

fithera

17. + 18. Sept. 2026

EXHIBITOR PITCH DECK



NUR WER AUFGIBT
HAT VERLOREN

HENRY MASKE

fithera 25 26

„The wise man knows many things, the very wise man knows many people.“
(Carsten Maschmeyer)



Dear industry partners,

visibility and proximity to the target group are essential for business success – especially in our industry, which is characterised by personal contacts. In an increasingly digital world, genuine encounters and trusting relationships are more valuable than ever.

A strong network and targeted positioning of your brand are two of the most important levers for sustainable business success. This is exactly what fithera offers you – the business congress for fitness and therapy, on 17th and 18th September 2026 at the Offenbach Exhibition Centre near Frankfurt.

You can expect to meet 1,500 entrepreneurs and executives from the fitness, therapy and health industry in the DACH region. The best-performing companies will be honoured with the BEST100 Award on site – a

unique setting for establishing contacts, collaborations and new business opportunities.

In the second year, we are introducing numerous innovations and highlights: walking pitches, panel talks, masterclasses and double the expo time – for even more discussions, visibility and leads.

I look forward to welcoming you in person at fithera 2026 – where personal growth, business and networking come together.

With warm regards



Nicolas Hessel
CEO

KEY FACTS 2026

1,500+
TRADE VISITORS

1,000,000+
MEDIA REACH

80+
EXHIBITORS

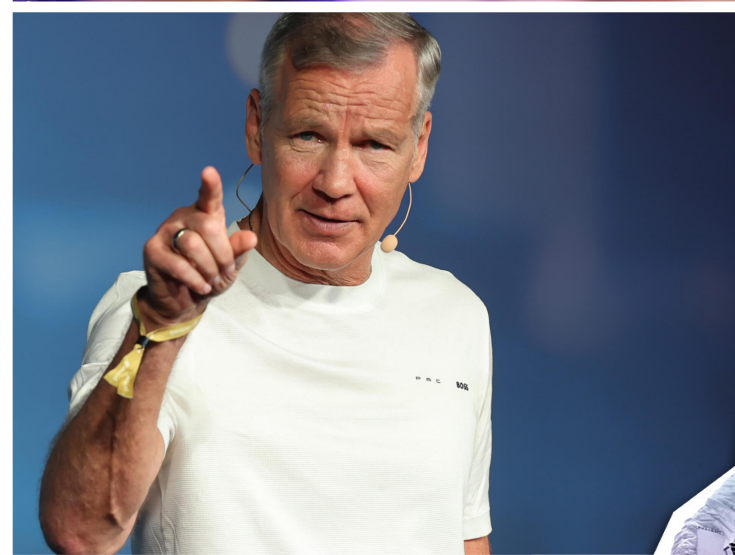
55+
SPEAKER

5
STAGES

80+
WALKING PITCHES

2
DAYS

1
PARTY



HIGHLIGHTS



fithera



B2B ONLY



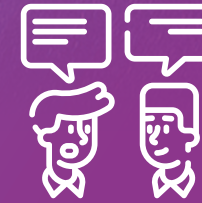
TOP SPEAKER
& STARS



PERSONALITY
DEVELOPMENT



EXPO AREA



NETWORKING
LOUNGES



SOFTDRINKS
INCLUDED



INNOVATIONS
& START-UPS



BUSINESS &
MARKETING
KNOW-HOW



MASTERCLASSES
& PANEL TALKS



WALKING
PITCHES



BEST100
AWARD



AFTERSHOW
PARTY

LOCATION



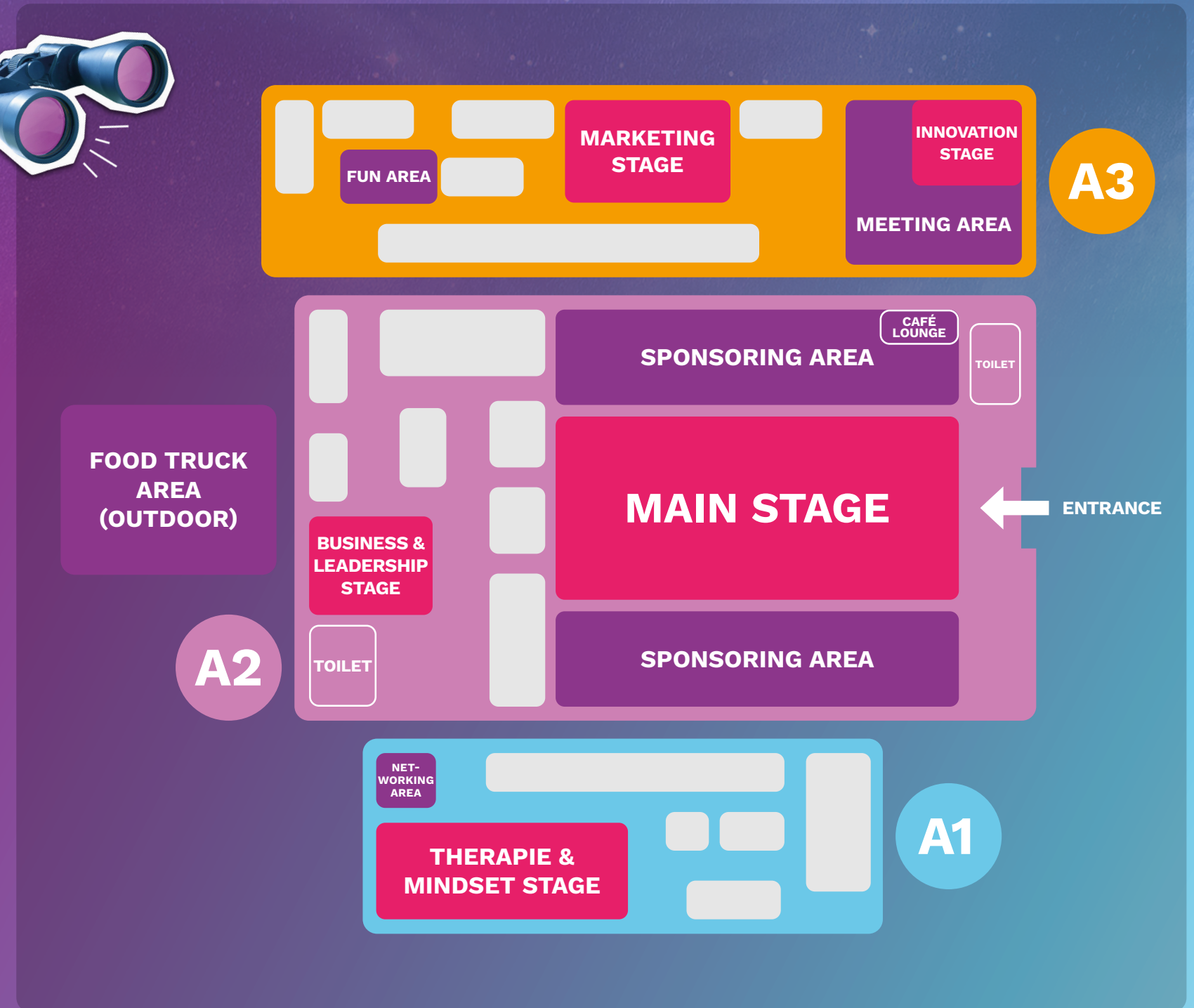
// With more than 6,000 sq m of space in three halls, Messe Offenbach offers the ideal setting for fithera 2026. Centrally located in the DACH region and only 13 minutes from Frankfurt Airport, the location is easily accessible – both nationally and internationally.

On five stages, trade visitors will experience a high-quality programme with inspiring presentations and practical insights into business, leadership, marketing, therapy, mindset and innovation.

The white exhibition areas are strategically located along the walkways and near the stages and networking areas – for maximum visibility, high visitor traffic and ideal networking opportunities.

With the exception of the Main Stage, all stages will be equipped with headphones, ensuring that a pleasant atmosphere for conversation is maintained at the booths at all times.

