品牌创业者的困惑。



# 智库论坛 FORUM

## 2021运动健身达人经济发展论坛

如何利用短视频推动行业的发展，以及如何利用短视频扩大运动健身行业版图，提高运动健身从业者的价值实现，是当前我们迫切要解决的课题。论坛围绕运动健身新媒体发展趋势问题，从短视频平台发展规划、达人变现方法等多维度为包含健身俱乐部门店、健身教练、体育运动周边产品品牌方在内的运动健身行业提供了经验分享与实操指导。



## Modern Sports Style·第五届中国运动健身空间设计大赛

2021第五届“Modern Sports Style”中国运动健身空间设计大赛以“沉浸空间”为主题，搜寻优秀的运动健身空间设计作品，共收到来自200+健身企业和甲方推荐的100+优秀设计师参赛作品。作为空间设计与运动健身灵感的大碰撞，本次赛事同时也是一次对运动领域的全新认知和探索。





# 2021 IWF CHINA FITNESS FESTIVAL

## 继续教育培训

### 三大版块，十余主题专区

20+教室，200+知名培训导师，2000+培训学员，2021 IWF 中国健身盛典培训，英雄大会课程与世界各大培训机构共同铸就1+1>2的IWF精品培训版块。行业顶尖明星导师与经过层层筛选的英雄导师带来的主题甄选课程，为学员带来有深度内涵、严谨专业的干货分享。

首次推出国际认证**学分课程**，课程范围更广，内容更新颖。

**20+满足认证资质的课程**，凡是持有**NCCA体系国际认证**的学员来英雄大会上满指定课时，都可成功获得**2.2个国际学分**，为学员提供一站式续证服务。



## Continuing Education & Training Three major sections, dozen theme areas

More than 20 classrooms, 200 well-known trainers, 2000 trainees, 2021 IWF China Fitness Convention training, Heroic Convention courses together with the world's major training institutions create the 1+1>2 of the IWF quality training section. The theme selection courses brought by the top star tutors and the selected hero mentors bring students deep connotation and rigorous professional practical information and knowledge sharing.



## 高端晚宴 In玩法·快手运动健康时尚之夜

汇聚各省市体育局、协会领导，国内行业翘首俱乐部、中小连锁和私教工作室老板，知名品牌经销商、代理商、培训机构，运动健身达人KOL及行业主流媒体等500人嘉宾共聚一堂，预计现场粉丝量流量将达1亿，展现行业生态活力，携手共“健”！

### High-end Ceremony In-Play • Kwai Sports Health Fashion Night

Gathering 500 guests, including provincial and municipal sports bureau and association leader, domestic industry leading club, small and medium-sized chain and private education studio owners, well-known brand dealers, agents, training institutions, sports and fitness talent KOL and industry mainstream media, etc. It is expected that the flow of fans will reach 100 million, showing the ecological vitality of the industry to build a bright future about health hand in hand!



