



**EXPO GRAND
FINALE**

**MYRTLE
BEACH**

Make a splash at the expo grande finale!

EPIC PRODUCTION

**ATHLETE-FOCUSED
EXPERIENCE.**

**UNFORGETTABLE
AWARDS AND
PRIZES.**

**APRIL 17-19
2026**



VI-5.13.25



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DEAR GYM OWNERS, COACHES, FAMILIES, AND ATHLETES

Welcome to the Expo Grand Finale in Myrtle Beach! We are beyond excited to host you for a weekend of fierce competition, unforgettable experiences, and incredible memories.

Our mission is to create an athlete-first event that not only showcases your talent but also delivers an exciting and high-energy environment that you won't find anywhere else. From awesome walk-out moments to the stunning production, we've designed this competition with YOU in mind.

Get ready to compete, celebrate, and enjoy everything Myrtle Beach has to offer!
See you on the mat!



THE VIBE & EVENT HIGHLIGHTS

WHAT MAKES THIS EVENT DIFFERENT?

At the Expo Grand Finale, we're all about big energy, next-level production, and athlete experience. Here's what to expect:

Choose Your Walk-Out Song! Step onto the floor like a champion with a pre-selected entrance song. Your moment, your hype, your way!

World-Class Production – Expect dazzling lights, high-energy sound, and a setup worthy of champions.



COMPETITION FORMAT, PRIZES AND AWARDS

What to Expect on Competition Day?

Prep/Novice Format:

- Day 1 – Performance (Showcase style)
- Day 2 – Full competition round

Elite/Rec Format:

- Single or double round depending on division structure

We believe in giving all athletes the chance to shine! Prep/Novice teams get the full experience, from a performance round to a competitive showdown.

What's Up for Grabs?

- Top 3 in Each Division: Gold, Silver, and Bronze Medals
- All Participants: Participant Gift
- Level Champions: Custom Surf Board Award
- Division Winners: Expo Grand Finale Championship Rings!



Step up and claim your place in the winner's circle!



QUALIFICATIONS & PRICING

Who Can Compete?

Every team is welcome at the Expo Grand Finale! We know planning a season takes strategy, so we've made this event accessible and easy to plan for.

Pricing Breakdown:

Elite Athletes	Prep/Novice/Rec	Crossover Fee
\$229 per athlete	\$179 per athlete	\$99

Preferred Pricing

\$199 per athlete	\$149 per athlete	\$99
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**Preferred pricing applies to teams that attend a CX Brands event OR an All Day Cheerleading event, earning a Platinum Bid.*

Bonus: Prep/Novice teams perform on Day 1 and compete on Day 2 for a full experience!



BID INFORMATION

★ Paid Bid – Full

Full registration covered (\$199 per athlete for Elite, \$149 for Prep/Novice/Rec)

★ Partial Paid Bid

Partial Registration Covered (\$99 per Elite athlete / \$79 per Prep/Novice/Rec athlete)

👑 Platinum Bid

Unlocks preferred pricing (\$199 per Elite, \$149 for Prep/Novice/Rec)

Plan Your Season From The Start!

Any team that attends a CX Brands event or All Day Cheerleading event received an automatic Platinum Bid unlocking the Preferred Pricing!

EVENT SCHEDULE (TENTATIVE)

**Friday Night (TBA):
Registration**



Saturday – Day 1:

- Competition Begins
- 1 Day Novice Awards
- Day 1 Rankings

Sunday – Day 2:

- Competition Begins
- Awards
- Championship Celebrations

***Finalized Performance Order
to be released closer to the
event.***

HOTEL INFORMATION



SHERATON

Myrtle Beach

CONTACT & EVENT INFORMATION

Event Location:

2101 N Oak St, Myrtle Beach, SC 29577

Contact Us:

Email: kevin@thecheerexpo.com

Phone: 704-609-1111

Follow Us for Updates!

<https://www.thecheerexpo.com/>
[@thecheerexpo](#)

The Expo Grand Finale – Myrtle Beach isn't just another competition—it's an EXPERIENCE. We can't wait to see your energy, passion, and performances light up the stage. Are you ready to take on the challenge? Let's GO!



SCAN HERE



BE PART OF



SOMETHING AMAZING Join The Movement Today!

We are a community of business owners! We work together to help each other grow, gain knowledge, and provide support.



Check our website and socials for updates, perks, and everything you need to know!

Use your voice. We want to hear from you- submit a blog. Become a contributor and inspire our community!

Classes are geared toward business owners with a focus on personal growth covering topics of YOUR choosing.

The MotUS Edge celebrates business, primarily youth sports facility management, leadership, and motivation.

SAVE 15% ON ALL EVENTS AS A MOTUS MEMBER



OUR PARTNERS



THANK YOU!

Gym Owners, Coaches & Dance Families

The entire CX Brands team and our partners would like to take this time to thank you for all the support we have received!

We appreciate your support and the opportunity to provide an unparalleled experience for your athletes. We are so proud each year to continue to bring new experiences for your athletes. We are athlete and experience focused and want to be a genuine partner in your journey every step of the way!

Thank you for trusting us, it is our pleasure to serve you, and we look forward to growing with you in the coming years! We will continue to work to bring even more partnerships, education, classes, and athlete opportunities for the entire All-Star industry. We look forward to seeing you this season and at the Expo Grand Finale!

THE CX BRANDS TEAM!