The food truck area in the outdoor area provides delicious street food, from burgers to bowls.



MAIN STAGE

fithera

MAINSTAGE
fithera

// The **fithera MAIN STAGE** is the centrepiece of the B2B congress for fitness and therapy. With over 1,000 seats and standing room, our up to eight headliners perform here.

Last year, we were honoured to have **famous personalities** such as Henry Maske, Jochen Schweizer and Miriam Höller as our star speakers. We also welcomed well-known top speakers such as 'Germany's most famous

pilot' Philip Keil, 'the blonde Shaolin' Marc Gassert, poker pro Jan Heitmann, Google AI expert Dr. Christoph Mittendorf, entrepreneur and marketing expert Tobias Conrad, fitness entrepreneur, author and business angel Conny Hörl, and our host and presenter Flo Akinbiyi, known as a TEDX speaker and presenter of Bits & Pretzels, one of the largest start-up and entrepreneur festivals in Europe.



MAIN STAGE SPEAKER 2025

fithera



Jochen Schweizer

Entrepreneur, former stuntman



Henry Maske

Boxing world champion, entrepreneur



Miriam Höller

Former stuntwoman, speaker, author



Philip Keil

Pilot, keynote speaker



Marc Gassert

Shaolin, top speaker



Jan Heitmann

Professional poker player



Dr. Christoph Mittendorf

Google AI expert



Conny Hörl

Entrepreneur



Tobias Conrad

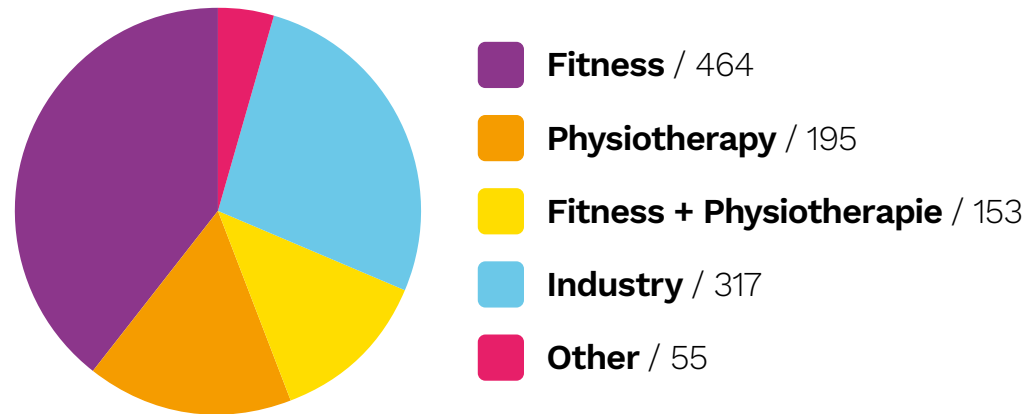
Entrepreneur, top speaker, innovator



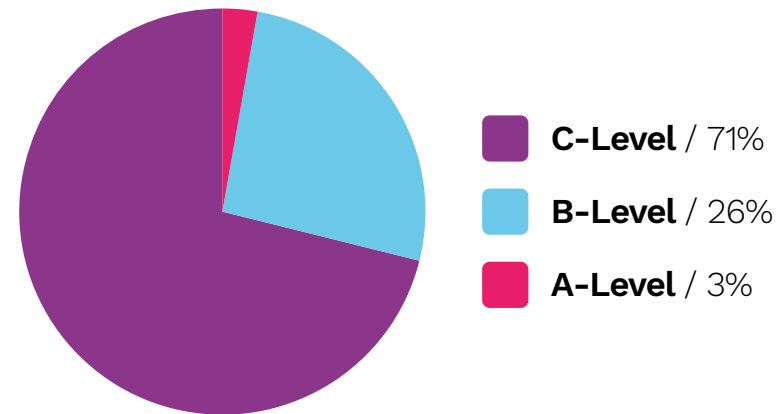
REPORTING 2025

fithera

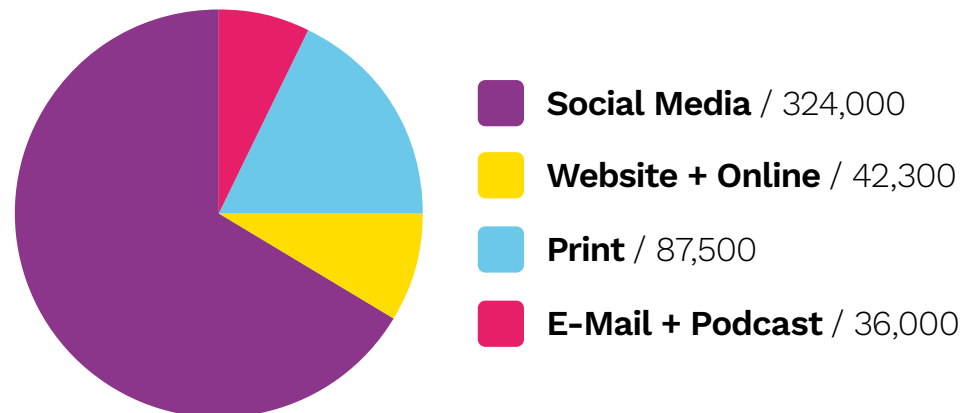
PARTICIPANTS / 1,184



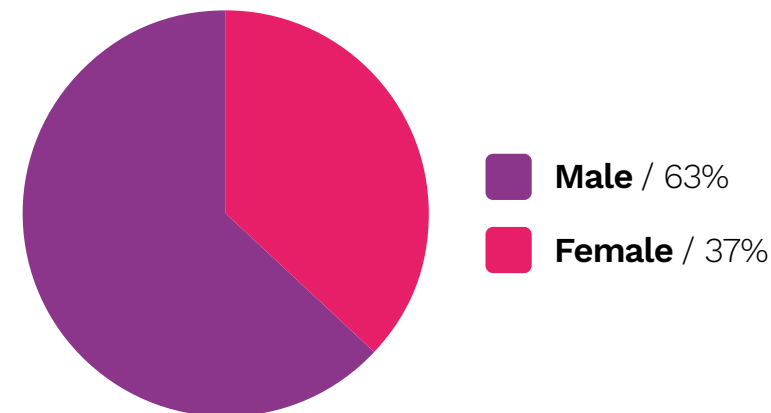
