

ABC Health & Fitness Expo Announces BOGO Ticket Promotion and Expanded Interactive Programming

New fitness, recovery, family and live-demo experiences are being added ahead of the October 10 Indianapolis event.

INDIANAPOLIS, IN, UNITED STATES, September 11, 2026 / EINPresswire.com/ -- ABC Health & Fitness Expo is expanding its lineup of interactive health, fitness and wellness experiences ahead of its inaugural event on Saturday, October 10, 2026, at the Indiana Convention Center.

The one-day expo will run from 10:00 a.m. to 8:00 p.m. in Hall A and will bring together local businesses, fitness professionals, wellness providers, recovery specialists and families for a full day of exhibits, live demonstrations and interactive programming.

A new Buy One, Get One Free ticket promotion is now available using promo code BOGO at checkout. Children under 18 receive free admission.

“

We want people to come in and actually experience health and fitness, not just walk past tables.”

Bruce Horan

Organizers are also adding more interactive programming throughout the event, including the Hartman Performance Fit Zone, ABC Oasis Massage & Recovery Zone, Recharge Station, Kids Fun Zone, live demonstration programming and the BEATBRUCE 3-Point Challenge.

The 3-point challenge gives attendees the opportunity to compete head-to-head against former Butler basketball player Bruce Horan. Guests using promo code BEATBRUCE receive \$5 off admission and access to the challenge, with a cash prize available for participants who win.

“We want people to come in and actually experience health and fitness, not just walk past



ABC FITNESS COMMUNITY STRONGER TOGETHER

PLAY COMPETE BE INSPIRED

BEAT BRUCE

Save \$5 with promo code **BEATBRUCE** and challenge Butler's all-time leading 3-point shooter, Bruce Horan, to a 3-point contest for free.

BUTLER CAREER 3-POINT LEADER

314

CAREER 3-POINTERS

#1 on Butler's 3-point field goals list

BUTLER 3-POINT FIELD GOALS (ALL-TIME LEADERS)

1. Bruce Horan	314
2. A.J. Graves	303
3. Kellen Dunham	299

THE RULES:

- 5 shots. 5 spots. Head-to-head.
- Beat Bruce = Win \$20 cash
- Tie = Sudden death
- Lose = Bruce keeps the bragging rights
- One challenge per paid ticket
- Limited spots. Preregistration required

Butler Legend. Shooters Inspire. Competitors Show Up.

Saturday, Oct. 10, 2026

Indiana Convention Center • Indianapolis, IN

abchealthandfitnessexpos.com

Promo code: **BEATBRUCE**

BIGGER HEALTHIER STRONGER TOGETHER

Bruce Horan promotes the BEATBRUCE 3-Point Challenge at the ABC Health & Fitness Expo on October 10, 2026, at the Indiana Convention Center

tables,” Horan said. “The more programming we add, the more this becomes something people and families can participate in instead of simply attend.”

Ashley Gann, Founder and Operating Partner of ABC Health & Fitness Expo, said the event was created to make local health and wellness resources more accessible to the community.

“There are so many great businesses and professionals doing meaningful work in health, fitness and wellness throughout Central Indiana,” Gann said. “Our goal is to bring them together in one place and give people a chance to discover what’s available right here in their own community.”

The expo will feature exhibitors across fitness, nutrition, recovery, healthcare, wellness, functional health and related services, along with live demonstrations and family-friendly activities throughout the day.

Event Details

Saturday, October 10, 2026

10:00 a.m. – 8:00 p.m.

Indiana Convention Center – Hall A

Indianapolis, Indiana

Tickets and additional information are available at abchealthandfitnessexp.com.

Use promo code BOGO for the current Buy One, Get One Free ticket promotion.

Bruce Horan

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