



IHRSA
MARCH 6-8
LOS ANGELES 2024

SPONSORSHIP OPPORTUNITIES



IHRSA's premier global event will be held in Los Angeles!

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), Bronze (\$10,000 - \$24,999), and Supporter (< \$10,000).

SPONSOR BENEFITS LIST BY LEVEL	SUPPORTER	BRONZE	SILVER	GOLD
One corporate logo & company profile on IHRSA.org and on the IHRSA Event 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 of the same sponsorship at IHRSA 2025	•	•	•	•
Enhanced corporate logo recognition in all IHRSA marketing materials		•	•	•
Logo recognition on the session room monitor slides			•	•
Invitation to attend the Senior Executive Track			•	•

CONTACT OUR SPONSORSHIP TEAM TODAY

to determine the program that most effectively promotes your company.

SPONSORSHIP TEAM CONTACTS



LYNNE DEVANEY

*Vice President,
Sponsorship & Business
Development*

+1 202-938-3219
lsd@ihrsa.org



THERESA DUFFY

*Senior Director,
Industry Partner Operations*

+1 202-938-2485
tld@ihrsa.org

EVENT MARKETING INITIATIVES

Connect with prospective buyers in the months prior to IHRSA 2024 with the opportunities below.

Broadcast E-Mail

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

Pre-Show / Post-Show Package: \$5,000

Broadcast E-Mail Package: \$5,000

IHRSA will distribute your e-mail(s) 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: 4Global, Optum, Xplor / Mariana Tek

Leverage your exposure by becoming a sponsor of IHRSA's Event app, available to all registered Convention and Trade Show attendees. This cutting-edge platform will be used by attendees throughout the event and offers several opportunities to connect with IHRSA attendees from around the globe. Benefits include column images within the app with a link to the sponsor's listing as well as push notifications before, during, and after the event.

NEW! Event Registration Branding

Fee: \$12,500

Showcase your brand throughout the registration process. Your company will be highlighted throughout the full event registration process. This will include visibility within the registration portal, email confirmations, and registration updates.

EVENT VISIBILITY ONSITE

Your customers are at the event... How do you boost your brand and hold the attention of the prospective buyers? Our onsite opportunities 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: WellnessSpace Brands

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 the production and shipping of the lanyards.

Name Badges

Fee: \$10,000 (Exclusive)

Right-of-First-Refusal: SportsArt

Showcase your corporate logo on Convention and Trade Show attendee badges (excluding exhibitor badges). This sponsorship gives you exposure throughout the three days of the event. 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)

Right-of-First-Refusal: Balanced Body, Precor, JW Sport, Stages Indoor Cycling, and VersaClimber / VersaPulley

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.



“Optum was fortunate enough to be able to sponsor a few events with IHRSA and I will tell you, last year’s convention was probably the best convention we participated in with the amount of traffic and leads that were generated through IHRSA sponsorships. We definitely will be sponsoring future events.”

– Brett Hanson, Head of Product & Market Development, Optum

Convention Attendee Bag

Fee: \$15,000 (Exclusive)

Right-of-First-Refusal: SportsArt

IHRSA provides all Convention registrants with a bag at registration that includes promotional information about the event. Your company has the opportunity to include a one-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)

Right-of-First-Refusal: Life Fitness

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.

NOTE: Sponsoring company is responsible for the production and shipping of the bags.

Convention Registration Insert

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

As Convention attendees register onsite, they will receive a bag 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: Sponsoring 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: Sponsoring 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

Notepads & Pens

Fee: Notepads – \$7,500 (Exclusive)

Fee: Pens – \$7,500 (Exclusive)

Special Combo Package: \$12,500

Right-of-First-Refusal: Bodymapp

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

NOTE: Sponsoring 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: CLMBR

Guide attendees around the expansive Trade Show with directional signage complete with your branding and promotional message affixed to each unit. This signage is placed and on the Trade Show floor in high-traffic areas for all to view.

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, Life Fitness, NASM / AFAA, Optum, and Xplor Fitness & Wellbeing

Digital signage can offer great visibility and exposure of your brand. Large scale video monitors will be available in high traffic areas throughout the Los Angeles Convention Center. These videos will run on a continuous loop over the entire event.

Session Room Monitors

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

Right-of-First-Refusal: Life Fitness

Outside of every concurrent meeting room is a digital screen monitor that promotes the room's educational programming scheduled that day. As the sponsor you will be able to include a PowerPoint slide with your messaging on a rotational basis with the event schedule.

Promotional Video Monitors

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

Right-of-First-Refusal: CLMBR, Life Fitness, 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 event.



“Congratulations to IHRSA for a great show! It was so nice to see so many new faces at the show as well as so many familiar ones. The optimism on the floor for the future of the industry was very encouraging. Looking forward to 2024.”

- Alastair Watson, Vice President, Keiser Corporation

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: Dates and times listed below are subject to change.

Member Center

Wednesday-Friday, March 6-8

Fee: \$17,500 (Exclusive)

Right-of-First-Refusal: Celcius

The Member Center will be open for Convention attendees during the event and will provide them with a location to relax, network, 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

Wednesday-Friday, March 6-8

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

Wednesday-Friday, March 6-8

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 these exclusive members.



