



ELEVATE LONDON

2026 Post Show Report

Elevate is the UK meeting place for physical activity, fitness, health and performance — connecting operators, coaches, suppliers, innovators, educators and wellbeing professionals under one roof.

The 2026 edition delivered a high-energy industry platform, combining a packed exhibition floor, sector-leading learning, product discovery and networking moments that gave visitors and exhibitors practical reasons to connect, learn and do business.



Exhibition



Sectors largest
free education
programme



Innovation Trail



10 year
anniversary social
events

ELEVATE

Executive Summary

4,684

total attendees

176

exhibitors

254+

speakers

36%

spend £100k+ annually

51%

buying influence

62%

London/SE/East

Key takeaway

Elevate 2026 combined strong sector reach, buying influence and a broad product-demand profile for exhibitors, sponsors and partners.

Audience Composition

Top organisation descriptions

Gym / fitness provider / facility		1,744
Healthcare and Wellbeing		340
Academic / education		169
Sports club / elite performance		131
Media		104
Retailer		66

1,744

Gym / fitness providers

104

Media reps

Annual Spend Profile

Annual spend bands



A strong proportion of the profiled audience controls or influences meaningful budgets.

36%

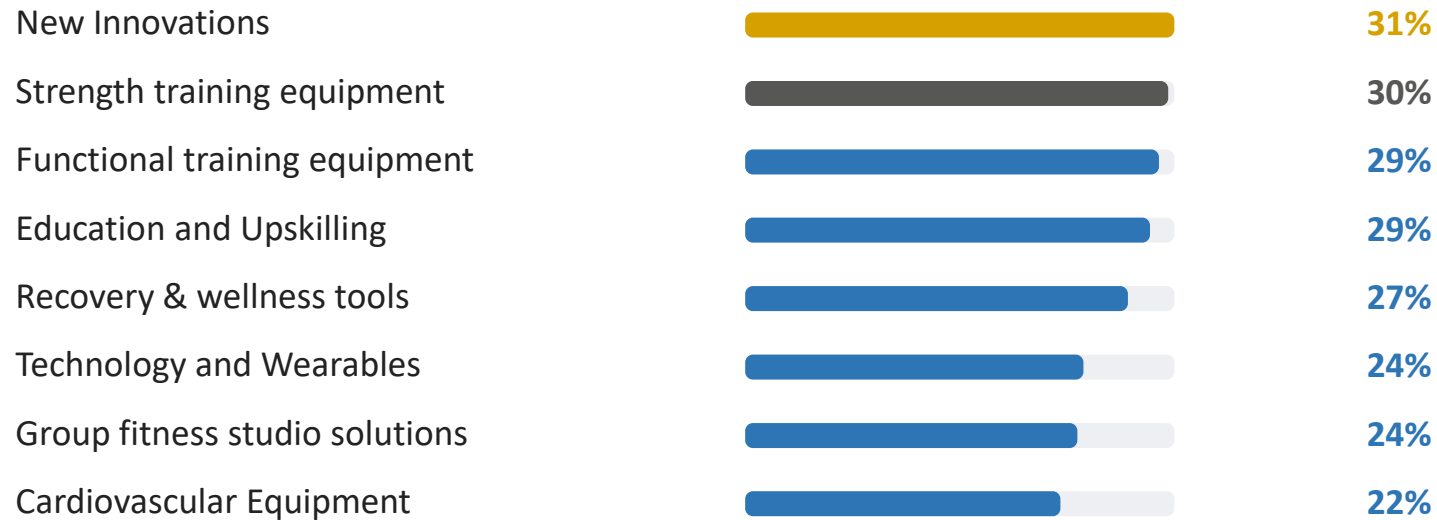
spend £100k+ annually

22%

spend £500k+ annually

Visitor Interests

Top areas of interest



18,867

interest selections

Top themes

1. New innovations
2. Strength training
3. Functional training
4. Education / upskilling
5. Recovery / wellness

Buying Influence & Seniority

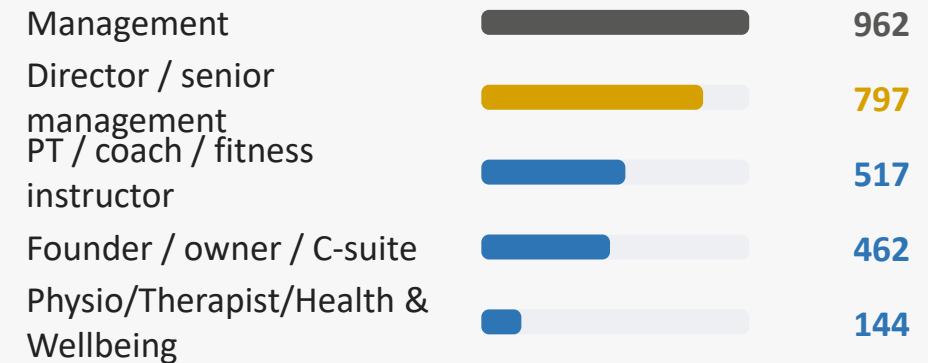
Purchasing responsibility



51%

specify or influence purchasing

Job function profile

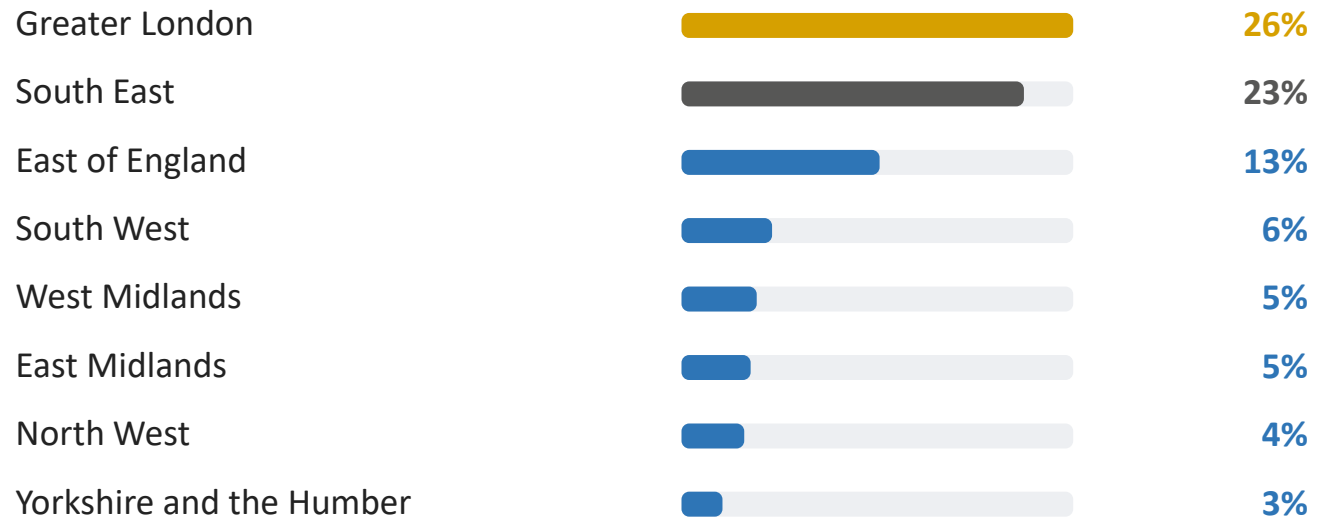


49%

management / senior / owner / executive

Geographic Reach

Regional breakdown of known geography



49%

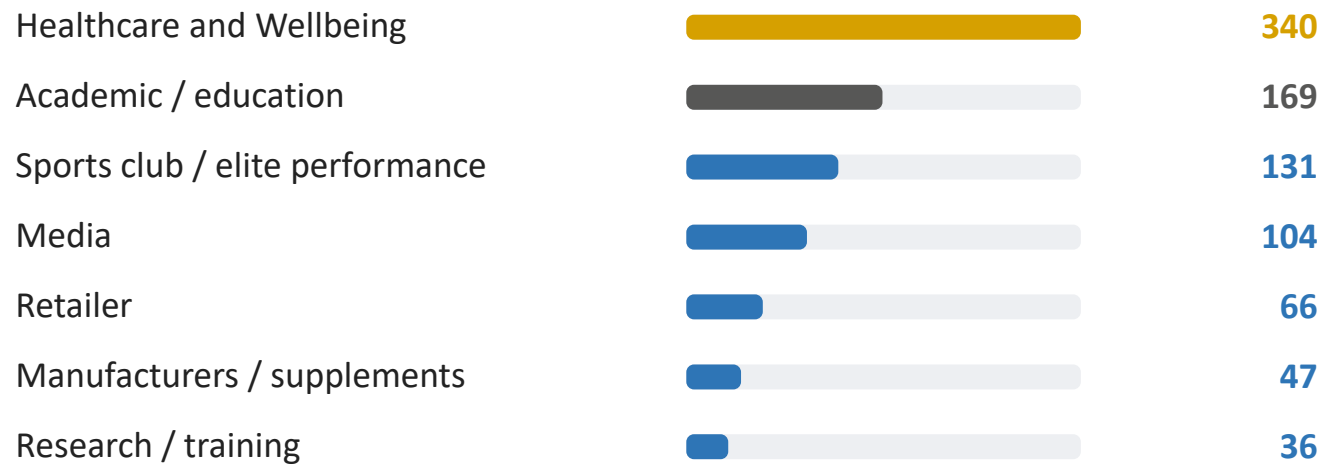
