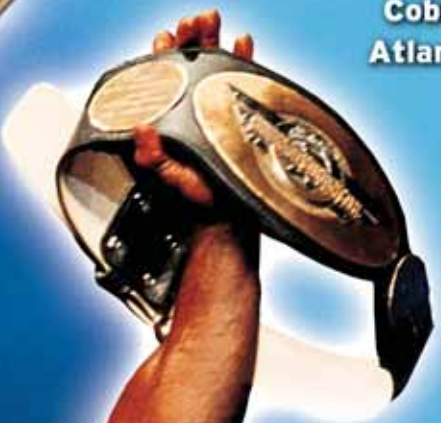




October 8-10, 2004

**Cobb Galleria Centre
Atlanta, Georgia USA**



**Reach tens of thousands of
health and fitness enthusiasts,
in attendance for the show of the year.**

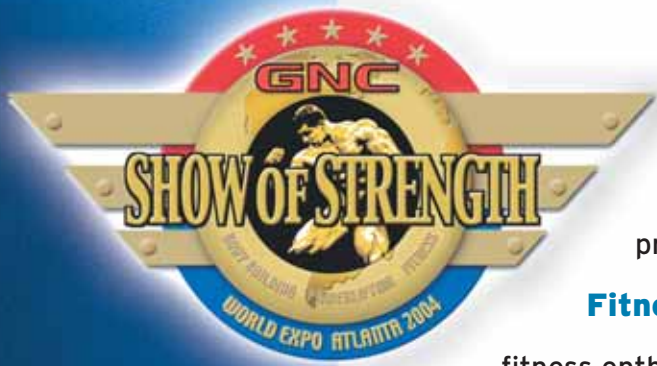
MASSIVE! SHREDDED! STUNNING!

**Competitors battling for more
than \$500,000 in prize money!**

**The most extreme
fitness fans in the world!**

**Unparalleled opportunities to
generate new sales leads!**





"I just want to commend you and your staff for doing such a great job in promoting the GNC Show of Strength. I am glad MHP was one of the sponsors and part of the event. It was the best run show MHP has ever been involved with and I am looking forward to next year's show. Keep up the good work."

—Gerard Dente
President
MHP



With **competitors battling** for more than \$500,000 in prize money, the **3rd Annual GNC Show of Strength and Fitness Expo** is expected to draw tens of thousands of health and fitness enthusiasts from all over the world.

The most **extreme fitness fans** in the world—people whose very lives rely on fitness gyms, health clubs, nutrition counselors, sports-medicine clinics, dance studios, and the like—will **swarm to the site**, where they will be eager to check out the latest in fitness equipment, supplements, nutrition, software programs, workout apparel and footwear, and educational materials.

All of which presents you with a **super opportunity** to generate new sales leads and **build loyalty** among existing customers, while positioning your product next to some of the **biggest names in the industry**.



■ WHO

Top fitness and sports nutrition exhibitors, celebrity bodybuilders and strength athletes, live entertainment and demonstrations, and tens of thousands of extreme fans.

■ WHAT

Scheduled events include:

- **GNC Pro Men's & Women's Bodybuilding Championships**
- **GNC Pro Figure & Fitness Championships**
- **Health and Fitness Expo, showcasing more than 300 exhibitors**
- **2004 World Powerlifting Organization Finals**
- **MHP X-Treme Strongman Challenge**
- **GNC Pro Performance Armwrestling Competition**
- **Lee Haney's Ultimate Teen Challenge**
- **"Train with the Pros" Seminar**

WHEN
October 8-10, 2004

WHERE

The beautiful and spacious Cobb Galleria Centre in Atlanta, Georgia, featuring cutting-edge architectural design and world-class amenities.

WHY

Unprecedented advertising, marketing, and promotional opportunity, reaching the 750,000 readers of *Physical Magazine*; customers of the more than 5,300 GNC stores throughout the United States and 33 foreign countries; and readers, viewers, listeners of TV, radio, the Web, trade and general consumer magazines, and newspapers.

HOW

To take advantage of this powerful marketing opportunity, reserve your booth space today!

888.586.7700
or 760.631.3093

5256 S. Mission Road, Ste. 121
Bonsall, CA 92003

TSimpson@basicmediaprod.com
www.showofstrength.com



"Without companies like GNC putting on powerful shows like this, we wouldn't have a future in our sport. . . I want to tell all the athletes and fans out there to come out and sponsor the show."

—Flex Wheeler
Professional Bodybuilder



"The visibility for our products that we received by sponsoring the events was incredible. The end result is that we collected several leads, as well as sales. We cannot wait to be part of this show next year."

—Tom Proffitt
National Sales Director
Hammer Strength





October 8-10, 2004

Cobb Galleria Centre, Atlanta, Georgia USA

Booths assigned on a first-come, first-served basis. Full payment must accompany application. Booth price includes standard back-wall drape and side rails, draped table, two chairs, and one line-identification sign. Floor plan is subject to modification to conform with all applicable laws, ordinances, and regulations of government agencies exercising jurisdiction over the event.

GNC PRO PERFORMANCE®

Pinnacle
Nutrition

MHP
Muscle Health Products

EAS
Essential Amino Acids

MUSCLETECH

Physical Magazine



U.S. AIR FORCE
CROSS INTO THE BLUE

CYTODYNE
The Authority in Performance

TWINLAB