DECISION-MAKERS



MEDIA REACH / 489,800



GENDER



FITHERA 2025

1,184
PARTICIPANTS

812
TRADE VISITORS

108
EXHIBITORS

86
SPEAKERS

7,000+
SQ M OF SPACE

489,800+
MEDIA REACH

5
STAGES

2
DAYS



SPONSORS 2025

fithera

PLATINUM SPONSORS

E G Y M



GOLD SPONSORS



SILVER SPONSORS

ACISO



MATRIX



lifefit group



EVENT PARTNERS

BODYMEDIA



TRUGGE
Holding GmbH

2025 vs. 2026

	2025	2026	ADVANTAGES
PARTICIPANTS	1,184	1,500+	More potential leads
PRICES FOR VISITORS	€69–€250 (net)	€39–€199 (net)	Ticket prices are 75% (!) cheaper than in 2025, making it very affordable to get involved. Prices include drinks!
SPEAKER	100	55	Fewer presentations = More time for visitors to visit exhibitors
MAIN STAGE SPEAKER	10	8	Less programme on the main stage = more time for exhibitors
EXPO TIME ON 2 DAYS	5 hours	9.5 hours (!)	Expo time for visitors and exhibitors almost doubled!
SPEAKER TIME	25 min	20 min	Shorter presentations for more break and expo time
ADMISSION FOR TRADE VISITORS	from 9 a.m.	from 8.30 a.m.	Early admission for more networking time
HALLS	4	3	One less hall = shorter walking distances and a quicker overview ensure higher visitor traffic
WALKWAYS WITH COLOURED LINES		NEW	Floor markings help visitors find the halls, stages and exhibitors more quickly.
MASTERCLASSES & PANEL TALKS		NEW	Masterclasses and panel talks offer more content and make the event even more attractive to potential visitors.
WALKING PITCHES		NEW	Each exhibitor receives a walking pitch. We lead a small group of interested trade visitors to your stand and you have 2 minutes for an elevator pitch.

