



MEET AMERICA'S
BRIGHTEST CITY



Athletic Business

— SHOW 2025 —

Athletic Business Media, Inc.

AB Show

Wednesday, November 5th – Saturday, November 8th, 2025

Anticipated Attendance: 3,900

Group Description

Athletic Business Media, Inc. is a leading media and event company serving the athletic, fitness, and recreation industries. It publishes Athletic Business magazine and produces the annual AB Show, a premier trade show and conference that brings together facility operators, decision-makers, and industry suppliers. The AB Show offers extensive education, networking, and exhibit opportunities for professionals managing municipal, university, military, and commercial athletic facilities. The event attracts a diverse range of attendees and drives significant citywide economic impact, making it a valuable opportunity for destination marketing organizations and hospitality partners.

Attendee Profile

The Athletic Business Show brings together a diverse and influential group of professionals in athletics, fitness, recreation, and military sectors. Attendees include facility managers, athletic directors at universities, YMCA leaders, municipal recreation directors, military sports program managers, operations executives, buyers, planners, and other operations leaders who wield significant purchasing power. In fact, 93% of attendees are decision-makers involved in their organizations' purchasing or leasing decisions—a powerful draw for vendors and exhibitors showcasing capital equipment and services.

Guest Room Block

Participating Hotels	Peak Room Night
Total Peak Nights = 1,315	
Alma San Diego Downtown, a Tribute Portfolio Hotel	15
Bristol Hotel	15
Courtyard San Diego Gaslamp/Convention Center	35
Embassy Suites Hotel San Diego Bay - Downtown	80
Hard Rock Hotel San Diego	100
Hilton San Diego Gaslamp Quarter	100
Hotel Indigo - San Diego Gaslamp Quarter	20
Hotel Z	15
Manchester Grand Hyatt San Diego	310
Margaritaville Hotel San Diego Gaslamp Quarter	30
Marriott Marquis San Diego Marina	300
Palihotel San Diego	15
Pendry San Diego	50
Residence Inn San Diego Downtown/Gaslamp Quarter	80
San Diego Marriott Gaslamp Quarter	125
The Westgate Hotel	25

Schedule of Events

Date	Wed Nov 05	Thu Nov 06	Fri Nov 07	Sat Nov 08
Attendee Open Meals	All Meals	All Meals	All Meals	All Meals
Convention Center Agenda	8:00AM-5:30PM Program Lectures and Symposiums	8:30AM-5:15PM Program Lectures, Symposiums and Fitness Demos	8:30AM-4:45PM Program Lectures, Symposiums and Fitness Demos	8:30AM-12:45PM Program Lectures and Roundtable Meetings

[*Schedule is subject to change](#)

Off-Site Scheduled Events

Thursday, November 6th | Industry Party | Venue 808 | 7:00PM-10:00PM

Shuttle Information

No shuttle provided.

Contact Information

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