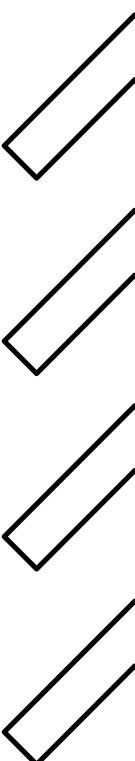


HFE | September 6

# HUDSON FIT EXPO

**East Coast's Premier  
Fitness & Wellness Weekend**

[www.HudsonFitExpo.com](http://www.HudsonFitExpo.com)



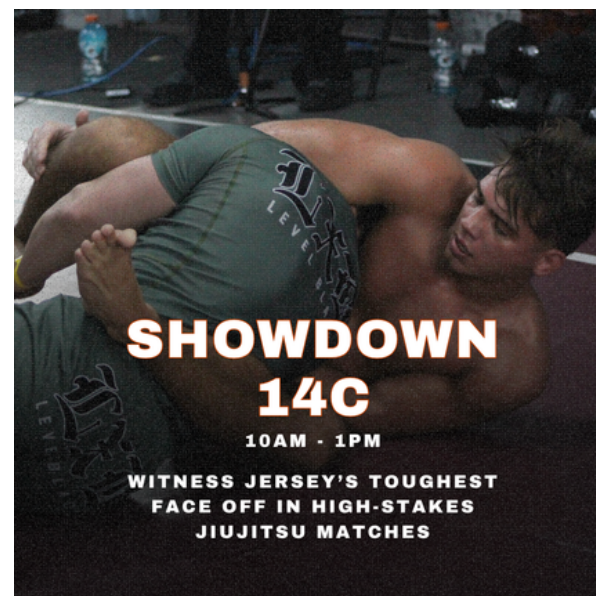
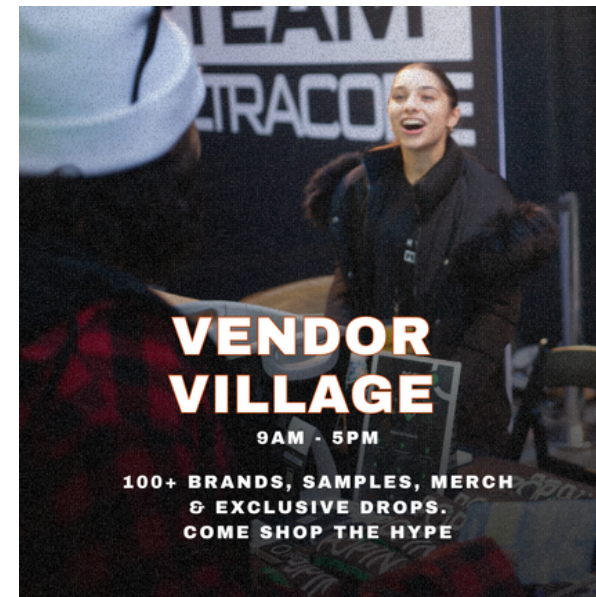
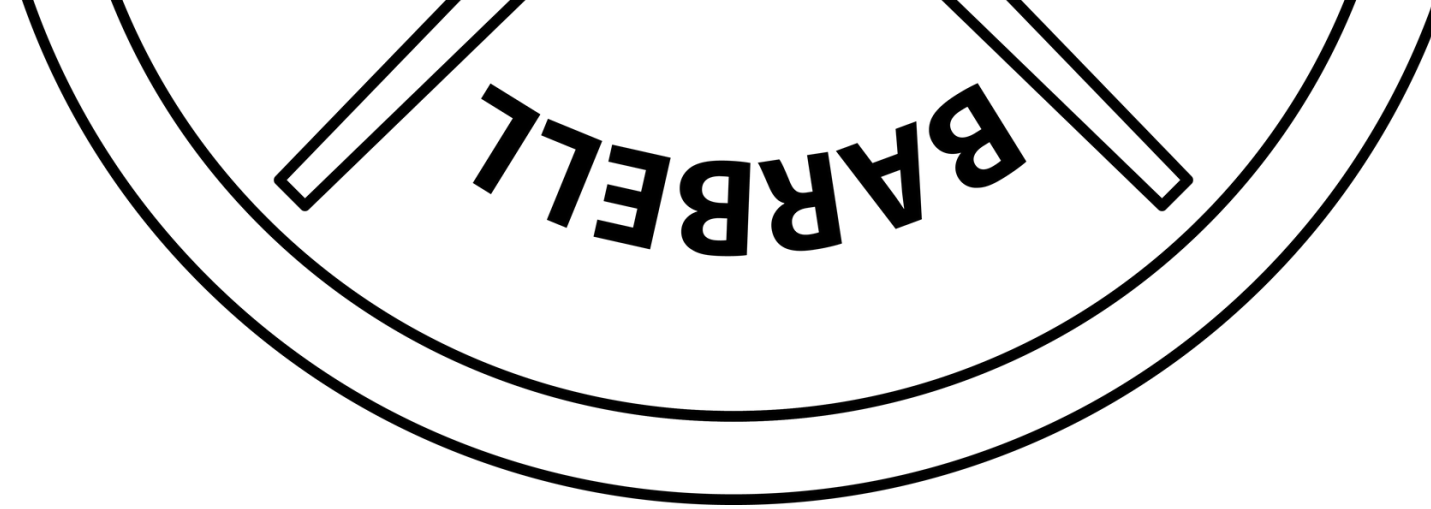