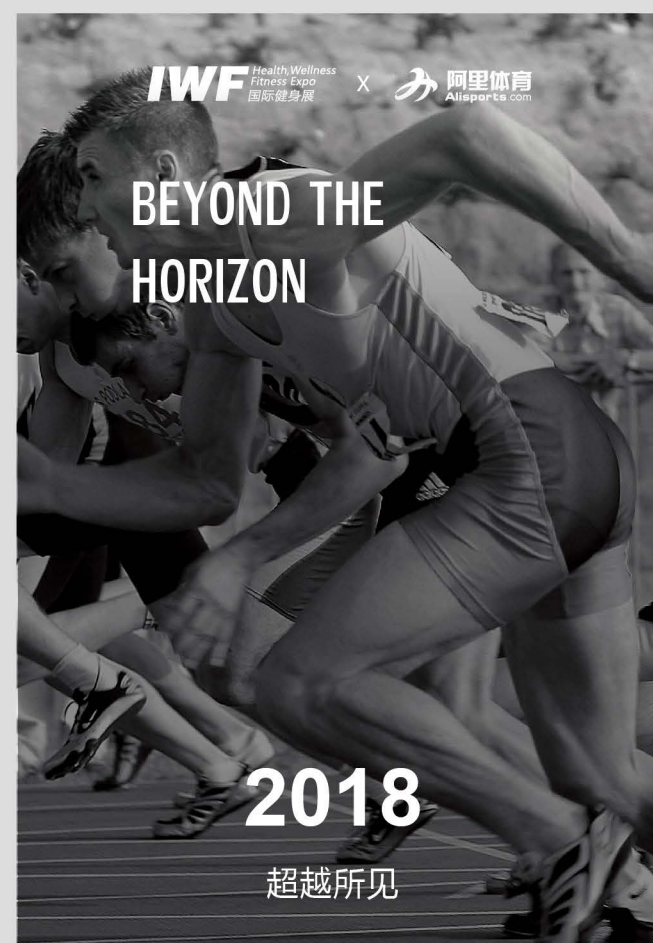
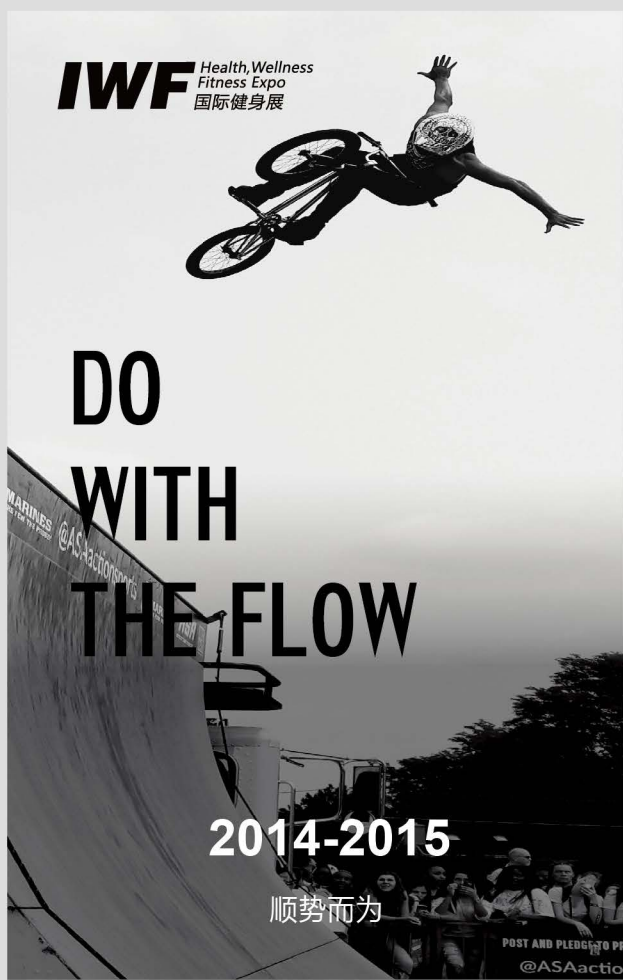
## 顶尖赛事 超强人气蓄势待发

### Top Events Super popular ready to go

与此同时，IWF通过不断与具有国际声望、代表性的品牌方和创意人士合作，让健身文化走向世界。现场呈现斯巴达DEKA体能挑战赛、JINDAFIT健身舞蹈Party、Zumba×STRONG Nation 春季联动嘉年华、DMS冠军杯、盛世英豪格斗联赛等多场赛事竞技，动静之间突破自我极限，热血重燃体验运动盛宴。

At the same time, IWF brings the fitness culture to the world by constantly working with international prestige and representative brands and creative persons. There are Spartan DEKA Strong Competition, Jindafit Dance Workout Party, Zumba × STRONG Nation Spring Carnival, DMS Champions Cup, SSYH Fighting Championship and other competitions on site, which breaking through the self limit between the movement and the motionless, rekindling the hot blood and experiencing sports feast again.







