

An aerial photograph of a city, likely Nairobi, Kenya, featuring a large, modern stadium with a distinctive circular, ribbed roof structure. The stadium is surrounded by dense urban development, including numerous high-rise apartment buildings. In the background, rolling hills are visible under a hazy, golden light, suggesting a sunrise or sunset. The overall scene is a mix of urban architecture and natural landscape.

Sports & Fitness Expo 2026

Theme: Fit for Life Strengthening Bodies, Empowering Communities

10th - 11th December 2026 | Nairobi, Kenya

Organized by Purple Lotus International | purplelotus.events

About the Expo

The **Sports & Fitness Expo 2026** is a premier platform designed to bring together stakeholders across sports, wellness, fitness, healthcare, nutrition, and active lifestyle industries. It creates a vibrant environment where brands, professionals, institutions, athletes, and consumers converge to explore innovations and opportunities shaping the future of wellness in Africa.

As Kenya experiences growing awareness around healthy living, preventive healthcare, and mental wellness, the Expo is positioned to become the leading regional marketplace and networking platform for the industry, featuring exhibitions, fitness showcases, wellness experiences, sports activations, educational sessions, and community engagement initiatives.

2

Days of Expo

10th- 11th December 2026

5+

Interactive Zones

Zones, arenas & forums

8

Audience Groups

Diverse participant categories

Our Objectives

The Expo is built around a clear set of goals designed to elevate wellness culture, drive industry growth, and foster meaningful connections across East Africa's sports and fitness ecosystem.



Promote Healthy Living

Raise public awareness around wellness, active lifestyles, and preventive healthcare across all demographics.



Showcase Brands

Provide a platform for businesses and organizations to exhibit products, services, and innovations directly to a targeted audience.



Foster Partnerships

Unlock networking and investment opportunities within the sports, wellness, and healthcare industries.



Holistic Wellness

Champion conversations around mental wellness, recovery, and the full spectrum of modern health and wellbeing.

Who Will Be There

The Expo brings together a richly diverse audience from elite athletes to families, from healthcare providers to corporate organizations creating a uniquely cross-sector gathering with broad appeal and industry depth.



Athletes & Enthusiasts

Amateur and professional athletes, fitness enthusiasts, and active lifestyle consumers.



Industry Professionals

Gym owners, personal trainers, coaches, sports federations, and wellness consultants



Brands & Businesses

Wellness, nutrition, sportswear, equipment, and health technology companies.



Healthcare Providers

Healthcare institutions, insurers, physiotherapists, and nutritionists.



Academic & Youth

Schools, universities, youth organizations, and sports academies.



Families & Public

Wellness-conscious consumers and families seeking active lifestyle experiences.



Government & Media

Government institutions, sports federations, media houses, and influencers.



Corporate Organizations

Companies with corporate wellness programs and employee health initiatives.

Exhibition Hall

The Exhibition Hall is the commercial heart of the Expo a curated marketplace showcasing the best in sportswear, wellness products, healthcare services, supplements, sports equipment, nutrition solutions, fitness technology, and lifestyle brands.

It creates a direct, high-impact channel between exhibitors and a highly targeted, engaged audience. Whether you are launching a new product, building brand recognition, or expanding market reach across East Africa, the Exhibition Hall delivers unrivaled access and visibility.

Direct Consumer Access

Engage face-to-face with thousands of wellness-motivated visitors over three days.

Product Launches

Debut new products to an audience of early adopters, professionals, and media.

Brand Building

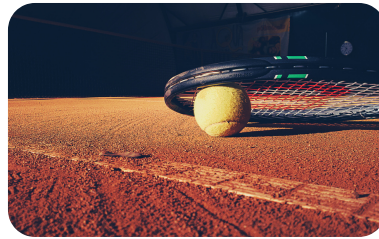
Establish credibility and visibility within the East African sports and wellness market.

Live Experiences & Sports Zones



Live Fitness Arena

Interactive sessions, including aerobics, dance fitness, yoga, HIIT, martial arts, and strength training, are led by certified instructors and fitness personalities.



Interactive Sports Zones

Hands-on sporting experiences, fitness challenges, gaming integrations, obstacle courses, and youth-centered activities designed for broad audience participation.