PROGRAMME 2026

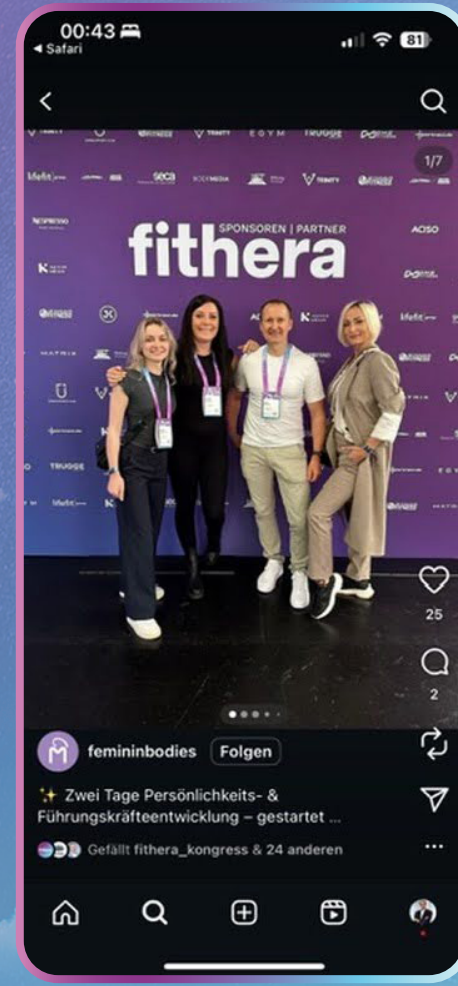
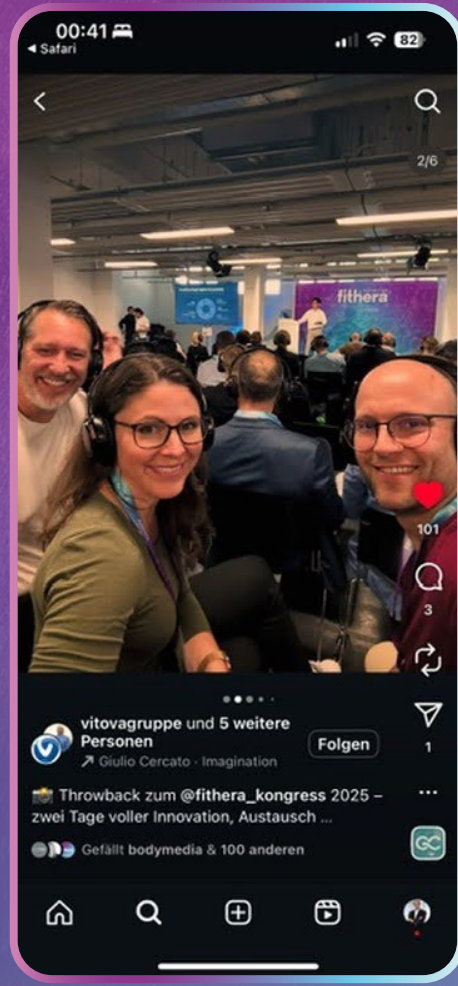
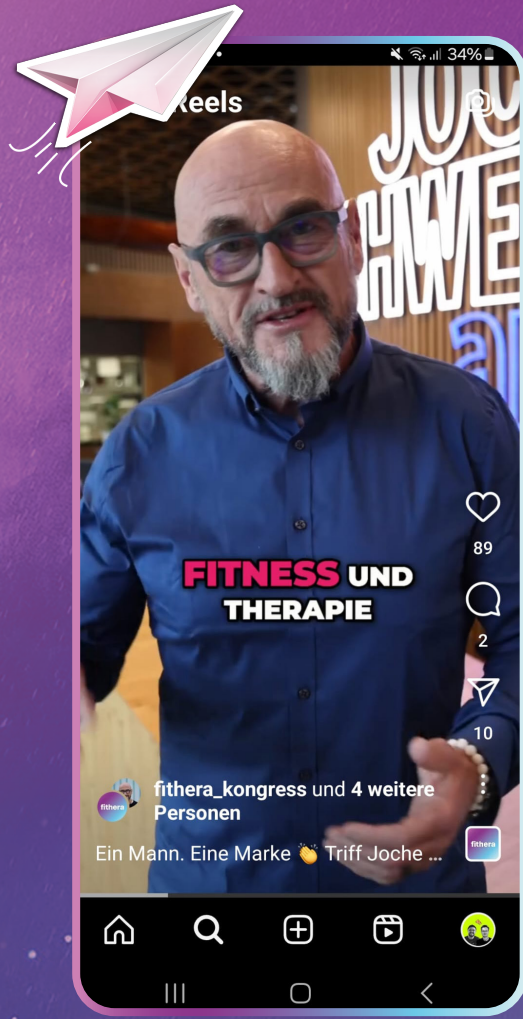
Event day 1 of 2	● PRESENTATIONS	● EXPO AREA
	Admission for exhibitors + VIPs	
08:30–9:30	Admission for trade visitors + Expo networking	
09:30–10:20	Opening + Main Stage	Expo-Networking
10:20–10:30	10 min. changeover time	
10:30–11:15	Theme stages	Expo networking
11:15–12:00	Expo networking	
12:00–12:45	Theme stages	Expo networking
12:45–13:00	Coffee break + Expo networking	