IHRSA Board Dinner

Monday, March 4

Fee: \$10,000 (Exclusive)

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

Join IHRSA's Board of Directors and Senior Staff at our exclusive Board Dinner. The sponsoring company will receive two seats at this dinner and your representatives can do a 5-10 minute introduction as well as distribute gifts/giveaways to dinner guests.

IHRSA Foundation Reception

Fee: \$5,000 (Limited)

Right-of-First-Refusal: HealthyCARE, NASM / AFAA, Optum, and Xplor & Fitness Wellbeing

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. This sponsorship provides a great opportunity to connect with key customers and your donation will go directly to the IHRSA Foundation.

Kick Off Party

Wednesday, March 6, 7-9 p.m.

Fee: \$20,000 (Exclusive)

Right-of-First-Refusal: Celcius

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. 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 to attendees can be distributed.

Closing Reception

Friday, March 8

Fee: \$7,500 (Exclusive)

Make a lasting impression by sponsoring the IHRSA Closing Reception, open to all Convention & Trade Show attendees and exhibitors! This celebration is a great way to network and connect with your customers one last time after a successful event. 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

Thursday, March 7

Fee: \$7,500 (Exclusive)

A very unique camaraderie exists at this reception, where all international delegates are invited to meet up with old friends and make new connections. 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

Thursday and Friday, March 7-8, 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.

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: Wednesday, March 6, 2:15 - 3:45 p.m.

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

SESSION #2: Thursday, March 7, 8:30 - 9:30 a.m.

Fee: \$25,000 (Exclusive) Right-of-First-Refusal: Keiser Corporation

SESSION #3: Friday, March 8, 9 - 10 a.m.

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

**All guests must be registered Convention attendees*



EDUCATIONAL PROGRAMMING

For many, education is the primary reason for attending the 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 Convention, which are categorized according to subject matter. From sales and retention strategies to business management and operations, from developing profit centers to finding new technologies available, sponsoring Education Tracks are a great way to highlight your company.

Simultaneous Interpretation Program

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

To accommodate the language needs of the large number of global attendees, IHRSA will simultaneously interpret a series of sessions for the largest group tours attending the Convention.



“We met 46 quality contacts. This opened a lot of doors to a brand new company.”

- Suzi Butler, CFO, TK Tool Fitness

Industry Partner Educational Seminars

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

Right-of-First-Refusal: ABC Fitness Solutions, American Council on Exercise (ACE), Balanced Body, Club Automation, Club OS and ASF, GymLaunch, Matrix Fitness, and Vi

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)

Limited 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

Fee: \$10,000 (Exclusive)

Right-of-First-Refusal: Club Automation

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.



Senior Executive Track

Fee: \$12,500 (Exclusive)

Right-of-First-Refusal: Optum

This invitation-only track of executive level sessions will bring industry leaders, top IHRSA supporters, and distinguished guests together to discuss pressing issues as well as 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 for each session along with a 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: ABC Fitness Solutions

Presented in Spanish and Portuguese, this unique opportunity brings together club leaders in Latin America to network and discuss strategies to fuel growth within this market. This highly anticipated event has become a must attend event for all attendees within the Latin American region.



EXERCISE PROGRAMMING

Exercise Classes

Wednesday-Thursday, March 7-8 , 7 - 8 a.m.

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

Right-of-First-Refusal: Balanced Body, Merrithew International Inc., Polar, and TK Tool Fitness LLC

Exercise classes are the perfect way for attendees to start their day and for exhibitors to showcase their exciting products and services! These 60-minute classes take place in private meeting space off the Trade Show Floor and offer attendees cutting-edge programming and the chance to try before they buy!

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

SPONSORSHIP OPPORTUNITIES AT A GLANCE

NAME/DESCRIPTION	FEE	NUMBER AVAILABLE
Event Marketing Initiatives		
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
Event Registration Branding	\$12,500	Limited
Event Registration	\$12,500	Exclusive
Event Visibility Onsite		
Name Badge Lanyards	\$10,000	Exclusive
Name Badges	\$10,000	Exclusive
Equipment Pedestal	\$5,000	Limited
Product Kiosk	\$5,000	Limited
Convention Attendee Bag	\$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



SPONSORSHIP OPPORTUNITIES AT A GLANCE

Networking Activities & Special Events		
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
Kick Off Party	\$20,000	Exclusive
Closing Reception	\$7,500	Exclusive
The International Attendee Reception	\$7,500	Exclusive
Relaxation Station	\$15,000	Exclusive
Keynote Speakers		
Keynote Speaker Session #1	\$25,000	Exclusive
Keynote Speaker Session #2	\$25,000	Exclusive
Keynote Speaker Session #3	\$25,000	Exclusive
Educational Programming		
Education Tracks	\$10,000	Exclusive
Simultaneous Interpretation Program	\$7,500	Non-Exclusive
Industry Partner Educational Seminars	\$6,500	Limited
Workshops	\$8,500	Non-Exclusive
Women's Leadership Summit	\$10,000	Exclusive
Senior Executive Track	\$12,500	Exclusive
Latin American Forum	\$8,500	Exclusive
Exercise Programming		
Exercise Classes	\$3,000	Limited

