



**Connect with qualified buyers and grow your brand at IHRSA 2024, the world's premier event for leaders in the health and fitness industry.**



## EXHIBITOR PROSPECTUS





# IHRSA 2024 EXHIBITOR PROSPECTUS

INTERNATIONAL TRADE SHOW  
LOS ANGELES, CALIFORNIA, USA



**Thursday - Friday,  
March 7-8, 2024**

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## Why Exhibit?

### Buyers, Buyers, Buyers:

IHRSA attendees are the movers and shakers of the health and fitness industry, representing iconic brands with serious purchasing power. They are also diverse, ranging from brands with just one location to those with hundreds of facilities. If your product or service has a market, you will find it at IHRSA!

Reach the people that matter: Over 42% of IHRSA attendees identify as the final decision maker for purchasing. In addition, nearly 39% are involved with providing recommendations.

### Join the Best of the Best:

Year after year, the top brands in the health and fitness industry showcase at IHRSA because of its immense value. Whether you are launching your brand or are an established household name, IHRSA will elevate your marketing efforts and help drive sales.

### Support Our Industry:

IHRSA is the nonprofit trade association representing the health and fitness industry. IHRSA invests any profits from events, sponsorship, and advertising back into the industry to fund things such as education, research and advocacy that protects and grows the industry.

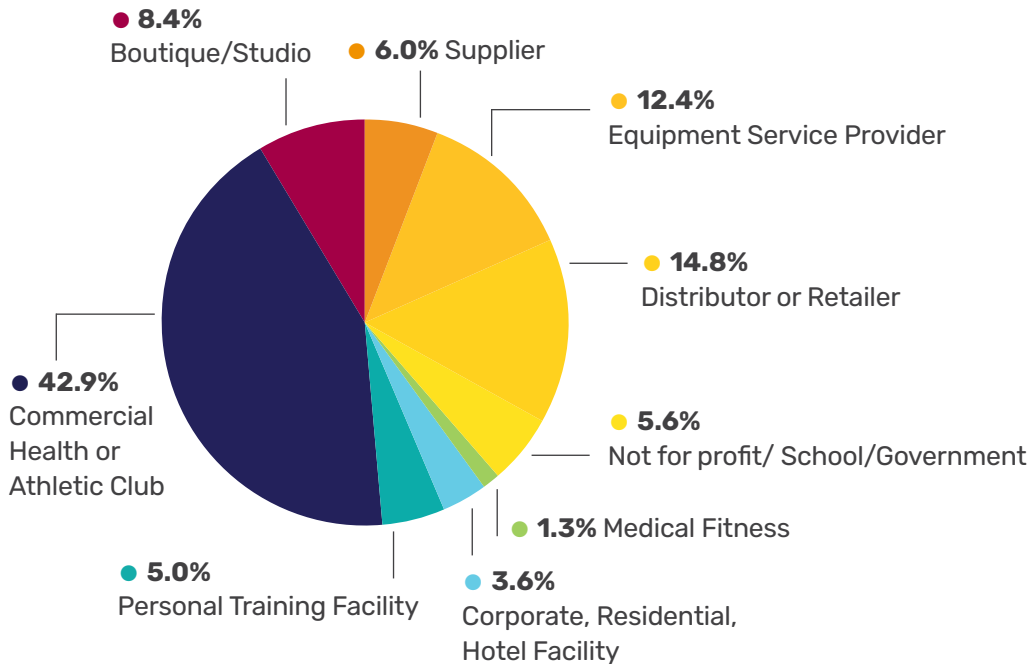


**“IHRSA 2023 was our third consecutive year exhibiting at IHRSA and it was our best show to date. It was a fantastic show and great opportunity to re-engage with our current partners and get in front of new prospective partners. I’d highly recommend IHRSA if you’re looking to grow and evolve your brand in the commercial fitness industry.”** – Nick Vay, BeaverFit

