



PULSE EXPO 2027

EXHIBITOR PROSPECTUS

Booth Opportunities,
Floor Plan, Pricing
& Policies



OCTOBER 8-10, 2027



TACOMA CONVENTION
CENTER



CONNECT.
COLLABORATE.
GROW YOUR IMPACT.

Be part of the premier event
for fitness, health, and wellness.

[PULSEEXPO.ORG](https://pulseexpo.org)



EXHIBIT AT PULSE

SHOW IT. SAMPLE IT. DEMONSTRATE IT. SELL IT.

Put your product directly into the hands of the people most likely to buy it.

YOUR EXHIBIT IS YOUR SHOWROOM

Some products and services need to be seen, touched, tasted, tested or experienced. PULSE creates a physical marketplace where discovery becomes conversation, conversation becomes leads, and leads become business.

Face-to-face. Memorable. Measurable.

EXHIBITING ALLOWS YOU TO

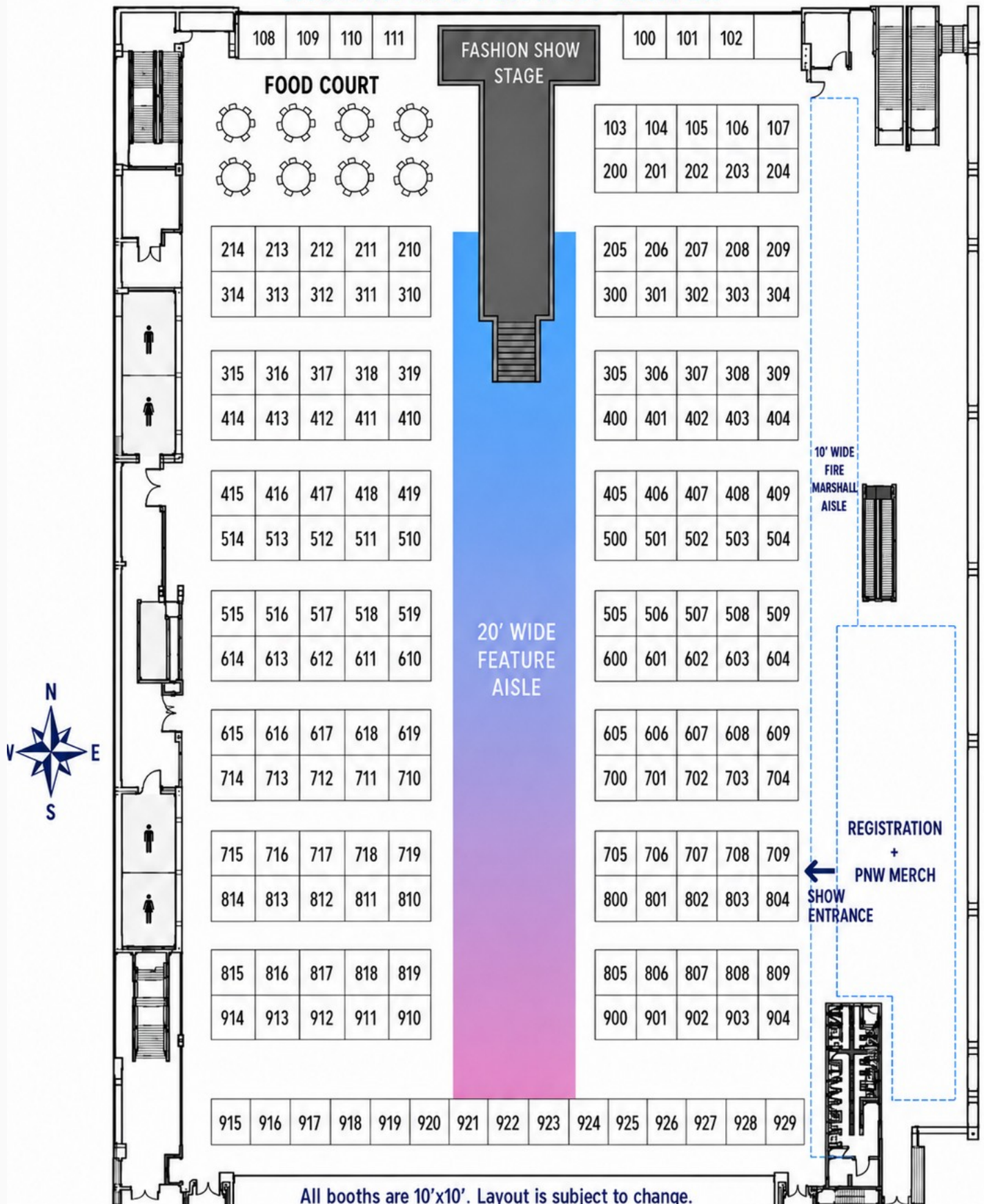
- Demonstrate your product or service
- Sample and showcase products
- Sell directly to consumers
- Conduct consultations or assessments
- Book appointments
- Introduce new products
- Capture qualified leads
- Build brand awareness
- Meet potential customers face-to-face

SHOW • SAMPLE • DEMONSTRATE • SELL • BOOK • CONNECT

PULSE gives your company a physical marketplace to connect directly with consumers who came specifically to discover what is new in health, fitness and wellness.

