

EXTEND YOUR MESSAGE BEYOND YOUR BOOTH!



*Join us in San Diego*

## SPONSORSHIP OPPORTUNITIES



***IHRSA's premier global event will be held in San Diego!***

IHRSA sponsorship offers your company the opportunity to increase booth traffic, make more connections, and boost your sales! IHRSA has developed a comprehensive menu of promotional options that will maximize your reach and significantly impact your business before, during, and after the event!



**SPONSOR BENEFITS LIST BY LEVEL**

IHRSA has created additional sponsor benefits to recognize companies based on their financial support. These levels include Gold (\$50,000 and above), Silver (\$25,000 - \$49,999), and Bronze (\$10,000 - \$24,999).

SPONSOR BENEFITS LIST BY LEVEL	GENERAL	BRONZE	SILVER	GOLD
One corporate logo & company profile on <a href="http://ihrsa.org">ihrsa.org</a> and on the IHRSA Convention app	•	•	•	•
One corporate logo in the March issue of Club Business International (CBI magazine)	•	•	•	•
Listing highlight in the "exhibitor profiles" section of the March issue of CBI magazine	•	•	•	•
"Sponsor" badge ribbons for onsite recognition of employees	•	•	•	•
Points in IHRSA's member points system (MPS)	•	•	•	•
Right-of-first-refusal for the 2024 IHRSA International Convention & Trade Show	•	•	•	•
Enhanced corporate logo recognition in all IHRSA marketing materials		•	•	•
One session room monitor slide		•	•	•
Invitation for the CEO to attend the IHRSA Leadership event			•	•

## ***Do You Have a New Sponsorship Concept You Would Like to Propose? We Want to Work With You!***

Contact our sponsorship team today to determine the program that most effectively promotes your company.

### **SPONSORSHIP TEAM CONTACTS**



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### **EVENT MARKETING INITIATIVES**

Connect with prospective buyers in the months prior to IHRSA 2023 with the opportunities below.

#### **Broadcast E-Mail**

**Fee:** \$3,000 per e-mail  
(Non-Exclusive / Limited Availability)

#### **Special Pre-Show/Post-Show**

**Broadcast E-Mail Package:** \$5,000

IHRSA will distribute your e-mail to registered attendees in the months and weeks leading up to the event, as well as post-show. This is IHRSA's most popular traffic-generating vehicle utilized by companies to promote their products and services.

#### **IHRSA Event App**

**Fee:** \$15,000 (Non-Exclusive / Limited to five companies)

**Right-of-First-Refusal:** ABC Fitness Solutions and EGYM

Leverage your exposure by becoming a sponsor of IHRSA's Event App, available to all registered Convention attendees. The app will provide your company with many exciting benefits including enhanced recognition and exposure, push notifications and more.

**“Great to have the IHRSA convention back up and running! Miami was a good show with a lot of eager customers looking to build new relationships and purchase equipment for their clubs!”**

*– Alastair Watson, Keiser Corporation*



## EVENT VISIBILITY ONSITE

**Your customers are at the event...** How do you boost your brand and hold the attention of the prospective buyers? Our visibility opportunities onsite will generate awareness, help increase traffic to your booth, assist in communicating a branding message and will differentiate your company from the masses.

### **Name Badge Lanyards**

**Fee:** \$10,000 (Exclusive)

**Right-of-First-Refusal:** HydroMassage

Attach your company name, corporate logo and special message to all attendee badges. IHRSA requires all attendees to wear their name badges at all scheduled activities each day of the event... so your personal messaging will be viewed by prospective buyers at all times!

**NOTE:** Lanyards provided by the sponsor must be double-clipped with an adjustable length slider. Sponsorship fee is exclusive of expenses related to production and shipping of the lanyards.

### **Name Badges**

**Fee:** \$10,000 (Exclusive)

**Right-of-First-Refusal:** Keiser Corporation

Showcase your corporate logo on all Convention attendee badges (excluding exhibitor badges). This sponsorship gives you exposure throughout the three days of the Convention. Attendees must wear their badges at all times to IHRSA events and activities for admission.

### **Equipment Pedestal**

**Fee:** \$5,000 Per Pedestal (Non-Exclusive / Limited Availability)

Display your product in a highly trafficked area during the entire event. Pedestal displays will be placed in the lobby of the Convention Center and will be seen by thousands of prospective buyers outside of the expo hall.

**NOTE:** Sponsorship fee is exclusive of expenses related to product shipping, installation, labor, electric, security, and dismantle. Some restrictions apply.