IWF Health, Wellness  
Fitness Expo  
国际健身展

x



LEADING  
TREND  
CONNECTING  
WITH THE  
WORLD

2019

引领潮流 与世界对话

IWF Health, Wellness  
Fitness Expo  
国际健身展

JDH 京东健康

GLORY  
PROCEEDS  
MAKE  
THE CHANGE

2020

华章再续 让改变发生

IWF Health, Wellness  
Fitness Expo  
国际健身展

JDH 京东健康

HONED TO  
PEAK  
SOLID TO  
PROCEED

2021

磨砺成锋 笃实前行



# 展馆平面图

Floor Plan



5号馆

## 健身器材、青少体育教育

商用/家用健身器材、健身小器械及配件、体质监测设备、  
青少体育教育配套产品及培训

Health Equipment, Youth Sports Education

## 健身器材、俱乐部设施用品

商用/家用健身器材、健身小器械及配件、体质监测设备  
Fitness Equipment, Club Facilities Supplies

6号馆

## 俱乐部配套

俱乐部用品/管理系统、培训/机构运营、连锁加盟、地面铺设、  
EMS健身、智能穿戴、浴室柜、智能锁柜及各种俱乐部装饰材料、  
空间设计公司、室内环境系统、室内高尔夫、球类、搏击产品

Club Supporting

## 运动时尚鞋服及装备

运动鞋服、运动包、其他运动装备、功能性面料、运动装备配件  
Sports Fashion Shoes and Equipment

7号馆

## 运动营养品、饮品及功能性健康食品

功能性食品、健康食品、运动营养品、功能性饮料、原料及包装、  
第三方服务

Nutrition & Health Food

7A馆

## 运动科技/跨境电商企业出海

健身器材、体育休闲、康体保健、跨境电商

Sports Technology/Cross-Border E-Commerce Companies Go Overseas

8号馆

## 健身俱乐部泳池配套设施

泳池设备、游泳装备、温泉SPA、泳池水处理设备及相关设备  
Fitness Club Swimming Pool Supporting Facilities



# 展台类型及费用

## Booth Type and Cost



### 标准展位 9m² ( 3m×3m )

Standard Booth 9m² ( 3m×3m )

- |                              |  |
|------------------------------|--|
| ① 一张咨询桌                      | ① One Table  |
| ② 两把椅子                       | ② Two Chairs   |
| ③ 一块中英文公司楣板<br>( 双开口提供两块楣板 ) | ③ Exhibition Lintel (Bilingual)<br>( Two Side Open With Two Lintel ) |
| ④ 一个220V电源插座                 | ④ One 220v Socket  |
| ⑤ 两支射灯                       | ⑤ Two Spot Lights  |
| ⑥ 两/三面间板                     | ⑥ Two/Three Panels   |
| ⑦ 展位内满铺地毯                    | ⑦ Space And Carpet   |

备注：展位效果图仅供参考，具体以现场实物为准。

Note: The picture is for your reference, the real booth comply with release onsite.



### 精装展位 9m² ( 3m×3m )

Boutique Standard Booth 9m² ( 3m×3m )

### 光地 ( 36m²起租 )

Raw Space (Minimum 36m² )

展出场地，无任何设施

Exhibiting space and no furniture package

展区 \ 规格 Area \ Type	标准展位 Standard (3m×3m)	双开口展位 Two-side Open Standard (3m×3m)	精装展位 Boutique (3m×3m)	精装双开口展位 Two-side Open Boutique (3m×3m)	光地 Raw Space (36m²起租) (Minimum 36m²)
国内企业 Domestic	15800 元/展位 15800 RMB	16800 元/展位 16800 RMB	17800 元/展位 17800 RMB	18800 元/展位 18800 RMB	1600 元/m² 1600 RMB/m²
境外企业 Oversea	3200 美元/展位 3200 USD		3500 美元/展位 3500 USD		320 美元/m² 320 USD/m²



# GO FURTHER WITH IWF 进无止境

## 同期举办/CONCURRENT

IWF中国健身盛典

中国国际泳池设施、游泳装备及温泉SPA展览会

中国国际俱乐部用品及配套设施展

中国国际运动营养品、健康食品及功能性饮品展览会

中国国际运动科技展览会

IWF China Fitness Convention

China Int'l Swimming Pool Facility, Swimming Equipment & Spa Expo

China Int'l Club Supplies and Equipment Show

China International Sports Nutrition Health Food and Beverage Expo

China International Sports Technology Exhibition

## 展会垂询/Information

上海德纳展览服务有限公司 | Shanghai Donnor Exhibition Service Co., Ltd.

电话TEL : +86-21-66102038 传真FAX : +86-21-63060633 E-MAIL : IWF@donnor.com