



THE FITNESS OF TOMORROW

# shape

SHAPE-EXPO.COM

**We go first ...**

now it's time for  
you to make that  
move and get your  
brand into **shape**.

**Join us!**

Oct. 24th-26th

Berlin 2025



Fitness of Tomorrow  
Expo of Tomorrow

**Partners of  
Tomorrow!**



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# FITNESS OF TOMORROW



**shape** presents everything that follows a mindful and healthy lifestyle - innovative technologies; high performing health- and fitness solutions as well as the latest scientific nutrition products! For the first time we will bring all key players and innovation leaders from Germany and global markets together to celebrate the entire sector. Together we design our future for performance and health.

**LETS CELEBRATE OUR OWN SELF-OPTIMIZATION!**



# TOPICS & PRODUCTS

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## 1. LONGEVITY & BIOHACKING

This sector consists all Technologies and Methods to pro-long the lifespan and to optimize our live expectancy by enhancing the various body functions.

## 2. HEALTH & FIT TECH

All smart technologies to enhance and improve our health.

## 3. SMART FITNESS

Smart Training Systems and virtual platforms for a new future organized and personalized fitness journey.

## 4. BRAIN POWER & RECOVERY

Products and service for self optimization and mental health.

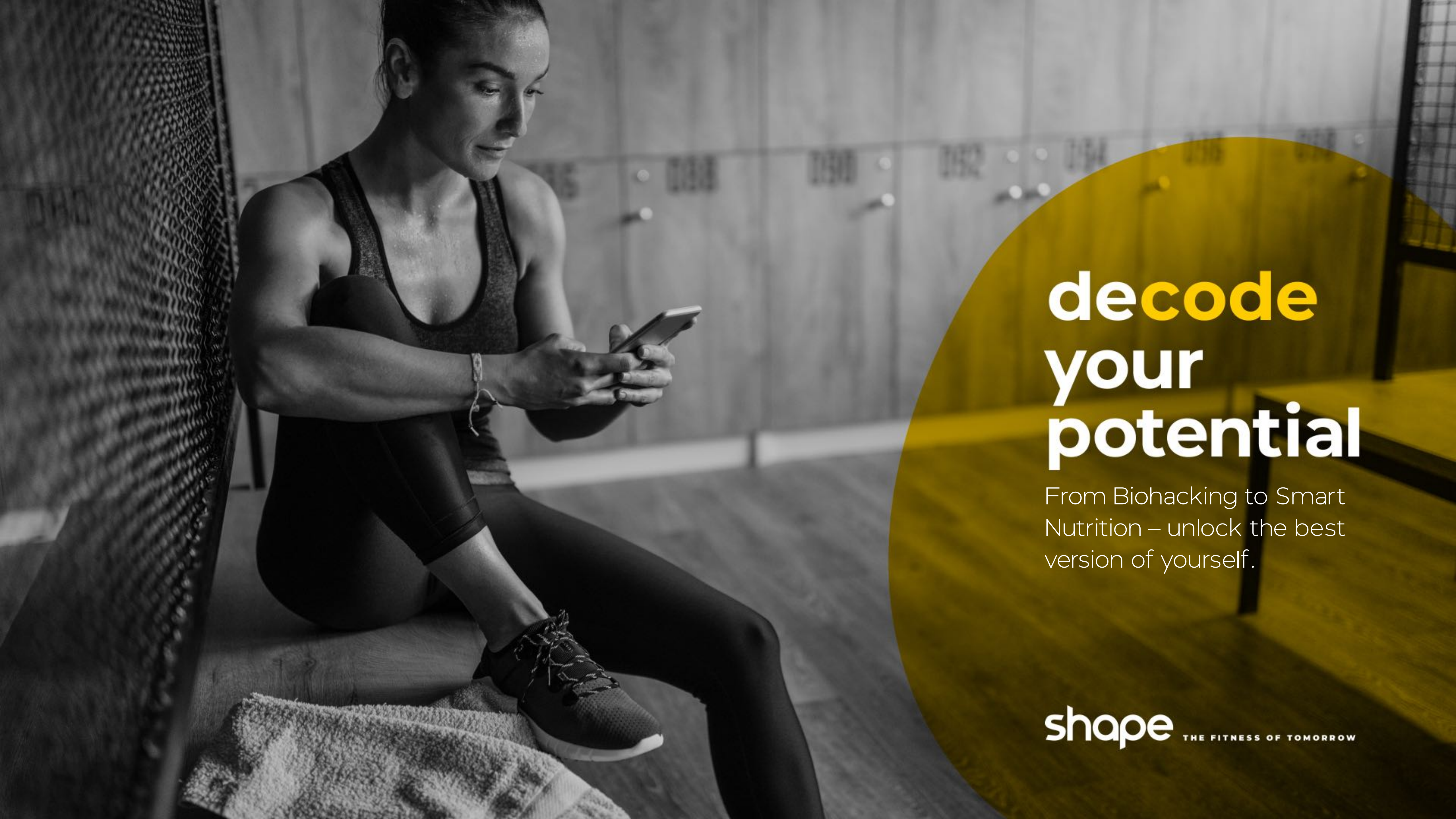
## 5. NUTRITION & SUPER FOOD

Functional foods, super foods, nutraceuticals and modern optimized drinks to get maximum performance.

## 6. AESTHETICS & TREATMENTS

Products & Treatments to enhance our outer body and improving the health of our skin.





# decode your potential

From Biohacking to Smart  
Nutrition – unlock the best  
version of yourself.

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# SHAPE EXPLAINED



We know what our partner are looking at: Forward! Tomorrow!

This also applies to our target communication and selling targets. Therefore we create a personalized event with an inspiring atmosphere and think through concerts to achieve all strategic goals for our clients.