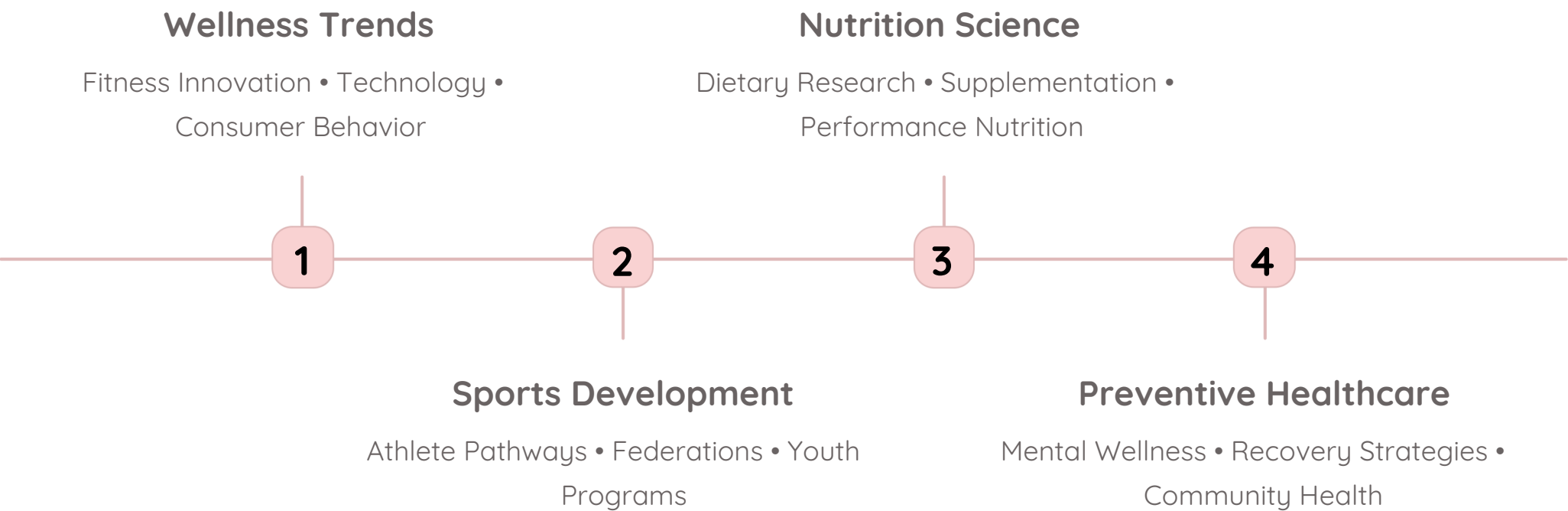
Wellness Pavilion

Dedicated spaces focused on recovery, physiotherapy, mental wellness, alternative therapies, beauty, and holistic health reflecting modern wellness in full.

Industry Forums & Workshops

KEY FEATURE

Expert-led discussions, panels, and workshops provide thought leadership and actionable insights for industry professionals, healthcare providers, policymakers, and brands. The Forums are a cornerstone of the Expo’s knowledge- sharing mission.



Expected Outcomes

The Sports & Fitness Expo 2026 is designed to deliver measurable impact for individuals, businesses, and communities across the region. These are the outcomes we are committed to achieving.



Public Awareness

Increased awareness and active participation in sports and wellness activities across all age groups.



Market Access & Growth

Greater visibility and new business opportunities for participating brands across East Africa.



Stronger Partnerships

Deeper collaboration and ecosystem connectivity within Kenya's health and fitness industry.



Community Engagement

Meaningful improvement in community-level engagement with active and healthy lifestyles.



Why Nairobi, Why Now

Kenya sits at the epicenter of Africa's wellness revolution. With a youthful, health-conscious population, a rapidly expanding fitness industry, and a government committed to sports development, Nairobi is the ideal home for East Africa's defining sports and fitness event.

A Growing Market

Kenya's fitness and wellness sector is among the fastest-growing in sub-Saharan Africa, driven by urbanization, rising incomes, and heightened health awareness post-pandemic.

Regional Gateway

As a major East African hub, Nairobi attracts participants from Uganda, Tanzania, Rwanda, Ethiopia, and beyond, making The Expo a truly regional event with continental reach.

Get Involved

The Sports & Fitness Expo 2026 is more than an event it is a movement towards healthier living, stronger communities, and a more wellness-conscious society. Whether you are a brand seeking market access, a professional looking to connect, or an organization aligned with the wellness mission, we invite you to be part of this landmark occasion.

Exhibit With Us

Secure your exhibition space and connect directly with thousands of targeted visitors across three high-energy days.

Sponsor the Expo

Align your brand with East Africa's premier wellness platform and gain unmatched visibility among industry stakeholders.

Partner With Us

Explore strategic partnership opportunities that amplify your organization's impact within the wellness ecosystem.

Contact Us

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