### **Product Kiosk**

**Fee:** \$5,000 (Non-Exclusive / Limited Availability)

This display feature is for companies that do not have large exercise machinery to display on pedestals. Clear plexi, multi-shelved kiosks will be constructed and placed around the Convention Center lobby areas for the IHRSA event. It is the perfect option for smaller products that will attract registrants to your booth during Trade Show hours.



**IHRSA IS the industry event! We appreciate it brings a diverse range of owner operators from single locations to the biggest franchises. With top notch education and content to the leading industry brands on the expo floor. IHRSA brings quality networking and qualified decision makers. We prioritize our partnership and look forward to the event each year.**

*- Sarah Welch, Mindbody*

### **Convention Registration Giveaway**

**Fee:** \$15,000 (Exclusive)

**Right-of-First-Refusal:** MOTUS Consumer Insights

IHRSA traditionally provides all Convention registrants with a 'gift' at registration that includes promotional information about the event. In the past, a briefcase, padfolio, backpack or messenger bag have been distributed. Your company has the opportunity to include a 1-color corporate logo on this product, along with IHRSA's logo. These items will be given to Convention registrants on their first day of arrival, which many carry with them each day as they attend sessions and shop the Trade Show floor. These items have an extended shelf life, as attendees bring them home and use them for years to come!

### **Trade Show Shopping Bags**

**Fee:** \$7,500 (Exclusive)

All Trade Show attendees will receive a shopping bag for use on the Trade Show floor. Your sponsorship will be highlighted on one side of the bag with your corporate logo and booth number and will be visible throughout the event.

### **Convention Registration Insert**

**Fee:** \$5,000 Per Insert (Non-Exclusive)

As Convention attendees register onsite, they will receive a gift that can include a one-page promotional offering from your company. The most successful inserts have been coupons, product incentives, or other promotions encouraging visits to an exhibitor's booth.

**NOTE:** *Your company is responsible for the production and shipping of the inserts.*

### **Trade Show Shopping Bag Inserts**

**Fee:** \$5,000 Per Insert (Non-Exclusive)

Don't wait for attendees to eventually find you on the Trade Show floor. This exceptional, traffic-generating promotional opportunity will have buyers seeking you out. Everyone likes a giveaway, so promote your presence at the Trade Show with a postcard or raffle that must be redeemed at your booth.

**NOTE:** *Your company is responsible for the production and shipping of the Inserts.*

### **Convention & Trade Show Bag Insert Package**

**Fee:** \$8,000 for sponsorship of both the Convention Registration & Trade Show Shopping Bag Inserts

**NOTE:** *Your company is responsible for the production and shipping of the inserts.*



### Note Pads & Pens

**Fee:** Note Pads – \$7,500 (Exclusive)

**Fee:** Pens – \$7,500 (Exclusive)

**Right-of-First-Refusal:** Twin Oaks Software

**Special Combo Package:** \$12,500

Two of the most requested items from Convention attendees are a note pad and pen. This is your opportunity to personally brand either item, or both, which IHRSA will distribute to attendees on your behalf.

**NOTE:** Your company is responsible for the production and shipping of the pens and pads.

### Hotel Room Keys Cards

**Fee:** \$7,500 (Exclusive)

**Right-of-First-Refusal:** Celsius

Upon check-in at IHRSA's official event hotels, guests will be handed a room key which can be branded with your corporate messaging and logo. Keys need to be produced and will be distributed by the front desk staff at IHRSA's official hotel locations.

**NOTE:** Sponsorship fee is exclusive of expenses for production of key cards and the hotel delivery fee, to be paid directly to each hotel.

### Trade Show Directional Signage

**Fee:** \$12,500 (Exclusive)

**Right-of-First-Refusal:** Gympass

Guide attendees around the expansive Trade Show with directional signage complete with your branding and promotional message around the Convention Center lobby and on the Trade Show floor.



### **Banners, Floor Mounted Signage, Column Wraps, and Escalator / Stair / Wall Clings**

**Fee:** Variable based on size and location  
(Non-Exclusive / Limited Availability)

**Right-of-First-Refusal:** Celsius

The Convention Center offers several great opportunities for companies to maximize their visibility by hanging banners, wrapping columns as well as installing wall, escalator and stair clings. A special online presentation of all opportunities and locations is available upon request.

### **Digital Signage**

**Fee:** Variable based on size and location

**Right-of-First-Refusal:** Celsius and F45 Training

Digital Signage at the San Diego Convention Center offers state-of-the-art, full motion, high definition opportunities. Large-scale video screens, marquee signs and double-sided video walls are available in high traffic areas within the lobby. These videos will run on a continuous loop throughout the entire event. Digital signage provides unparalleled visibility and engagement with event attendees.