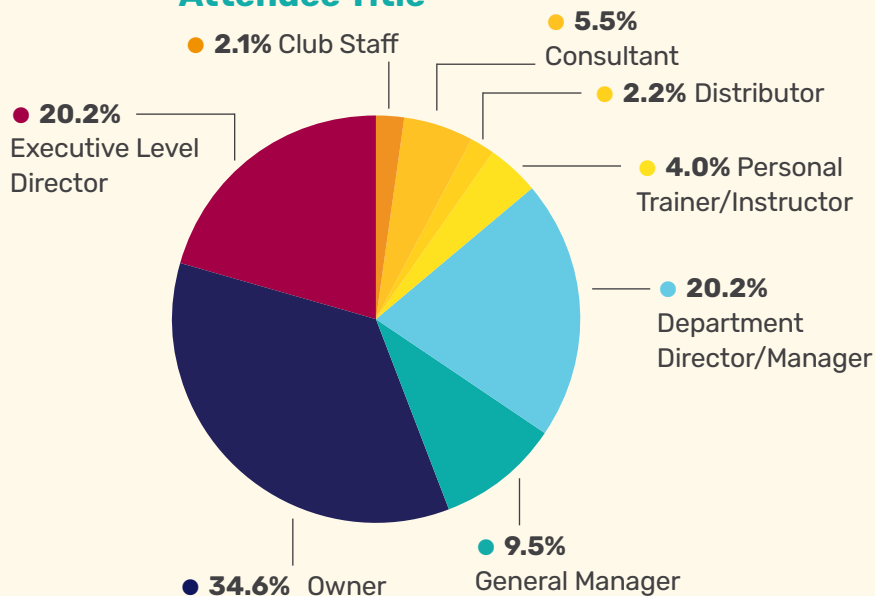
## MORE THAN JUST A PACKED TRADE SHOW FLOOR!

### Attendee Demographics

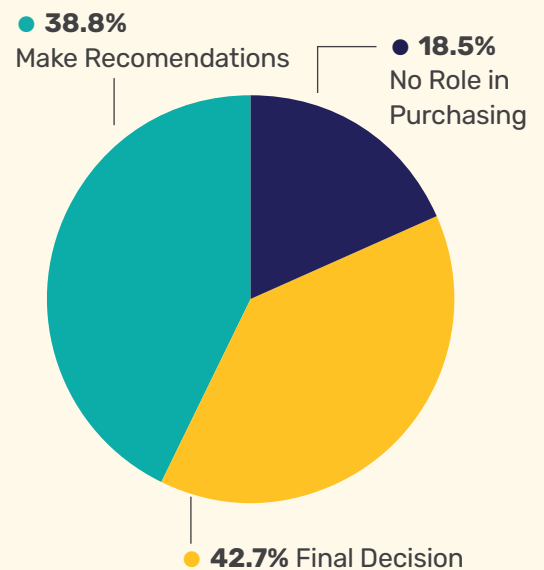
Our focus is to deliver the highest quality attendees to help you connect with people that can make a difference for your business.



### Attendee Title



### Purchasing Role





**“IHRSA 2023 was the best IHRSA Convention & Trade Show that EGYM has ever been to! We loved the energy and the location of our booth! We are so excited to come back to LA next year.”** – Dana Milkie, EGYM

## Pricing

**EXHIBIT FEES** Per 10' x 10' Booth (100-square-feet)

<b>IHRSA Member</b>	<b>Non-member</b>
\$3,950*	\$4,700*

\*A \$400 fee is added for each corner booth and a \$1,000 fee is assessed per 10' x 10' space with multi-level construction. Fees apply to IHRSA members and non-members.

Exhibitors have the option to add free standard gray carpet. A pipe and drape divider will be provided for all inline booth space. Four badges for booth staff are included per 100-square-feet of booth space, plus all exhibitors receive two all access exhibitor Convention passes.

If you have any questions regarding the arrangement of your exhibit space, contact Luke Ablondi, Trade Show Director, at +1 617-316-6773 or [lba@ihrsa.org](mailto:lba@ihrsa.org).



## Booth Selection Process

### Participate in member booth selection to secure the best possible location!

#### The Process Starts IMMEDIATELY

All IHRSA Industry Partner members are invited to participate in the Pre-Paid Booth Allocation process that provides preferential placement to every company that makes an early commitment before booth selection begins in August.