London and South East

74%

Travel from outside London

Demand Beyond Gyms & Fitness Facilities

Specified non-gym sectors



340

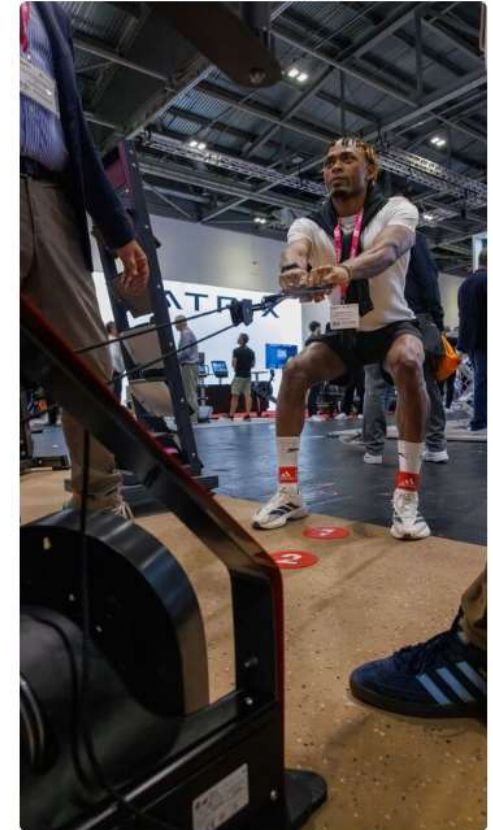
healthcare & wellbeing pro's

169

academic / education

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Gallery 2026 Highlights



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Testimonials

"Elevate is a really good opportunity to meet with big brands in the industry, get our brand out there and start conversations with some organisations we have been targeting"

Nick Dent, Sales Manager at Human Kinetics

"THE destination for operators and suppliers looking to connect and explore new opportunities."

John Leaver, Marketing & Framework Director at Alliance Leisure

"The show has been really good; the quality of leads is fantastic. We have spoken to a lot of decision-makers across the industry. This is a really busy space!"

Llyod Harries, Business Development Manager at Airius Europe Ltd