### **Session Room Monitors**

**Fee:** \$1,000 Per Monitor or \$5,000 for All Monitors  
(Non-Exclusive / Limited Availability)

**Right-of-First-Refusal:** Korr Medical Technologies

Outside of every concurrent meeting room is a digital screen monitor that promotes the room's educational programming scheduled that day. Display your own PowerPoint slide throughout the day on a rotational basis along with the event schedule.

### **Promotional Video Monitors**

**Fee:** \$5,000 Per Video (Non-Exclusive)

**Right-of-First-Refusal:** Atmosphere TV, Glofox, Gympass, Korr Medical Technologies, Les Mills International and NASM / AFAA

IHRSA will play your video on a continuous loop on four monitors connected to our Trade Show Directional Signage, placed strategically in high traffic areas for all three days of the Convention.





## KEYNOTE SPEAKERS

**Keynote Sessions** are the most highly anticipated educational offerings at the IHRSA Convention. The visibility and opportunity attached to these sponsorships are unsurpassed, along with the corporate statement that says “Leadership” boldly and brightly.

**NOTE:** Dates and times are subject to change.



### SPECIAL BENEFITS:

- 2-Minute Welcome Remarks & Introduction of Guest Speaker
- 3-Minute Promotional Video Option
- One Corporate Logo Projected on Screen
- Signage at Room Entrance
- Corporate Flyer Distribution to Attendees
- VIP Seating Area for Preferred Customers\* & sponsor personnel

### SESSION #1: Monday, March 20, TBD

**Fee:** \$25,000 (Exclusive) Right-of-First-Refusal: ABC Fitness Solutions

### SESSION #2: Tuesday, March 21, TBD

**Fee:** \$25,000 (Exclusive) Right-of-First-Refusal: MXMetrics

### SESSION #3: Wednesday, March 22, TBD

**Fee:** \$25,000 (Exclusive) Right-of-First-Refusal: Matrix Fitness

*\*Must be registered Convention attendee*





## NETWORKING ACTIVITIES & SPECIAL EVENTS

**IHRSA takes great pride** in providing attendees with ample opportunities to network with one another in meeting areas and at several social functions during the event. These sponsorships will prominently feature your company at each activity and will provide exceptional visibility and exposure.

**NOTE:** Session dates and times listed below are subject to change.

### **Member Engagement Center**

**Monday-Wednesday, March 20-22**

**Fee:** \$17,500 (Exclusive)

**Right-of-First-Refusal:** HealthyCARE

The Member Engagement Center will be open for Convention attendees during the event and will provide them with a location to relax, network, take professional headshots and meet up with industry peers. As the exclusive sponsor of this Center, your company will have direct access to these attendees with your own designated table and opportunity for additional branding.

### **International Club**

**Monday-Wednesday, March 20-22**

**Fee:** \$7,500 (Non-Exclusive)

**Right-of-First-Refusal:** American Council on Exercise (ACE)

The International Club is a magnet for attendees from all parts of the world to network, socialize, have meetings and relax. The Club is set in a comfortable style to foster interaction among all visitors. Sponsors are given their own designated table to conduct meetings throughout the event, as well as to mingle with attendees from around the globe.

### **Premium Club**

**Monday-Wednesday, March 20-22**

**Fee:** \$15,000 (Non-Exclusive)

The Premium Club is an informal networking area for all IHRSA Premium Club Members. The Club will be available to Premium Club members only to network, socialize, have meetings and relax. Sponsors are given their own designated table to conduct meetings throughout the event, have floor mounted banners as well as mingle with attendees from around the globe.



### **IHRSA Board Dinner**

**Saturday, March 18**

**Fee:** \$10,000 (Exclusive)

**Right-of-First-Refusal:** American Council on Exercise

The Exclusive opportunity to join IHRSA's Board of Directors and IHRSA Senior staff at our Board Dinner. The sponsoring company will receive two seats at this dinner and be the only Industry Partner in attendance. Your representatives can do a 5-10 minute introduction as well as distribute gifts/ giveaways to dinner guests.

### **IHRSA Foundation Reception**

**Sunday, March 19**

**Fee:** \$5,000 (Limited)

**Right-of-First-Refusal:** Glofox, NASM / AFAA and Xplor

Join the IHRSA Board of Directors and invited guests for an evening of networking and supporting the Foundation's mission to remove the barriers to physical activity for people with chronic conditions. Sponsors are given a designated table within the space to display collateral and floor mounted banners and are allotted up to three minutes to address the audience with brief welcome remarks. This sponsorship provides a great opportunity to connect with key customers the night before the Convention officially kicks off and your donation will go directly to the IHRSA Foundation.