#### ACT NOW to enhance your position in Los Angeles!

E-mail your signed, completed contract with a 50% deposit on your anticipated booth fees to guarantee your opportunity to select your company's location during the member selection period—an exclusive benefit for IHRSA Industry Partner members.

#### Not a current member? Join now to participate!

New IHRSA members select booth space based on booth size and date of commitment. Non-members must wait until all members select, if space is still available.

#### Monday, August 28, 2023:

#### IHRSA Member Selection Begins

IHRSA begins contacting companies that have sent in their Exhibitor Contracts and advance deposits to secure a booth selection. Companies will be contacted in order of intended booth size and ranking on the 2023 IHRSA Member Points Report. Companies must submit the contract and deposit prior to this date to retain their selection ranking.



## Schedule

### EXHIBITOR SET-UP

#### Monday, March 4:

8 a.m. - 5 p.m.

#### Tuesday, March 5:

7 a.m. - 6 p.m.

#### Wednesday, March 6:

7 a.m. - 6 p.m.

### TRADE SHOW HOURS

#### Thursday, March 7:

10 a.m. - 6 p.m.

#### Friday, March 8:

7 - 8:30 a.m.

(Early Morning Workout)

10 a.m. - 4 p.m.

### EXHIBITOR DISMANTLE

#### Friday, March 8:

4:01 - 11 p.m.

#### Saturday March 9:

8:00 a.m. - 6:00 p.m.



**“IHRSA 2023 was a refreshing and productive return to normalcy for our industry. It was also a reminder of why IHRSA remains the most important event of the year on the fitness calendar.”**

*– Paul Dolan, Powerblock*

### **ALTERING BOOTH SIZE & DIMENSIONS AFTER INITIAL SELECTION**

In the event an exhibitor needs to change the size or dimensions of its exhibit space after the initial selection, IHRSA reserves the right to relocate the exhibitor to another location on the Trade Show floor and/or change the configuration of its space. No reduction in booth size can be made after January 1, 2024.

### **ADHERENCE TO EXHIBITOR CONTRACT RULES, REGULATIONS, & GUIDELINES**

Exhibitors must adhere to all guidelines outlined on the Exhibitor Contract and in the Exhibitor Services Manual. No canvassing, advertising, recording video, displaying, demonstrating, or distributing items or literature will be permitted outside the company's own exhibit area without advance, written permission from IHRSA.

### **EXHIBITOR STRUCTURES IN NEIGHBORING BOOTHS**

Please remember, consistent with IAEE and IHRSA guidelines, exhibitors taking island booths may have walls, overhead signage, drapery, or other structures within their confirmed booth area.



## Exhibitor Benefits

As the global trade association for the health and fitness industry, IHRSA strives to deliver exceptional value for our exhibitors and an unparalleled attendee experience. IHRSA 2024 will be the must attended health and fitness Trade Show of the year, providing additional complimentary exhibitor benefits that matter.

- **ACCESS** the pre-registered list of attendees in real-time, 24 hours a day, every day. See the moment when buyers register for IHRSA 2024 to plan your pre-event promotions accordingly.
- **CREATE** a company specific promo code good for free access to the Trade Show. Offer your best clients complimentary access and monitor when they register.
- **REACH** thousands of IHRSA member clubs and industry stakeholders with your Exhibitor Profile in the show issue of *Club Business International (CBI)* magazine with an expanded circulation and onsite distribution. An exclusive benefit for exhibiting companies, this is your opportunity to list the products and services you'll be exhibiting at the show.
- **CUSTOMIZE** your unique Exhibitor Profile on the IHRSA Event App and website. Build out your profile to match your overall event strategy, drive traffic to your booth, and make the best impression possible.
- **PURCHASE** full Convention registrations at **discounted rates** to help get more of your clients to the entire event—IHRSA club membership eligibility requirements apply.