Instead of complicated concepts we focus on high-class experimental and performance marketing which will entirely aim at top quality and proven concepts. We know exactly what your brand needs to succeed and to make our audience fall in love with your products. With our expertise and passion for innovative solutions we set new bars and trends for the entire industry sector.

**WE HAVE THE PERFECT TEAM AND WELCOME YOU AS PARTNER TO  
COMPLEMENT US AND TO WORK TOGETHER!**



# SHAPE EXPLAINED

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## EXPO FLOOR

We start with a classic trade fair with an modern ambience to create a perfect ecosystem for exhibition stands and event activation.



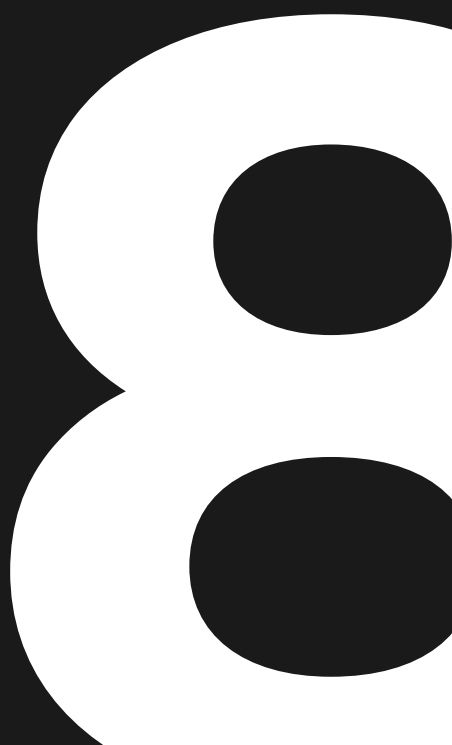
## SPEAKER & CREATOR STAGE

We call it our „Eye-Opening-Stage“ because our aim is that all speakers of our session will open the eyes of all our visitors and to show the fitness of tomorrow.



## PLAYGROUND

Everything is in motion! We create an area to touch innovative products, action loaded mini events, start up areas and many more to participate and explore in real life.





# FOUNDER - WE SHAPE FOR YOU



## **Katharina C. Hamma**

25+ years of top management experience in international exhibition and trade show industry with great commercial success. Her forte is strategy, creating and expansion of LOVE Brands.

## **Björn Kempe**

Networker & “Trade Show Whisperer“ with international festivals such as Cannabis but also B2B in Asia and Europe. Organiser of several events in globally for the health & wellness sector.

## **Silke Reuter**

Expert for FMCG Food & Beverage, Franchise Sport Clubs, Nutraceuticals & Functional Food as well as for marketing & Business development in the international trade & event industry.

## **Maiko Heinrich**

Founder „GLOW CON“, Europe largest Beauty Convention & Influencer Event. Director „World Fitness Experience“, „Generation WOW“ and many more. Executive Producer for TV-Shows, Live-Entertainment, concerts & large scale events.





# virtual vitality

Longevity, Recovery &  
Performance – experience  
tomorrow today.