### **Opening Reception**

**Monday, March 20, 7:00–9:00 p.m.**

**Fee:** \$20,000 (Exclusive)

**Right-of-First-Refusal:** Mindbody

This event is the largest, most anticipated social gathering at the Convention. Attendees from across the globe will join together to get reacquainted, make new friends, and to develop new business relationships. Your company will receive prominent visibility and exposure at this event as we kick off the Convention.

### **Closing Reception**

**Wednesday, March 22**

**Fee:** \$7,500 (Exclusive)

Make a lasting impression by sponsoring the IHRSA Closing Reception open to all Convention attendees and exhibitors! This celebration is a great way to network and connect with your customers one last time after a successful Convention and Trade Show. The sponsor will be identified in all promotional materials produced about the reception as well as on the event website and App. Signage can be displayed within the space and branded napkins and gifts for attendees can be distributed.



### **The International Attendee Reception**

Tuesday, March 21

**Fee:** \$7,500 (Exclusive)

A very unique camaraderie exists at this reception, where all international delegates get together to meet up with old friends and to share common experiences. This lively event continues to be a highlight of the Convention for IHRSA's international attendees. As the sponsor of this event, your company will receive visibility and exposure with these prominent decision-makers from around the globe.

### **Relaxation Station**

Tuesday and Wednesday, March 21-22, on the Trade Show Floor

**Fee:** \$15,000 (Exclusive)

A popular Trade Show stop where attendees enjoy a relaxing massage to help them navigate the expansive exhibition. Experienced therapists will be on hand to relieve tension and reinvigorate attendees to continue their shopping experience.

## **EDUCATIONAL PROGRAMMING**

For many, education is the primary reason for attending the IHRSA International Convention. IHRSA brings in engaging and prominent speakers from inside and outside the industry to share their experiences and knowledge. Sponsorship of educational sessions shows customers that you encourage and support their desire for professional advancement and growth within the industry.

### **Education Tracks**

**Fee:** \$10,000 Per Track (Exclusive)

IHRSA continues to offer a vast array of educational sessions at the International Convention, which are categorized according to subject matter. From sales and retention strategies to business management and operations, from developing profit-centers to finding the new technologies available, sponsoring Education Tracks are a great way to highlight your company.

### **Simultaneous Interpretation Program**

**Fee:** \$7,500 (Language Exclusivity)

To accommodate the language needs of the large number of global attendees, IHRSA will simultaneously interpret a series of seminars for the largest group tours to the event.





**“We experienced first hand at IHRSA 2022 that the commercial fitness industry is coming back stronger than ever!”**

*– Jeff Dilts, CORE Health and Fitness*

### **Industry Partner Educational Seminars**

**Fee:** \$6,500 (Non-Exclusive / Limited Availability)

**Right-of-First-Refusal:** ABC Fitness Solutions, American Council on Exercise (ACE), Club Automation, Motionsoft, CSI Spectrum and VFPnext, Club Os / EverCommerce, EGYM, GANTNER Electronic GmbH, Gympass, Korr Medical Technologies, Matrix Fitness, Mindbody | ClassPass, MOTUS Consumer Insights and Styku

Do you have a story to tell? Is there an exceptional speaker whose message would be applicable to the IHRSA audience? Industry Partner Seminars give your company the platform to tell your story, share industry insights and further educate prospective buyers. These sessions sell out every year and offer companies the perfect opportunity to start the buzz before the Trade Show opens.

**NOTE:** *Additional fees will apply related to movement of exercise or promotional equipment and/or supplemental audio/visual*

### **Workshops**

**Fee:** \$8,500 Half-Day / \$13,000 Full-Day  
(Non-Exclusive / Limited Availability)

**Right-of-First-Refusal:** F45 Training

Several meeting rooms are available for expanded, interactive programming. This is a perfect opportunity to showcase your area of expertise through an educational workshop or certifying event. Your company is responsible for choosing the topic and providing the instructors and materials.

**NOTE:** *Additional fees will apply related to movement of exercise or promotional equipment and/or supplemental audio/visual.*

### **Women’s Leadership Summit**

**Monday, March 20**

**Fee:** \$8,500 (Exclusive)

**Right-of-First-Refusal:** Club Automation, Motionsoft, CSI Spectrum and VFPnext

The Women’s Leadership Summit was created to recognize the achievements of women leaders and to establish a mentoring program for the emerging women leaders of tomorrow. Support these influential women and put your company at the forefront of this important segment of club management and ownership. This sponsorship includes signage within the room, promotional video opportunity as well the option to distribute corporate literature and gifts to attendees.



