



## **Business Delegation to Mr. Olympia 2016**

**Las Vegas, USA**

**15-18 September, 2016**

### **About Mr. Olympia 2016**

Mr. Olympia is the title awarded to the winner of the professional men's bodybuilding contest at Joe Weider's Olympia Fitness & Performance Weekend – an International Bodybuilding Competition organised annually by the International Federation of BodyBuilding & Fitness (IFBB).

Mr. Olympia is one of the biggest Fitness Expo which will be held in Las Vegas, USA from 15-18 September, 2016. As part of the delegation, a dedicate exhibition space is identified for Indian Delegation. Innumerable profitable businesses and careers are built around Sports Fitness in USA cutting across consultancy, research, gyms, talent development, coaching, nutrition etc. Many leading companies in their respective domains participate in exhibition at Mr. Olympia.

The event will offer the ideal setting to do a business source new contacts catch up with existing one, discover the latest innovations in the sports fitness industry and above all, help you achieve your sports fitness business objectives. It will be an opportunity to do network with industry people from across the USA and World through specifically tailored events ranging from structured networking dinner to informal meetings.

**FICCI and Sheru Classic exclusively planning a business delegation.** As part of the Delegation, the following benefits have been negotiated and are available to all delegates:

- 1) Opportunity to participate at Prices:
  - Delegation Fees @ ₹ 50,000 + Service Tax.
- 2) Opportunity to attend following things:
  - Mr. Olympia Expo (Free of Cost)
  - Mr. Olympia main event Competition(Night Show – 100 USD):-
    - i. Mr. Olympia
    - ii. Fitness Olympia
    - iii. Figure Olympia
    - iv. Bikini Olympia
    - v. 212 Showdown
    - vi. Women's Physique
    - vii. Men's Physique
    - viii. Classic Physique



- Interactive meeting with International Federation of Bodybuilding senior officials
- Get a Chance of meeting with Celebrities like Jay Cutler, Frank Mir, HHH etc.
- Experience and discuss global best practices
- Networking session with Sports Fitness Industry
- Meeting with USIBC (optional) in Washington DC
- Meeting with American India Foundation in New York
- Attend Dinner hosted by American India Foundation

3) Higher visibility and opportunity to network within the FICCI delegation and with other global stakeholders.

We would like to invite you and your organization to join this important delegation.

For further information please contact my colleague Mr. Amit Mantri at [amit.mantri@ficci.com](mailto:amit.mantri@ficci.com) T – 011-2348-7561/+91-9818817375

### **About Sheru Classic:-**

Sheru Classic is known in India as the authority in Health & Fitness Industry and holds the distinct achievement of organizing Asia's first IFBB Pro Bodybuilding show in 2011 and has since then done three editions of India's only IFBB Pro Bodybuilding show under the banner of Sheru Classic. Sheru Classic transforming the Wellness Sector and give a whole new meaning to health and fitness in India. Sheru Classic is truly a vehicle heralding this new era of Health & Wellness in India. Sheru Classic Expo is a marquee event and has been instrumental in getting numerous International and Domestic Brands get a foothold in India & with the Indian industry slated to reach one trillion INR by 2016.