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# SHAPE PARTNER ALWAYS WIN



## Meet your customers

Market research, awareness, and the journey of your product from the hands, to the heads, to the hearts of your target audience are the most valuable goals you can achieve at an expo.

## Create Content, Stories & Experiences

Instead of expensive conception, photoshoots, and creation, you gather the most authentic content available here: enthusiastic customers interacting with your brand. Start the stories with us that you can share with the world across all digital channels.

## Retail

You've come to see, experience, and buy. The target audience's willingness to buy is particularly high during experiences like **shape**. For you, this is the perfect opportunity to recoup your event expenses.



# VISITOR PROFILE & COMMUNITY

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**80% 18 - 55 target age**

60% 25 - 40 year old

**65% female**

35% male & others (families/seniors)

**willing to purchase- &  
experimental**

open for new things

**Start: Urban Metropolregion Berlin**

Next: Main cities HH, K, FRA

**average household income 3.500+ Euro**

Lohas, DINKS, Gen Z, Early Adopters

**Healthy Lifestyle**

Vegetarians, vegans, Keto, Raw Food,  
Nutraceutical experts

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- + **SWEAT** smart
- + engineer your **ENDURANCE**
- + program your **PROTEINS**
- + reboot your **REPS**
- + debug your **DIET**
- + code your **CARDIO**
- + sync your **SUPPLEMENTS**
- + encrypt your **EUPHORIA**

Innovation takes **shape**!





# personal trainer

Experience the latest trends  
in Health, Wellness &  
Performance live.

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**PREMIER HOST-CITY**

**Berlin**

**PREMIER VENUE**

**Messe Berlin**

**DATE**

**24.-26. October 2025**

**WORLD WIDE SHAPE**

**shape-expo.com**



**Please contact us for further  
details and information:**

**[partner@shape-expo.com](mailto:partner@shape-expo.com)**

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# remote workout

Everything you need for your  
optimized self – all in one place.

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**RATE CARD**

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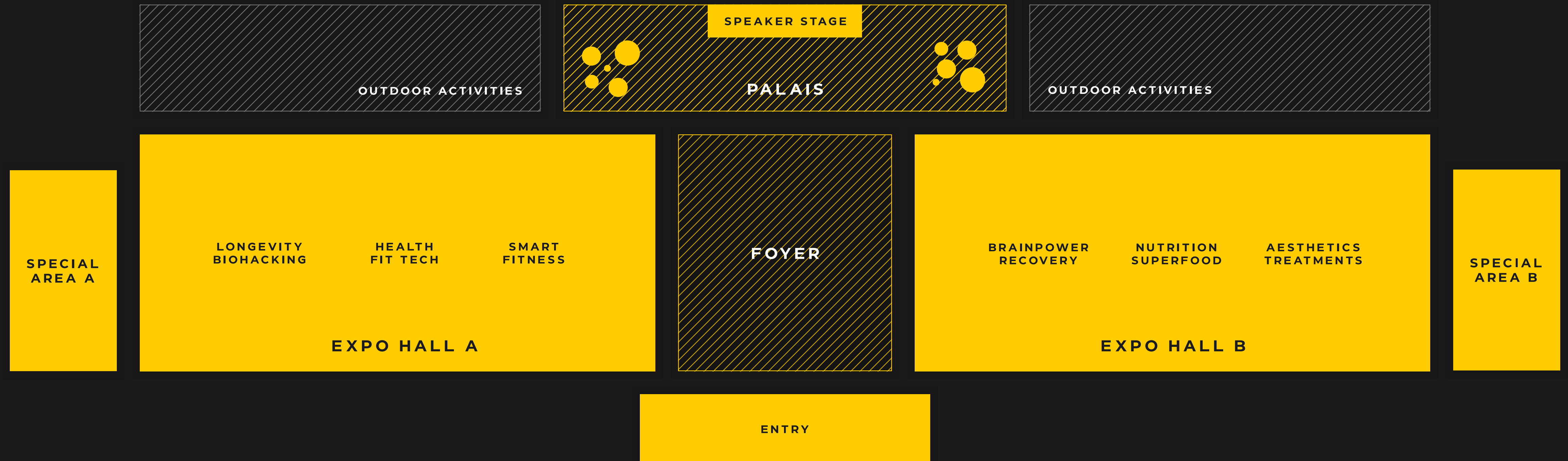
SEE OUR PRICING ON THE  
**RATE CARD 2025**

[SHAPE-EXPO.COM/EN/RATES](https://shape-expo.com/en/rates)

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# SHAPE HALL PLAN

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