

Join us!

LISBON

IHRSA EUROPEAN CONGRESS

17-19 OCTOBER 2023

SPONSORSHIP OPPORTUNITIES



Networking, Education, Social Events,
Sponsor Marketplace, Health Club Tours, and more!

ihrsa.org/congress

SPONSORSHIP OPPORTUNITIES

The IHRSA European Congress attracts industry leaders from Europe and beyond for three days of intense networking, information sharing, and executive-level education. These gatherings help suppliers and operators drive their businesses forward and positively impact the customers they serve.

The Congress is viewed as a must attend event for top health club executives and operators throughout the European markets. This year, the IHRSA European Congress will be held 17-19 October 2023, in Lisbon, Portugal.



EVENT STRUCTURE

The IHRSA European Congress will consist of three components:

1. A series of **executive and management-level networking and business sessions**.
2. A **Supplier Marketplace**, open to all Congress attendees, providing maximum interaction throughout the event.
3. A variety of **social events** designed to enhance networking, facilitate interaction, and encourage the development of professional relationships between sponsors and attendees.

IHRSA is working closely with the host partner, Portugal Activo, the IHRSA Europe Council, national leaders, and federations to make the IHRSA European Congress a special occasion for all.

Simultaneous interpretation of sessions will be offered in several languages pending attendance.

ABOUT LISBON

Lisbon is a coastal city, famous as the starting place for dozens of exploratory voyages around the globe. Embark on your own exploration of Lisbon's many attractions, including:

- **Rich historical sites.** You'll be within walking distance from many of the city's most iconic landmarks, including the Marquês de Pombal Square and Avenida da Liberdade.
- **Breathtaking views.** The city's seven hillsides offer viewpoints aplenty. Ride a tram to the top of the Alfama neighborhood or walk to the Amoreiras 360° Panoramic View to experience the city at your feet.
- **A mix of modern and classic culture.** Wind your way through Lisbon's picturesque cobblestone streets and discover its many museums, open-air cafes, and bustling squares.
- **Fine—and fresh—dining.** From the freshest seafood in the world to traditional sweets in a local pastelaria, Lisbon has a flavor for every palate.

It's back! I cannot wait for the 2023 IHRSA European Congress. I am very excited to have fitness industry leaders from across Europe in one location. The unity in building a stronger fitness community and the focus on changing lives is incredible!

- Dawn Monterde, International Account Specialist, NASM | AFAA

MARKETING

IHRSA's comprehensive marketing campaign is focused on attracting maximum attendance and will include:

- **Online marketing** on IHRSA's website, the IHRSA European Congress Event App, and social networking sites.
- **Club Business International** advertising and editorial.
- **Promotional ads** and/or editorial in media partner magazines.
- **Marketing assistance** from partners and allied European trade organizations.
- **E-mail announcements** in IHRSA's newsletter and other digital communications.
- **Distribution of digital marketing materials** to confirmed sponsors for their customers.



SPONSORSHIP PACKAGES

	PLATINUM	GOLD	SILVER	BRONZE
Package rates*	€10,500	€8,500	€7,000	€5,000

SPONSORSHIP BENEFITS INCLUDED IN ALL PACKAGES

All confirmed sponsors receive the following benefits, subsequent to the signing of their sponsorship contract:

- Sponsor recognition in pre-event marketing materials.
- Logo recognition on the main presentation screen prior to each session.
- Pre-event list of registered participants four weeks prior to the event.
- Post-event list of registered participants two weeks after the event.
- Sponsor listing on the Congress section of ihrsa.org and the IHRSA European Congress Event App.
- Right-of-First-Refusal for the 2024 IHRSA European Congress.

SPONSORSHIP PACKAGE BENEFITS

Platinum (3 companies) Fee: €10,500

- **Sponsorship of Keynote or Feature Presentation:** Allotted a total of five minutes to do a brief introduction along with promotional video
- **Sponsor Marketplace Space:** 3x3 meter maximum display area with draped table included
- **IHRSA Event App:** Two push notifications (one pre-event and one during the event)
- **1 Promotional Broadcast Email:** Sent pre- or post-event
- **4 All Access Passes:** Includes Club Tours for your company employees to attend
- **Approximately 250 IHRSA Member Points:** Points are added to the period 1 July 2023 - 30 June 2024



Gold (up to 4 companies) Fee: €8,500

- **Sponsorship of Education Session:** Allotted a total of three minutes to do a brief introduction (no promotional video will be shown)
- **Sponsor Marketplace Space:** 3x3 meter maximum display area with draped table included
- **1 Promotional Broadcast Email:** Sent pre- or post-event
- **4 All Access Passes:** Includes Club Tours for your company employees to attend
- **Approximately 200 IHRSA Member Points:** Points are added to the period 1 July 2023 - 30 June 2024

Silver (up to 12 companies) Fee: €7,000

- **Sponsor Marketplace Space:** 3x3 meter maximum display area with draped table included
- **3 All Access Passes:** Includes Club Tours for your company employees to attend
- **Approximately 175 IHRSA Member Points:** Points are added to the period 1 July 2023 - 30 June 2024

Bronze Fee: €5,000

- **2 All Access Passes:** Includes Club Tours for your company employees to attend
- **Approximately 125 IHRSA Member Points:** Points are added to the period 1 July 2023 - 30 June 2024



We have always had a great experience at the IHRSA European Congress. It is intimate with great topics and networking.

- Mark Lowder, Vice President of International Sales, WellnessSpace Brands

ADDITIONAL SPONSORSHIP OPPORTUNITIES*

- **Opening Reception Fee:** €5,000
- **IHRSA Event App Fee:** €3,500
 - One digital column ad and two push notifications (One pre-event and one during the event)
- **Lanyards Fee:** €2,000 plus the production of the lanyards
- **Pens and Pads Fee:** €1,500 plus the production of the pens and pads
- **Promotional Email Blast Fee:** €1,500
 - Sent pre- or post-event

If you have other ideas, please contact us and we will try to accommodate your suggestions.

**All rates listed are subject to VAT, which will be applied when invoiced*



For more details on sponsorship opportunities and to confirm your sponsorship, please contact:

LYNNE DEVANEY

Vice President of Sponsorship & Business Development
+1 617-316-6704 • lsd@ihrsa.org

THERESA DUFFY

Senior Director of Industry Partner Operations
+1 617-316-6792 • tld@ihrsa.org

