



# 2009 EVENT FACT SHEET

July 10-11, 2009  
Mandalay Bay Convention Center, Las Vegas, NV  
[www.ufcfanexpo.com](http://www.ufcfanexpo.com)

## Event Profile

The UFC Fan Expo is the premiere event where fans can experience, see, learn, and buy everything MMA. Fans will have an insider's ticket to view and purchase your products and services, while networking with each other onsite. Die-hard fans will also have the opportunity to meet UFC and WEC elite fighters, see them demonstrate their fighting techniques, participate in demos, and learn directly from the pros. This year's debut will include exhibits, training and development, special events, and competitions all in conjunction with the UFC fighter weigh-ins and culminating with the much anticipated 100th Pay Per View Fight Card. If you want to tap into this extreme market of fans, you cannot afford to miss the debut of UFC Fan Expo, showcasing nearly 100 exhibiting companies, exciting special events, and much more.

## Date and Venue

- July 10-11, 2009: Mandalay Bay Convention Center, Las Vegas, NV, USA

## Organized By

- The Ultimate Fighting Championship®** is the world's leading professional mixed martial arts organization. Owned and operated by Zuffa, LLC, and headquartered in Las Vegas, Nev., UFC® produces over twelve live pay-per-view events annually that are distributed residentially through North American cable and satellite providers. In addition to its North American distribution, UFC programming is distributed in over 100 countries and territories throughout the world.
- Reed Exhibitions** is a world leader in creating high profile, targeted industry events where buyers and suppliers come together to do business. Every year, Reed events bring together 90,000 suppliers and over 5.5 million buyers from around the world. Today, Reed events are held in 38 countries throughout the Americas, Europe, the Middle East, Africa and Asia/Pacific, and are organized by 33 fully staffed offices. Our portfolio of 460 events services 52 countries in 12 key sectors.

## Brand Extensions

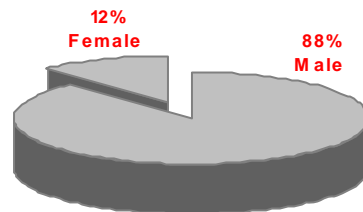
- Bud Light
- Harley Davidson
- Xyience
- TapOut
- BSN
- THQ
- Movie Studios
- Century, LLC

## Marketing Outreach

- Emails sent to more than 500,000 UFC newsletter subscribers
- Marketing outreach and messaging to more than 200,000 UFC *Facebook* friends.
- Exposure to UFC Fan Expo website viewers and the more than 4.1 million website hits per month that the UFC website receives.
- Advertising on network cable television, including *Spike*, *Versus*, and *Pay Per View*.

## Key Demographics

AGE		INCOME	
18 and under	2.36%	Less than 20K	8.58%
18-24	31.25%	20-35K	16.20%
25-34	48.61%	35-50K	22.36%
35-50	16.24%	50-75K	21.62%
Over 50	1.55%	Over 75K	31.25%



## Media Coverage

Reed Exhibitions and the UFC organization anticipate an extensive amount of media coverage surrounding the debut of UFC Fan Expo. The premiere event will take place in conjunction with the UFC's 100<sup>th</sup> Pay Per View Fight Card, which is sure to attract great media exposure itself.

To reserve your exhibit space or for more information,  
contact **Ed Gallo**, Event Director at **203.840.5546** or [egallo@ufcfanexpo.com](mailto:egallo@ufcfanexpo.com).

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