

# EUROPEAN CONGRESS

Powered by the Health & Fitness Association

21-23 October 2024 • The Hilton Diagonal Mar Barcelona • Barcelona, Spain

SPONSORSHIP  
OPPORTUNITIES

2024



[ihrsa.org/congress](https://ihrsa.org/congress)

#HFEuroCongress

# SPONSORSHIP OPPORTUNITIES

**The European Congress** attracts industry leaders from Europe and beyond for three days of 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 and studio executives and operators throughout the European markets. This year, the European Congress will be held 21-23 October 2024, in Barcelona, Spain.



The Health & Fitness Association is working closely with the host partner, MAS (Management Around Sports), the Health & Fitness Association Europe Council, national leaders, and federations to make the event a special occasion for all.

Simultaneous interpretation of sessions will be offered in Spanish, Portuguese and French. Additional languages may be added pending attendance.

## Event Structure

The 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.

## ABOUT Barcelona

Barcelona is one of Europe's trendiest cities, offering a wide range of unique leisure activities that beg visitors to return time and again. Overlooking the Mediterranean Sea and famous for Gaudí and other Art Nouveau architecture, this hub of culture, fashion, and cuisine embraces the creativity of its artists and designers while respecting local traditions. In Barcelona, the charm and slower pace of the old town combines with a fast pace and avant-garde vibe of modern neighborhoods to create one of the world's most visited cities.



**"The Health & Fitness Association European Congress** is a must-attend event for anyone seeking to stay at the forefront of the European fitness industry.

The congress consistently provides a unique and valuable opportunity for interactive learning, exceptional networking and insightful sessions and speakers.

It is an event I look forward to annually!"

– David Van Daff, Director of Global Industry Development  
National Academy of Sports Medicine (NASM)

## MARKETING

**The Health & Fitness Association** is intent on attracting maximum event attendance by marketing the event to our members and others through the following measures:

- **Online marketing** on the event website, the European Congress Event App, and social networking sites.
- **Club Business International** magazine 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 newsletter and other digital communications.
- **Distribution of digital marketing materials** to confirmed sponsors for their customers.



## SPONSORSHIP PACKAGES

	PLATINUM	GOLD	SILVER	BRONZE
Package rates*	€11,000	€9,000	€7,500	€5,500

\*Packages are confirmed on a first come, first served basis. All Rates listed are subject to VAT and 4.2% administrative fee, which will be applied when invoiced.

## 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 [healthandfitness.org](http://healthandfitness.org) and the European Congress Event App
- Right-of-First-Refusal for the 2025 European Congress

## SPONSORSHIP PACKAGE BENEFITS

### Platinum (3 companies) Fee: €11,000

- Sponsorship of Keynote or Feature Presentation: Allotted a total of five minutes to do a brief introduction along with promotional video
- Sponsor Marketplace Space: 3 meter x 3 meter maximum display are with table and 2 chairs included
- 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's employees to attend
- Approximately 250 Health & Fitness Association Member Points: Points are added to the period 1 July 2024 - 30 June 2025



### Gold (up to 4 companies) Fee: €9,000

- Sponsorship of Education Session: Allotted a total of three minutes to do a brief introduction (no promotional video will be shown)
- Sponsor Marketplace Space: 3 meter x 3 meter maximum display are with table and 2 chairs included
- 1 Promotional Broadcast Email: Sent pre or post event
- 4 All-Access Passes: Includes Club Tours for your company's employees to attend
- Approximately 200 Health & Fitness Association Member Points: Points are added to the period 1 July 2024 - 30 June 2025

### Silver (up to 12 companies) Fee: €7,500

- Sponsor Marketplace Space: 3 meter x 3 meter maximum display are with table and 2 chairs included
- 3 All Access Passes: Includes Club Tours for your company's employees to attend
- Approximately 175 Health & Fitness Association Member Points: Points are added to the period 1 July 2024 - 30 June 2025

### Bronze Fee: €5,500

- 2 All-Access Passes: Includes Club Tours for your company's employees to attend
- Approximately 125 Health & Fitness Association Member Points: Points are added to the period 1 July 2024 - 30 June 2025



## ADDITIONAL SPONSORSHIP OPPORTUNITIES\*

- Opening Reception Fee: €5.000
- 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 Broadcast Email Fee: €1.500
  - Sent pre- or post-event

*\* All rates listed are subject to VAT and 4.2% credit card fee, which will be applied when invoiced.*



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

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

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**HEALTH & FITNESS**  
ASSOCIATION