13:00–13:30	Main Stage	Expo networking
13:30–14:30	Lunch break	Expo networking
14:30–15:30	Expo-Networking + Walking Pitches	
15:30–16:15	Masterclasses	Expo networking
16:15–17:30	Main Stage	Expo networking
17:30–23:00	After-show party + Networking 	

SOCIAL MEDIA

IMPRESSIONS

fithera



FITHERA 2025

489,800+
MEDIA REACH

324,000+
SOCIAL MEDIA

42,300+
WEBSITE + ONLINE

87,500+
PRINT

36,000+
E-MAIL + PODCAST



5 REASONS

fithera

FOR YOUR FITHERA APPEARANCE IN 2026

1

Networking

More than 1,500 trade visitors for valuable networking opportunities

2

New contacts

High-quality leads thanks to a multitude of touchpoints and networking areas

3

Top Player

Meet the top decision-makers in the industry, including the BEST100 fitness and BEST100 physiotherapy facilities from the DACH region

4

Customer relations

You can invite existing and new customers to strengthen existing partnerships.

5

Growth

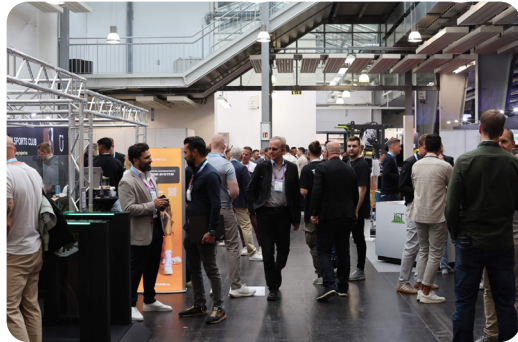
Meet new talents, partners and investors – all in one place



EXPO AREA

IMPRESSIONS

fithera



BEST100 AWARD

fithera

HIGH-PROFILE DECISION-MAKERS ON SITE



The award for the 100 best and most high-performing fitness studios and 100 physiotherapy practices in the DACH region!

An independent and transparent award, presented by a jury of experts and journalists, using a multi-stage points system. The award is free of charge and does not involve the usual usage and certification fees associated with

applications! The winner will receive the high-quality glass award with an official press photo at the fithera business congress.

Various criteria are used for the assessment, such as: range of services, customer reviews, level of digitalisation, employee quality, public image, internal processes and documentation, training and further education opportunities, and economic indicators.

