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The Matrix International Show is back!

ENGAGING product demonstrations, topical guest speakers, networking with international industry experts and unrivalled entertainment..the Matrix International Show is back for 2016.

Following the overwhelming success of last year's show, Matrix Fitness UK will host it's own dedicated trade exhibition at the Ricoh Arena in Coventry on October 13 & 14.

Keen to offer the industry something different, the show aims to deliver a diverse display of product demonstrations and training, industry networking, topical panel discussions and entertainment.

Director of Strategic Marketing for EMEA & UK, Gemma Bonnett, said: "The Matrix International Show is so much more than just a trade show. It's an unforgettable experience that encapsulates where the fitness industry is heading.

"We are bringing together experts from various fitness-related disciplines to deliver a varied programme of discussion panels and keynote sessions. We're combining this will live product demonstrations of new and existing Matrix products from our highly dynamic master trainers.

"We have invited our partners, ambassadors and contacts from across the globe and are wrapping it all up in innovative entertainment like you have never seen before.

"Our focus is on providing a total fitness solution for customers whilst addressing the individual equipment user's needs to provide a unique experience. We believe that by applying this approach to the show, we are offering something completely different that stands out from the competition."

Further information about the Matrix International Show will be released in the build up to the event. To register for a free place and to receive updates, visit:

<http://matrixinternationalshow2016.eventbrite.co.uk>

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PRESS RELEASE

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About Matrix Fitness

Matrix Fitness – the fastest-growing commercial fitness brand in the world - is the commercial division of Johnson Health Tech. Matrix is comprised of a complete range of premium, commercial-grade cardiovascular and strength-training equipment for health clubs and other fitness facilities.

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