## Key Contacts

IHRSA • 70 Fargo Street • Boston, MA 02210



### EXHIBITS

**Luke Ablondi**  
*Trade Show Director*  
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### SPONSORSHIP

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# IHRSA 2024 EXHIBITOR CONTRACT

International Trade Show | Los Angeles, CA

Thursday-Friday, March 7-8, 2024



This Contract confirms that the company noted below has requested booth space during IHRSA's International Convention & Trade Show at the Los Angeles Convention Center, Los Angeles, CA, March 7-8, 2024. This request will not be confirmed until this signed Exhibitor Contract and appropriate deposit is received by IHRSA, in accordance with the stipulations set forth here and in the Exhibitor Prospectus, and IHRSA notifies the company in writing of IHRSA's acceptance. IHRSA Industry Partner Members further understand and agree that all membership renewal fees due for Membership must be paid on or before the membership renewal date. Failure to do so will result in Non-Member booth fees being applied as noted below for all booth selections. In the event an exhibitor reduces the size or dimensions of their display after this Contract has been signed, IHRSA reserves the right to relocate the exhibitor to another location on the Trade Show floor and/or to change the configuration of the exhibitor's booth space.

## BOOTH FEES: (check all that apply)

☐ MEMBER - Number of 10'x10' booth spaces \_\_\_\_\_ x \$3,950 per booth space = \$ \_\_\_\_\_

☐ NON-MEMBER - Number of 10'x10' booth spaces \_\_\_\_\_ x \$4,700 per booth space = \$ \_\_\_\_\_

☐ PLUS - Number of corner booth spaces \_\_\_\_\_ x \$400 per corner = \$ \_\_\_\_\_

☐ PLUS - Number of multi-level booth spaces \_\_\_\_\_ x \$2,000 per booth space = \$ \_\_\_\_\_

(only charged for exhibits designed with a second level for product display and/or meeting space)

**TOTAL BOOTH FEES:** \$ \_\_\_\_\_

**PAYMENT:** 50% of the total booth fees due is required with this signed Contract; the balance payment is due by **December 1, 2023**.

Method of Payment (check one):

☐ Wire To wire US Dollars, use the following instructions:

Address: IHRSA, 70 Fargo Street, Boston, MA 02210

Payment Details: BANK OF AMERICA, 100 Federal Street Boston, MA 02110

Routing/Transit (ABA) Number: 0260-0959-3 Swift Code: BOFAUS3N Account: 29108269

☐ ACH To ACH transfer US Dollars, use the following instructions:

Address: IHRSA, 70 Fargo Street, Boston, MA 02210

Payment Details: BANK OF AMERICA, 100 Federal Street Boston, MA 02110

Routing/Transit (ABA) Number: 0110-0013-8 Account: 029108269

☐ Credit Card (check one) ☐ MasterCard ☐ Visa ☐ AMEX CVC \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Exp Date: \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_ Cardholder's Signature: \_\_\_\_\_

Billing Address: (if different than below) \_\_\_\_\_

*With the signature below, our company acknowledges we have received, read and agree to the Rules & Regulations for exhibiting at IHRSA 2024, as stated on this two-sided Exhibitor Contract, including the back page entitled, IHRSA 2024 Exhibitor Rules & Regulations, and as noted on the [ihrsa.org/exhibit](http://ihrsa.org/exhibit) section of the IHRSA website, and that our personnel agree to abide by all of these guidelines, and the procedures within the Exhibitor Services Manual.*

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_ Title: \_\_\_\_\_

E-Mail: \_\_\_\_\_ Direct Telephone: (\_\_\_\_) \_\_\_\_\_

Company Name: \_\_\_\_\_ Main Telephone: (\_\_\_\_) \_\_\_\_\_

Street Address: \_\_\_\_\_ City: \_\_\_\_\_

State/Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

*If different from above, please indicate below the primary contact for all aspects of your company's Trade Show booth. All future notices, advisories, e-newsletters, and correspondence from IHRSA regarding your booth will ONLY be sent to this individual:*

Print Name: \_\_\_\_\_ Title: \_\_\_\_\_

Mailing Address: (if different than above) \_\_\_\_\_

Direct Telephone: (\_\_\_\_) \_\_\_\_\_ E-Mail: \_\_\_\_\_

## IHRSA SHOW MANAGEMENT USE ONLY:

Booth #: \_\_\_\_\_ Booth Type: \_\_\_\_\_ Dimensions: \_\_\_\_\_ Sq. Ft.: \_\_\_\_\_

