

HFFC

Jersey City

HUDSON RIVER CITY



09/12/26

ST. PETER'S PREP FOOTBALL FIELD
201 MARIN BLVD JERSEY CITY, NJ



**EAST COAST'S PREMIER
FITNESS & WELLNESS WEEKEND**

BRAND ACTIVATIONS | COMPETITIONS | GROUP
CLASSES | MEET & GREET | SEMINARS | SWAG | DJ

EVENT PROPOSAL



HUDSON FIT EXPO 2026

We invite you to be part of the East Coast's most exciting fitness & wellness experience.

Hudson Fit Expo brings together athletes, brands, and the fitness community in the heart of Jersey City for celebration of strength, movement, and culture. With vendors, competitions, and activations, HFE draws a crowd of passionate attendees every year, making it the ultimate fitness & wellness experience.

INTRODUCTION

Welcome to an Unforgettable Experience

At 2nd Annual HFE 2025, we brought together over a hundred athletes for powerlifting and jiu-jitsu competitions, alongside wellness brands, group classes, and the Jersey City community in a way the city had never seen before.

Now in 2026, we're taking it bigger and bolder to make an even greater impact. From sanctioned powerlifting and grappling competitions to live group classes and interactive wellness experiences, HFE is designed to entertain, inspire, and engage the next generation of athletes to be part of Jersey City's athletic heritage.

We're also exploring the addition of new sanctioned events such as Natural Bodybuilding, Strongman, and Sumo Wrestling to elevate the experience even further.

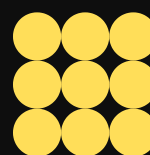


Meet the **ORGANIZERS**

Hudson Fit Expo is produced by a team that lives and breathes fitness, entrepreneurship, and event production.

- 15+ years of event management experience globally
- Deep connections with fitness world & wellness business community
- A trusted network of marketing & creative professionals
- Proven track record of delivering impactful events that build loyalty and exposure for sponsors

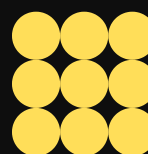
Our mission is simple: create an expo that unites people through strength, supports businesses, and provides sponsors with unmatched visibility



Meet our **PARTNERS**



Together, they help strengthen HFE's mission of celebrating competition, culture, and community.



HFE OVERVIEW

Hudson Fit Expo 2026, in proud support of our nonprofit partner **St. Jude Children's Research Hospital** will feature:

- **Vendor Village:** Brand Activations by Fitness, Wellness, and Lifestyle brands
- **The BRAWL:** Sanctioned Powerlifting Meet by Powerlifting United
- **Showdown 14C:** Grappling Tournament by HCS Grappling | Hammer Challenge Series
- **Sumo Wrestling:** NYSC Sanctioned Competition
- **Strength Wars:** Produced by Generation Iron Films
- **Olympic Lifting:** Unsanctioned
- **StrongMan:** Unsanctioned by USStrongman
- **Burn District:** Group Classes led by top studios & coaches from IPA, Rumble, HIIT For Humanity, CKO, Sound of OM Yoga and many more
- **The Chamber:** Wellness zone featuring cold plunges and recovery by globally renowned brands
- **Community Experiences:** Wellness workshops, kids zone, food vendors, live DJ & more





VENDOR VILLAGE

Local Jersey City
Fitness & Wellness Vendors





THE **BRAWL**

Sanctioned Powerlifting
Meet by Powerlifting United





SHOWDOWN 14C

Jiujitsu tournament by
HCS Grappling





BURN DISTRICT

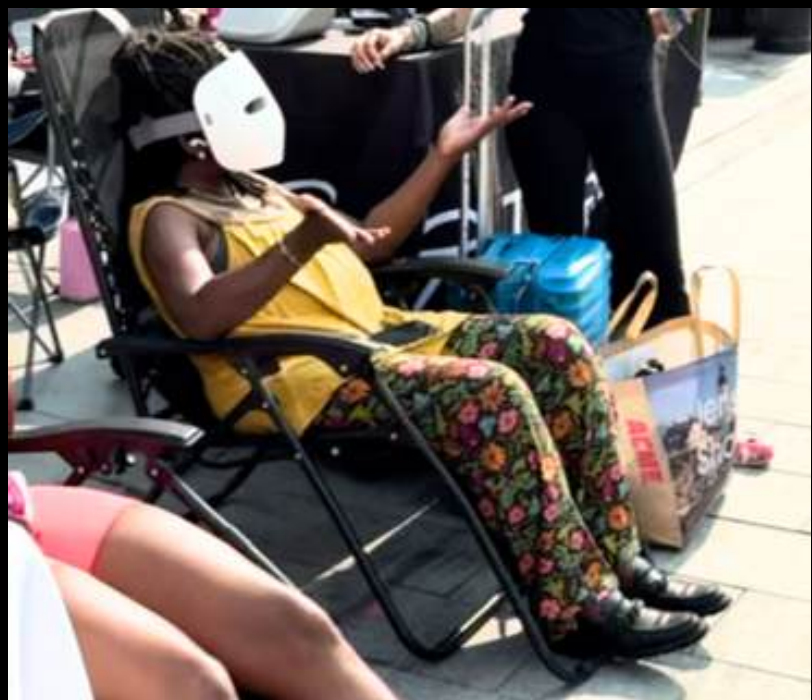
Full day of action packed
group classes

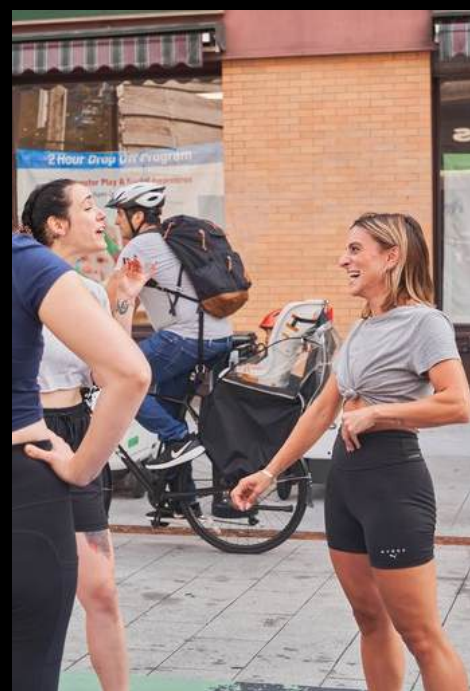




THE **CHAMBER**

Cold Plunge, PNOE,
Chiropractor, Meditation





COMMUNITY EXPERIENCES

Fun, safe and family
friendly experiences





CELEBRITY **MEET & GREET**

With top Fitness and
Bodybuilding celebrities



PAST PARTNERS & SPONSORS