PULSE PNW FLOORPLAN

TACOMA CONVENTION CENTER



BUILT FOR THE WELLNESS MARKET

PULSE brings body care, fitness facilities, wellness technology, activewear, and nutritional products face-to-face with consumers actively seeking healthier ways to look, feel, move, and live.

EXHIBIT to demonstrate, sample, sell, build new customer relationships, and create memorable interactions with an active Pacific Northwest wellness audience.



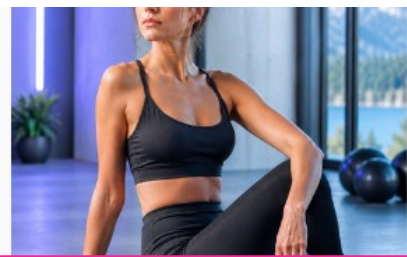
FITNESS FACILITIES

Connect gyms, studios, trainers, and specialized facilities with consumers actively looking for new ways to move. Demonstrate programs, sell memberships, and collect qualified leads.



BODY CARE

Demonstrate skincare, personal care, recovery, beauty, and wellness products. Offer samples, make direct sales, and build lasting customer relationships.



WORKOUT WEAR

Put activewear, footwear, and accessories in front of consumers who value performance, comfort, and style.



NUTRITION

Sample products, explain benefits, make direct sales, and turn product discovery into long-term customer loyalty.



TECHNOLOGY

Demonstrate wellness technology in action, educate prospects, gather feedback, and position your brand at the forefront of innovation.

THE PROGRAM



Three days. One high-energy wellness marketplace.

FRIDAY

OCTOBER 8, 2027

8 AM-5 PM Exhibitor Set Up

7:30-10 PM Industry Night, private for exhibitors and industry professionals only

INDUSTRY NIGHT

SATURDAY

OCTOBER 9, 2027

9 AM-5 PM Open to the public, health enthusiasts and professionals welcome

ALL DAY Family-friendly event with a FREE Kids Zone for kids under 12

OPEN TO PUBLIC

SUNDAY

OCTOBER 10, 2027

9 AM-5 PM Open to the public, health enthusiasts and professionals welcome

ALL DAY Family-friendly event with a FREE Kids Zone for kids under 12

OPEN TO PUBLIC

PULSEEXPO.ORG



EXHIBITOR PRICING

100 SQ. FT. MINIMUM

\$2,500 STARTING

SPACE RATE

\$25 / SQ. FT.

INDUSTRY NIGHT
ENTERTAINMENT
ASSESSMENT

\$500

APPLICABLE TAX

ADDED TO TOTAL

SPACE CONFIGURATIONS

- 10' x 10' = 100 SF = \$2,500
- 10' x 20' = 200 SF = \$5,000
- 10' x 30' = 300 SF = \$7,500
- 20' x 20' = 400 SF = \$10,000
- Space expands in 100-square-foot blocks and 10-foot increments. Two full-access exhibitor badges are included per 100 square feet.

RESERVE YOUR SPACE

50%

deposit of total
exhibit fees secures
your booth number.

\$500

Nonrefundable reservation
deposit confirms intent
while awaiting budget
approval. It is credited to
your total. Booth
assignment begins once
payments reach 50%.

FINAL PAYMENT DUE MARCH 1, 2027

CUSTOM PROGRAMS AVAILABLE

Custom space configurations and exhibitor programs are available. Contact Sara Eastwood for a complimentary consultation.

Sara: 253-330-0112 | hq@pulseexpo.org

BOOTH STANDARDS + POLICIES

PULSE is built to feel active, polished and interactive. These standards help every exhibitor create a stronger customer experience and protect the overall energy of the event.

01

ADDITIONAL BADGES

Additional exhibitor badges are \$20 each and are limited to working personnel, employees, coaches and booth representatives.

02

BADGE USE

Badges may not be transferred or resold to the public and do not include PULSE Pass raffle eligibility.

03

FURNISHINGS

Booth furnishings are not included. Exhibitors may bring approved booth properties or arrange rentals separately.

04

PROFESSIONAL PRESENTATION

Exhibitors must provide professional branding and an engaging demonstration, activity, consultation, sampling opportunity or other attendee experience.

05

NO STATIC DISPLAYS

Static literature-only displays are not permitted. Your booth should give attendees a reason to stop, interact and remember your brand.

06

FOOD + BEVERAGE SAMPLES

Food and beverage samples are limited to one ounce.

READY TO BUILD SOMETHING MEMORABLE?

Contact Sara Eastwood for a complimentary exhibitor consultation.

253-330-0112

LET'S TALK PULSE

Interested in exhibiting or creating a custom brand activation? We would love to help you find the right opportunity for your company.



PERSONAL. LOCAL. READY TO HELP.

PULSE Expo | October 8-10, 2027
Tacoma, Washington

SPENCER MCLEAN

Event Director

SARA EASTWOOD

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SCAN TO VISIT
PULSEEXPO.ORG

CONTACT OUR TEAM

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