Order #: \_\_\_\_\_ Contact ID: \_\_\_\_\_ Authorized: \_\_\_\_\_ Company ID: \_\_\_\_\_

## IHRSA FINANCE USE ONLY:

Deposit: Date: \_\_\_\_\_ Check #: \_\_\_\_\_ Balance: Date: \_\_\_\_\_ Check #: \_\_\_\_\_

UPON COMPLETION, EMAIL THIS SIGNED TWO-SIDED CONTRACT, ALONG WITH THE DEPOSIT PAYMENT TO:

Luke Ablondi, Trade Show Director at [lba@ihrsa.org](mailto:lba@ihrsa.org).

IHRSA 2024 • 70 FARGO STREET • BOSTON, MASSACHUSETTS 02210 USA

**IHRSA 2024 EXHIBITOR RULES & REGULATIONS** The space contracted is to be used solely by the company whose name appears on this Exhibitor Contract and it is agreed that the company will not sublet or assign any portion of same. IHRSA reserves the right to cancel this Contract upon no less than five (5) days written notice to the company and to regain the immediate possession of any space and to deny the company all further right to participate in the Trade Show if the exhibitor shall fail to pay IHRSA before January 1, 2024 any payments due IHRSA. No reduction in booth size will be allowed after January 1, 2024.

**REFUND/CANCELLATION POLICY** If written notice of cancellation from an exhibitor is received by IHRSA on or before November 3, 2023, a full refund of booth fees will be processed. However, after November 3, 2023, there will be no refund and exhibitors will be held to payment in full for the originally contracted booth fees, even if the exhibitor decides to reduce the size of their booth.

**BOOTH DESIGN & LAYOUT** IHRSA retains the right to re-assign, designate or change booth locations. The aisles belong to IHRSA. Neither exhibits nor advertising material is permitted to protrude into the aisles. IHRSA reserves the right to control and prohibit any disturbing noises produced by an exhibitor. No part of any exhibit may be more than eight-feet (8') high without written permission of IHRSA. The sidewing displays, pipe racks and the like may be as much as eight-feet (8') high provided they do not extend out toward the aisle more than five-feet (5') from the back wall of the display. Any sides utilizing the remaining five-feet (5') out to the aisle may not be more than four-feet (4') high. Any unfinished portion of an exhibit will be covered by IHRSA at the expense of the exhibitor. All custom construction and designs must be approved by IHRSA in advance. No booth shall be allowed to obstruct clear vision to other booths in the same line or adjacent lines unless it is an island display, having four corners on four sides. For island booths, if a solid wall is to be part of the display, or any free-standing unit above eight-feet (8') high, or any multi-level construction above eight-feet (8') high, an architectural rendering must be submitted to IHRSA for approval in advance and will require fire marshal pre-approval. IHRSA reserves the right to determine the final placement of such structures. All island, peninsula and end-cap booth designs must be received at IHRSA by January 30, 2024. Failure to comply will result in a booth not being approved for installation. IHRSA follows trade show industry standards developed by the International Association of Expositions & Events (IAEE), which IHRSA reserves the right to modify.

**SOUND & LIGHTING** IHRSA maintains a maximum level of 80-decibels for all exhibitors at its Trade Shows. This level has been identified as a safe level for trade shows by the Occupational Safety & Health Administration (OSHA). To ensure a successful Trade Show for all companies, IHRSA, as Show Management, reserves the right to monitor sound usage and restrict and eliminate the music and other audio demonstrations in an exhibitor's booth at its discretion. Show Management's actions can include reviewing and adjusting all sound system and speaker placements within an exhibit, restricting sound levels within a booth, and restricting demonstrations within a booth, regardless of an exhibitor's contract with instructors or celebrities appearing in an exhibitor's booth. All exhibitors planning to have audio or a demonstration must submit complete details to IHRSA, including a description of the demonstration(s), the frequency of demonstration(s), and the location of lighting and sound systems (specifically speakers). All descriptions are due in writing to IHRSA for approval by January 30, 2024. Specialty lighting, videos and promotional lighting projected on walls, ceiling, or floor spaces not contracted is prohibited. If a complaint is registered and a visit by Show Management does not result in full compliance, Show Management has the authority to cancel all booth demonstrations and/or terminate all electrical power to a booth for the remainder of the Trade Show.