# WHAT IS HFE?

Hudson Fit Expo is a non-ticketed, **FREE** to attend block party style fitness festival that brings together athletes, enthusiasts, brands, and the local community for a full day of competitions, classes, and experiences. It's where fitness meets culture, and brands meet their audience face-to-face.

No tickets, no barriers, just thousands of people flooding Newark Ave. Pedestrian Plaza, for powerlifting, group workouts, JiuJitsu tournament, wellness activations, and vendor takeovers.

If it's hot in fitness, it's happening here.





# WHY YOUR BRAND NEEDS TO BE HERE?

Imagine **15,000+** people walking through your activation space in one day sampling, trying, and posting your product all over social. We built this event to make brands the hero. Your logos on banners, stages, content, and in the hands of thousands of fitness-minded consumers.







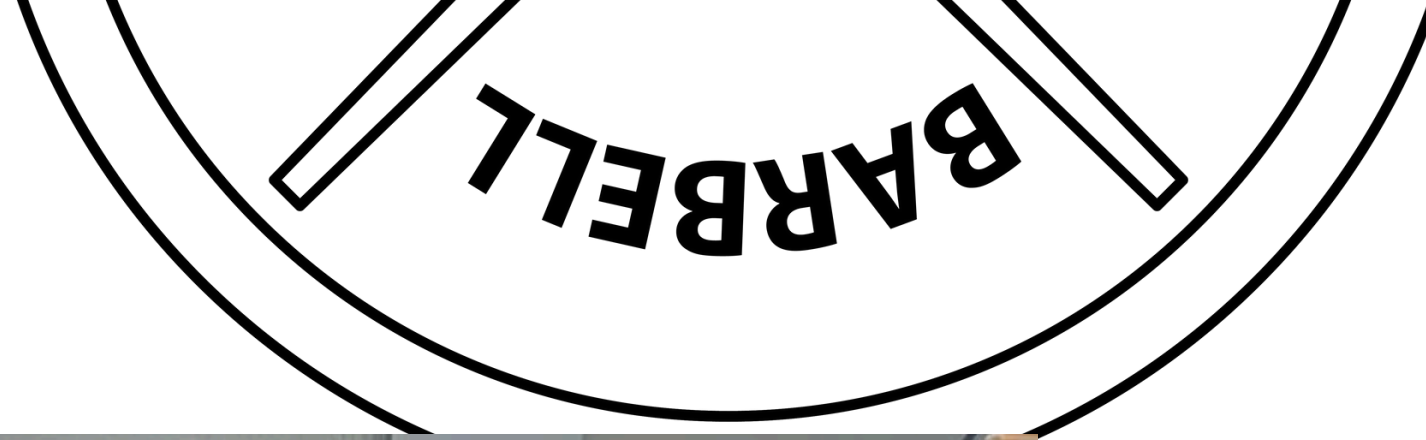
# WHO SHOWS UP?