### **IHRSA Leadership Forum**

**Monday, March 20, 4:15-5:45 p.m.**

**Fee:** \$12,500 (Exclusive)

**Right-of-First-Refusal:** NASM / AFAA

This invitation-only event brings industry leaders, top IHRSA supporters and distinguished guests together to discuss pressing issues, network and socialize. The goal is to foster a future-thinking approach and collaborative effort for industry success. This is a great way to connect with the most prestigious industry professionals and offers many great opportunities to align your company with the decision-makers. This sponsorship includes signage within the room, five-minute introduction with promotional video opportunity, and the opportunity to distribute corporate literature and/or a gift to attendees.

### **Latin American Forum**

**Fee:** \$8,500 (Exclusive)

**Right-of-First-Refusal:** Gympass

Presented in Spanish and Portuguese, this unique opportunity brings together club leaders and suppliers in Latin America to network and discuss the strategies to fuel growth in the region. Presented in cooperation with Fitness Brasil and Mercado Fitness.

## **EXERCISE PROGRAMMING**

### **Exercise Classes**

**Tuesday and Wednesday, March 21 & 22,  
6:30-7:20 a.m. & 7:30- 8:20 a.m.**

**Fee:** \$3,000 Per Class, Per Company (Non-Exclusive / Limited Availability)

**Right-of-First-Refusal:** Celsius, F45 Training, Merrithew and Polar

Private rooms will be available for companies to showcase their programs and product lines. These 50-minute classes are open to all attendees and is a perfect opportunity for attendees to try your products before they buy.

**NOTE:** *Additional guidelines and fee may apply for these popular activities at the event.*



## SPONSORSHIP OPPORTUNITIES AT A GLANCE

NAME/DESCRIPTION OF SPONSORSHIP	FEE	NUMBER AVAILABLE
<b>Event Marketing Initiatives</b>		
Broadcast E-Mail	\$3,000	Limited
Broadcast E-Mail Package (1 Pre & 1 Post Show E-Mail)	\$5,000	Limited
Event App	\$15,000	Limited
<b>Onsite Event Visibility</b>		
Name Badge Lanyards	\$10,000	Exclusive
Name Badges	\$10,000	Exclusive
Equipment Pedestal	\$5,000	Limited
Product Kiosk	\$5,000	Limited
Convention Registration Giveaway	\$15,000	Exclusive
Trade Show Shopping Bags	\$7,500	Exclusive
Convention Registration Insert	\$5,000	Non-Exclusive
Trade Show Shopping Bag Insert	\$5,000	Non-Exclusive
Convention & Trade Show Insert Package	\$8,000	Non-Exclusive
Convention Note Pads	\$7,500	Exclusive
Convention Pens	\$7,500	Exclusive
Convention Note Pads & Pens Package	\$12,500	Exclusive
Hotel Room Keys	\$7,500	Exclusive
Trade Show Directional Signage	\$12,500	Exclusive
Banner / Column Wrap	Variable	Limited
Escalator / Stair/ Wall Cling	Variable	Limited
Digital Signage	Variable	Limited
Session Room Monitors	\$5,000	Limited
Promotional Video Monitors	\$5,000	Limited
<b>Networking Activities &amp; Special Events</b>		
Member Engagement Center	\$17,500	Exclusive
International Club	\$7,500	Limited
Premium Club Sponsorship	\$15,000	Non-Exclusive
IHRSA Board Dinner	\$10,000	Exclusive
IHRSA Foundation Reception	\$5,000	Limited
Opening Reception	\$20,000	Exclusive
Closing Reception	\$7,500	Exclusive
The International Attendee Reception	\$7,500	Exclusive
Relaxation Station	\$15,000	Exclusive



## SPONSORSHIP OPPORTUNITIES AT A GLANCE

Keynote Speakers		
Session #1 - Monday	\$25,000	Exclusive
Session #2 – Tuesday	\$25,000	Exclusive
Session #3 – Wednesday	\$25,000	Exclusive
Educational Programming		
Education Tracks	\$10,000	Exclusive Per Track
Simultaneous Translation Program	\$7,500	Language Exclusivity
Industry Partner Education Seminar	\$6,500	Limited
Workshop – Half Day	\$8,500	Limited
Workshop – Full Day	\$13,000	Limited
Women’s Leadership Summit	\$8,500	Exclusive
IHRSA Think Tank	\$12,500	Exclusive
Latin American Forum	\$8,500	Exclusive
Exercise Programming		
Exercise Classes	\$3,000	Limited