**EXHIBITOR RESPONSIBILITY** Exhibitor booths must be staffed at all times during the designated, official Trade Show hours, and is recommended during Early Morning Workouts. An exhibitor of the Trade Show, and affiliated agents or employees, may not enter another exhibitor's booth space without the latter exhibitor's permission. Exhibitor personnel must conduct themselves in a professional manner, including in compliance with any IHRSA rules or codes of conduct. Exhibitors shall abide by and observe all laws, rules and regulations of the federal, state, and city governments, as well as the event venue. All decorations and electrical wiring and fixtures must comply with local fire laws. State and local fire regulations must also be followed. Exhibitors planning to serve or dispense food and/or beverages from their booths must contact IHRSA for information related to product sampling (a permit and fees will apply). All food and beverages must be purchased and cleared through each venues' exclusive food services contractor.

**COPYRIGHTS PERMISSIONS** Each exhibitor is responsible for obtaining all necessary licenses and permits to use music, video, photographs, or other copyrighted material.

**FREIGHT & WAREHOUSE SHIPMENTS** Instructions regarding the mandatory procedures for freight and warehouse shipments will be detailed in the Exhibitor Services Manual, and will be sent to confirmed exhibitors once the signed Exhibitor Contract and initial booth deposit are received.

**EXHIBITOR INSURANCE** All exhibiting companies must carry General Liability Insurance and Workers Compensation Insurance that meets the requirements of the State in which the venue is located. IHRSA, its official services contractors, and the convention center do not maintain insurance covering an exhibiting company's property. It is the sole responsibility of the exhibitor to obtain the appropriate amount and type of insurance to cover their property, agents or employees, from theft, damage by fire, accident, or any other cause (but in no event will the General Liability Insurance coverage be less than \$1,000,000). IHRSA will not be responsible for any injury that may occur at exhibits or to an exhibitor's employees, or for the loss of, or damage to, any material from any causes whatsoever, whether in transit, or during Early Morning Workouts or the Trade Show, regardless of whether Show Management furnishes security. A General Liability Insurance Certificate and a Workers Compensation Insurance Certificate are required from each exhibiting company naming IHRSA and its agents as additional insureds on the policies effective during the entire period of activity, including install and dismantle dates and times. The Certificates must be received at IHRSA within two weeks of receiving confirmation of exhibit space from IHRSA Show Management.

**FORCE MAJEURE** In case the event venue is destroyed or damaged, or if the Trade Show fails to take place as scheduled or is interrupted and/or discontinued, or access to the premises is prevented or interfered with by reason of any strike, lockout, injunction, act of war, act of God, emergency declared by any governmental agency or by Show Management, or for any other reason, this contract may be terminated by IHRSA. In the event of such termination, the exhibitor waives any and all damages and claims for damages, and agrees that the sole liability of IHRSA shall be to credit or return to the exhibitor its booth fees, less costs and expenses incurred and committed by IHRSA, estimated to be 20% of fees.

**INTELLECTUAL PROPERTY DISPUTES** IHRSA does not involve itself in patent, trademark, or copyright infringement disputes between exhibitors, and no exhibitor should seek to enlist IHRSA's assistance in this regard, and IHRSA will not be liable for the display of a product that infringes the patent, trademark, or other rights of exhibitor.

