



Press Release N° 1

THE HEART OF RIMINIWELLNESS BEATS STRONGER AND STRONGER

From 31st May to 3rd June at Rimini expo centre, and along the entire Romagna Riviera, Italian Exhibition Group's appointment with business, healthy nutrition, training and sport is returning. A platform ensuring a unique experience at world level, in an area with a vocation for wellness, at which to test countless new products and services in a continually evolving sector.

The international profile is growing and the Virgin Active Urban Obstacle Race is debuting

www.riminiwellness.com

Rimini, 12th March 2018 – Increasingly international, exciting and training-oriented. Where active experience becomes a life style, an Italian model to be exported worldwide, including competitions "on the road". An appointment full of new features, **RiminiWellness 2018** is being held at Rimini expo centre and along the entire Romagna Riviera **from 31st May to 3rd June**. The thirteenth edition of the **largest international show dedicated to fitness, wellness, business, sport, bodybuilding and healthy nutrition**, organized by **Italian Exhibition Group**, which last year attracted over 268,000 visitors, hosts all the major companies in the wellness world under one roof. To the appeal of "Free your Energy", the response will come from manufacturers of machinery and equipment for activity physical to gyms and fitness centres, schools and professional associations to body-building buffs, through Spas for relaxation, rehabilitation science and dance, as well as tourism and design.

An expo that through the years has become the key leading appointment, eagerly awaited as the event hosting the debut and presentation to the market of all the sector's new products, from every continent, thanks to a dynamic strategic observatory that constantly monitors the trade's trends.

The most represented markets will be **Eastern Europe, South America and the Middle East**: it is estimated that there will be groups of visitors from approximately **80 Nations**. Numerous training events will be organized with the sector's most important and qualified Italian and international partners - including CONI, Italian Universities, Assosport, ANIF - Eurowellness, Edi.Ermes, Germany's DSSV Arbeitgeberverband deutscher **Fitness-** und Gesundheits-Anlagen association, which will bring 200 members of the sector, and many more - addressing managers, trainers and teachers from the fitness world (**25 rooms will be dedicated** to conferences and seminars).

The **IEG** organization team is hard at work creating a new edition that will remain impressed on visitors as a memorable that is a triumph of vitality, enjoyment, freedom of movement and the expression of one's physique, bodybuilding and the art of keeping in shape.

And that's not all; the event is also eagerly awaited by the relative professional visitors thanks to its important business meetings between the sector's professionals, including buyers and presenters from around the globe.

All the huge event's sections have been reconfirmed: **WPRO**, addressing the B2B sector of companies and professionals; **WFUN**, for the public of *active* buffs; **Food Well Expo**, the area dedicated to healthy nutrition for those always on the move, the **Rimini Steel** zone destined to bodybuilding and the one focussed on **Riabilitec's** innovative Technology for functional re-education.



RiminiWellness will occupy the entire expo centre, whose expo space, following the last extension, has now reached no less than 129,000 square metres (for RiminiWellness 173,000 square metres of indoor and outdoor space), which will host approximately **400 companies**, exhibiting directly or represented.

The railway station in the expo centre will be open.

46 stages will be running (5 for pilates, 5 water, 6 dance, 4 indoor cycling, 17 fitness, 5 walking and 4 yoga), plus the largest water area ever, with **350 square metres of pools** and a total of **1,200 cubic metres of water**, over **500 presenters** from all over the world; over **1,500 hours of lessons**, **1960** single training sessions over 4 days.

Numerous partner events will be featured in the **RiminiWellness OFF** circuit, which will involve 20 kilometres of coast on the move, starting with the Virgin Active Urban Obstacle Race on 2nd June, the only race that combines running with exercises based on functional training.

Many events scheduled at night: parties, aperitifs and nights on the beach and in the Riviera's trendiest venues; a unique area, with a true vocation for wellness and home of the Wellness valley.

FOCUS ON RIMINIWELLNESS 2018 - ITALIAN EXHIBITION GROUP.

Wellness&Leisure Group Exhibition director: Patrizia Cecchi; group brand manager: Andrea Ramberti; brand manager: Maria Elena De Iaco; Hours: from Thursday 31st May to Sunday 3rd June 2018 (trade and general public), from 9.30 am to 7.00 pm. **SOUTH | WEST | EAST** entrances Tickets: Full-price season ticket: **€46** (valid all 4 expo days), full-price 1-day ticket: **€30** (new for 2018. Also available online). Online season ticket: **€33** (valid for 4 days). Info: <http://www.RIMINIWELLNESS.com>. Hashtag: #RW2018 #IEGEXPO #ACTIVESOUL; Facebook: <https://www.facebook.com/RIMINIWELLNESS/>; Twitter: @riminiwellness; Instagram: Rimini Wellness Official.

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