BEST
100
FITNESS

BEST
100
PHYSIO



PACKAGES & PRICES

fithera



BOOTH PACKAGE

PACKAGE *BUSINESS*

	START-UP	S	M	L	XL	XXL
EXHIBITION AREA sq m	5 sq m	5 sq m	7,5 sq m	14 sq m	25 sq m	36 sq m
DIMENSIONS (depth x width)	2,5 x 2 m	2,5 x 2 m	2,5 x 3 m	3,5 x 4 m	5 x 5 m	4,5 x 8m
+ Exhibition back panel including lighting (colour: white)		x	x	x	x	x
+ Exhibition carpet (colour: anthracite)	x	x	x	x	x	x
+ Electricity (1 x 230 V socket)	x	x	x	x	x	x
+ WLAN	x	x	x	x	x	x
+ Cleaning & Waste disposal	x	x	x	x	x	x
+ Company entry 'Business' in the exhibitor directory (number of characters including spaces)	500	500	500	500	500	500
+ Exhibitor passes for 2 days (including set-up/dismantling ticket, including drinks)	2	2	3	4	5	6
+ Free visitor tickets for 2 days (including drinks)	4	4	6	8	10	12
+ 2 min. walking pitch (2-minute pitch at your own stand)	1	1	1	1	1	1
+ 5 min pitch (on the Start-Up / Innovation Stage)	1	-	-	-	-	-
PRICE	1,900 €	3,900 €	5,500 €	7,500 €	10,900 €	14,900 €

NEW
+
FREE

All prices exclude VAT.

PACKAGES & PRICES

fithera

UPGRADE Package *PREMIUM*

	START-UP	S	M	L	XL	XXL
+ Printed back panel (approx. 2.5 m high, including assembly/disassembly)	X (including assembly/disassembly of back wall & lighting)	X	X	X	X	X
+ Company entry 'Premium' in the exhibitor directory (number of characters including spaces)	1,000	1,000	1,000	1,000	1,000	1,000
+ Product images and video in the online company entry	X	X	X	X	X	X
PRICE	€ 690	€ 390	€ 490	€ 590	€ 690	€ 990

SUB-EXHIBITOR* (Optional)

	START-UP	S	M	L	XL	XXL
+ Company entry in the exhibitor directory (including your own portal access for ticket booking)	-	X	X	X	X	X
+ Exhibitor passes for 2 days	-	2	2	2	2	2
+ Free visitor tickets for 2 days	-	4	4	4	4	4
PRICE	Not available	€ 990	€ 990	€ 990	€ 990	€ 990

* Only bookable in combination with a booth package

DISCOUNTS & PAYMENT DUE DATE

	FIRST MOVER	EARLY MOVER	FAST MOVER	SMART MOVER	SMOOTH MOVER	LAST MINUTE
DISCOUNT	15 %	12,5 %	10 %	7,5 %	5 %	0 %
PAYMENT DUE DATE	30.12.2025	28.02.2026	30.03.2026	30.04.2026	30.06.2026	from 01.07.2026

REBOOKER
17,5%
30.11.2025

All prices exclude VAT.

PACKAGES & PRICES

fithera

ADDITIONAL SERVICES

(Booking via the online exhibitor portal)

EXHIBITOR PASS 1 DAY	incl. assembly / dismantling ticket, including drinks	€ 39
EXHIBITOR PASS 2 DAYS	incl. assembly / dismantling ticket, including drinks	€ 59
VISITOR TICKET 1 DAY	Special price for exhibitors to invite potential customers	€ 29
VISITOR TICKET 2 DAYS	Special price for exhibitors to invite potential customers	€ 39
5 MIN PITCH ON THE INNOVATION STAGE		€ 490
TV SCREEN 50-55"	Incl. TV stand, incl. assembly/disassembly	€ 390
WATER CONNECTION		€ 190
HIGH VOLTAGE CONNECTION		€ 190
LAN CONNECTION		€ 190
RECEPTION DESK	Incl. lockable storage space, dimensions: W110 × D50 × H110 cm	€ 250
BRIDGE TABLE	122 cm length, colour white	€ 119
BAR STOOL	Colour white	€ 29
STANDING TABLE	70-80 cm round, colour white	€ 69

All prices exclude VAT.