The crowd is as diverse and electric as the city itself. Fitness junkies, weekend warriors, health-conscious families, and JC/NYC/Hoboken professionals who spend money on products they love. Ages 18-45, high energy, high engagement, and hungry for what's next in fitness & wellness.

We've got heavy hitters like **Rumble, Alpha Fit, Row House, Jane Do, CKO Kickboxing, CycleBar, OrangeTheory**, and the list goes on and they're bringing their crews, their energy, and a whole lot of foot traffic straight to HFE.

According to the City of Jersey City data, 15,000+ people walk through Newark Ave. Pedestrian Plaza (HFE Venue) every day, outside of special events.





# COMMUNITY

At HFE, when we say community, we mean it. You won't see us plastering our own name everywhere. We shine the spotlight on the gyms, studios, and brands that make this industry thrive. From local fitness crews to national names, we bring everyone together on one stage because we believe the only way to get stronger is together.



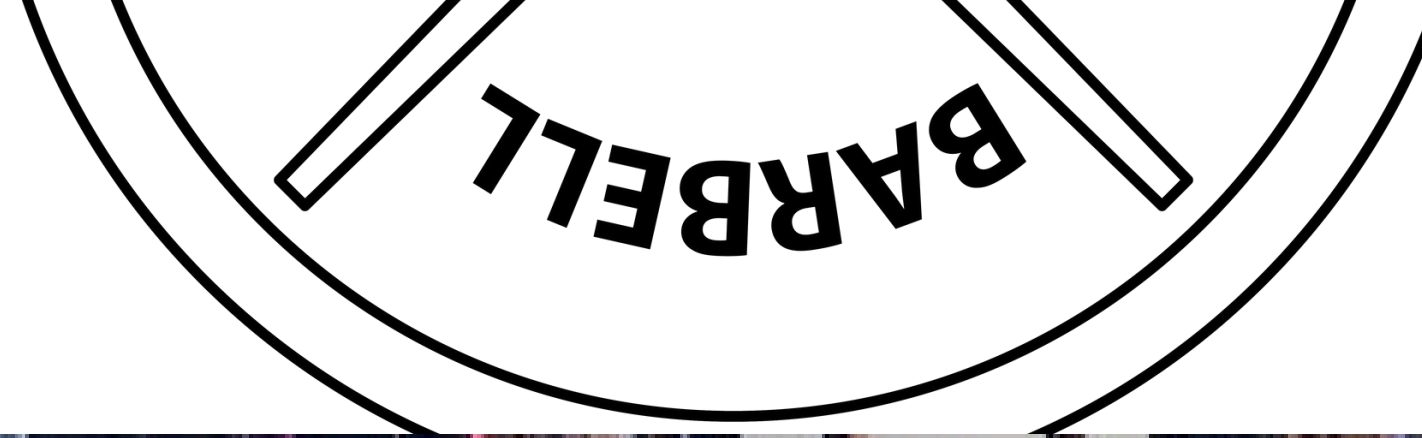


# INSPIRING THE NOVICES

HFE empowers novices by introducing them to unsanctioned competitions like THE BRAWL, unsanctioned powerlifting meet and SHOWDOWN 14C, JiuJitsu tournament to foster discipline and resilience.







# CELEBRATING THE SPIRIT OF FITNESS

Our competitions are more than a showcase of strength and skill. They are a celebration of respect, community, and the pure love of fitness. It's the kind of atmosphere where your brand isn't just seen, it's remembered for being part of the most inspiring moments of the day.

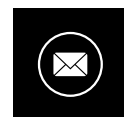




# LET'S MAKE NOISE TOGETHER

Let's create a spectacle that has the whole East Coast talking. This is your moment to show up, show out, and own the block.

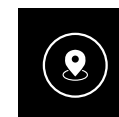
LET'S DO IT!!!



HudsonFitExpo@gmail.com



www.HudsonFitExpo.com



Newark Ave. Pedestrian Plaza, Jersey City, NJ