**LIMITATION OF LIABILITY** IHRSA shall not be liable to any exhibitor in any respect for any claims, losses, expenses, injuries, or damages arising out of or related to the Trade Show or the exhibitor's participation in the Trade Show due to any act or omission of IHRSA, its employees or agents, or any third person, whether based on breach of contract or warranty, negligence or other tort, or strict liability, unless directly and solely caused by the gross negligence or willful misconduct of IHRSA. IHRSA disclaims all warranties, express or implied, including, without limitation, warranties of merchantability and fitness for a particular purpose. IHRSA shall not be liable to any exhibitor for any indirect, special or consequential damages, including lost profits, whether based upon a claim or action of contract, warranty, negligence, strict liability or other tort, even if IHRSA is aware of the possibility thereof. Notwithstanding any other provision, the maximum liability of IHRSA to any exhibitor will in no event exceed the lesser of (i) the amount of exhibit booth fees paid by the exhibitor to IHRSA or (ii) \$5,000. Recovery of such amount shall be the exhibitor's sole and exclusive legal remedy. Any claim against IHRSA not submitted to IHRSA within thirty (30) days of the close of the Trade Show shall be forever waived, and no suit or action shall be brought against IHRSA more than one (1) year after the Trade Show.

**INDEMNIFICATION** Each exhibitor shall indemnify and hold harmless IHRSA and the event venue, and their respective officers, directors, agents and employees from and against any and all liabilities, damages, actions, losses, claims, costs, and expenses (including reasonable attorney's fees) on account of personal injury, death, or damage to or loss of property arising out of or contributed to by any act, omission, negligence, fault, violation of this Contract or any rule or regulation, or violation of a law or ordinance by the exhibitor, its employees, agents, contractors, members, exhibitors, patrons, or invitees. The foregoing shall not apply with respect to any liability, damage, or loss directly and solely caused by the gross negligence or willful misconduct of, as applicable, IHRSA or the venue.

**ADDITIONAL COMPLIANCE REQUIREMENTS** With the purchase of exhibit space at IHRSA 2024, all exhibitors and their employees hereby accept the additional compliance guidelines summarized below.

- **Hotel Rooms, Suites, Meeting Rooms, Events & Promotions** - Any activity outside the exhibit hall, or the scheduling of meetings, private functions, cocktail parties, or special events during the period of set-up, show days or dismantle, is prohibited without the written permission of IHRSA. Exhibitor employees and hired personnel are not allowed to walk the aisles of the Trade Show floor to promote a company product, service or event and must remain within the contracted booth space at all times.
- **Registration of Employees & Booth Personnel** Employees of an exhibiting company who are properly registered will be given complimentary credentials to access the Trade Show floor at designated times. Exhibitor registrations may not be used at any time by non-employees, distributors, or customers. Additional restrictions and potential penalties for non-compliance apply.
- **Minors on the Trade Show Floor** - Children under the age of 18 are strictly prohibited from the Trade Show floor at any time during exhibitor set-up and dismantle days and hours.
- **Press Coverage, Photography, Recording** - Photography, webcasting, press activity, and audio/video taping is prohibited without the prior written consent by IHRSA.
- **Removal of Goods** - For security reasons, exhibitors will not be allowed to deliver merchandise to customers from the Trade Show floor during the event.

#### **RULES & REGULATIONS / UPDATES / ARBITRATION**

Any and all matters not specifically covered herein or in the Exhibitor Services Manual are subject to the decision of IHRSA. IHRSA shall have the full and exclusive power to interpret and enforce this Contract and the rules and regulations. Decisions of IHRSA are final, and each exhibitor agrees to abide by the same. IHRSA reserves the right to add or modify the rules and regulations as stated on this Contract as deemed appropriate to improve the Trade Show. If the exhibiting company violates any rules or regulations, IHRSA has the right to regain the immediate possession of any space. All policies and procedures stated herein and as detailed within the Exhibitor Services Manual will be in effect until further notice. The Contract and rules and regulations are governed by the laws of the Commonwealth of Massachusetts without regard to conflicts principles. The exclusive legal avenue for the resolution of any controversy or claim between the parties hereto arising out of or related to the Contract or the rules and regulations, or the breach thereof, shall be binding arbitration in Boston, Massachusetts, in accordance with the Rules of the American Arbitration Association, and judgment upon the award rendered by the Arbitrator may be entered in any court having jurisdiction thereof. Each party will bear its own costs.

**AUTHORIZED SIGNATURE:**