SPONSORSHIP PACKAGES 2026

fithera



	SILVER	GOLD	PLATINUM
AVAILABILITY	8	4	2
BOOTH PACKAGE			SOLD OUT
Exhibition space	16 sq m	32 sq m	40 sq m
All services from booth packages + PREMIUM UPGRADE	x	x	x
Back panel incl. print	x	x	x
Exhibitor passes 'VIP' 2 days (incl. access to VIP area with lunch buffet & snacks)	4	5	6
Free visitor tickets for 2 days (including drinks)	10	10	10
Walking pitch (2-minute pitch at your own booth) NEW	1	1	1
EXCLUSIVE SPONSOR SERVICES			
Drinks service at the booth	x	x	x
Booth space with natural light in the sponsor area	x	x	x
TV set incl. TV stand	1 x 50"	1 x 55"	1 x 65"
Presentation options	-	Pitch (5 min)	Masterclass (40 min)
Welcome talk on the main stage	-	-	1



	SILVER	GOLD	PLATINUM
BRANDING			SOLD OUT
Event branding on printed materials	x	x	x
Logo on sponsor wall	x	x	x
Logo on Main Stage Screens (running during breaks)	x	x	x
Floor stickers in the halls with company logo and stand number	2	4	6
Flyer insert in goodie bags	-	Flyers up to 50g	Flyers up to 100g
20-second product video before a presentation on the main stage	-	x	x
20-second product video at the event opening on the main stage	-	-	x
Welcome advertising banner at the entrance to the main stage (including printing, approx. 3x2 m)	-	-	1
ONLINE SERVICES			
Website: Premium company listing incl. product images + video	x	x	x
App: Premium company listing	x	x	x
Stand-alone email newsletter to fithera participants	-	-	x
GERMAN HEALTH BALL			
Exclusive company table at the German Health Ball, including a three-course meal and drinks	8 tickets (Cat. 2)	10 tickets (Cat. 1)	18 tickets (Cat. 1)
TOTAL PRICE	€ 16.900	€ 26.900	€ 36.900

Special – Gala Night & Awards

The 2nd GERMAN HEALTH BALL – the official gala and awards night of the German fitness and physiotherapy industry – will take place on the second evening of fithera.

With the clear goal of becoming a long-term media beacon for the industry among the general public, you can look forward to a captivating dinner show, a culinary journey, live music, the presentation of the HERACLES Awards and a historic atmosphere at the Capitol Theatre in Offenbach.

Just a few metres from the Offenbach Exhibition Centre, there will be approximately 400 seats in four categories, A to D, on two levels.

The fithera sponsors are also sponsors of the GERMAN HEALTH BALL and receive an exclusive 8- or 10-person company table in their sponsorship package, located directly next to the stage, allowing them to invite customers and business partners to this magnificent evening.

Location
Capitol Theatre Offenbach

Date
18 September 2025,
from 7.30 p.m.



CONTACT PERSONS



Isabell Winkhardt
Head of Sales

+49 7253 9875707
+49 178 4067939
i.winkhardt@fithera.de



Ines Jessl
Customer Service & Sales

+49 7253 9875730
+49 151 15667579
i.jessl@fithera.de



Nina Reichenbach
Junior Event Manager

+49 7253 9875715
+49 160 97772458
n.reichenbach@fithera.de



Benedikt Schorb
Head of Events

+49 7253 9875710
+49 176 62966883
b.schorb@fithera.de



Sina Finckh
Event Manager

+49 7253 9875710
+49 171 3327837
s.finckh@fithera.de



Suhyun Jung
Junior Event Manager

+49 7253 9875713
+49 160 4865775
s.jung@fithera.de



fithera

**THE BUSINESS CONGRESS FOR
FITNESS AND THERAPY**

BY THE MAKERS OF

MEET THE TOP

BODYMEDIA

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