

## This Years BodyPower Expo a huge hit as Bodybuilding Warehouse shift 30,000 samples

Thursday 21 June, 2012

Bodybuilding Warehouse exhibited for the first time this year at the hugely popular BodyPower Exhibition at The NEC, Birmingham with complete success. Handing out over 30,000 sachets and samples.

The Bodybuilding Warehouse stand was in a great location behind The Zone stage and close to the Man of Oak World Championship. The stand was situated next to Gaspari and Body Temple and in a prominent position for visitors walking around the perimeter of the exhibition.

Over the weekend, on the Giveaways side we gave bags filled with Bodybuilding Warehouse goodies; Premium Whey, Whey Isolate and Cherry Charge. There was a punch ball machine on this side of the stand too, this really brought in the crowds and we ran a Highest Score competition over the weekend, the prize being a 24hour stack which consists of 2.5kg of Casein and 3kg of Premium Whey worth over £70.

On the Bodybuilding Warehouse Shakes Samples side we premixed two flavours of each Premium Whey, Premium Casein and Premium Mass. We chose a variety of flavours and had some great feedback on the tastes of these products.

We had two fitness models dressed and body painted as warriors, they looked fantastic! We ran a competition on the Saturday and Sunday, The Warrior Games. The Games were a huge success with plenty of competitors. The winners of The Games received an amazing array of prizes, the overall winner on each day walked away with well over £100 of Warrior and Bodybuilding Warehouse products and a King of the Warrior Games trophy.

Other offers over the weekend included, a free Bodybuilding Warehouse shaker for anyone wearing our branded clothing, two for one offers on [Warrior Blaze](#), Bulbine and Charge and remarkable discounts on all our other products.

We also had the most stunning models representing Bodybuilding Warehouse. We had Natasha Murray and her NGM models with us, as well as our friends Kerry Bexon, Kelly Warton and Sally E Graham. The male models, our Warriors, we had the delectable Steve Greensted and the incredible Hugh ODonovan.

On the Sunday we had our film crew with us to record the day and take some awesome photos to capture the diversity and awesomeness of the BodyPower Expo. We even got an exclusive interview with Rich [Gaspari](#)!! Check out our YouTube channel and listen to what Rich had to say to our very own Kieran Fisher.

Upon review, there are some things that we will do slightly differently next time but overall we feel that our stand really stood out at the BodyPower Expo and was extremely well thought out and executed.

We want to thank everyone who came to see us over the three day expo, we had so much fun and cant wait to do it all again. Roll on BodyPower 2013!

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