



*Celebrating the
Industry's Revival*

SPONSORSHIP OPPORTUNITIES



The Wait Is Over. Plan Now to Boost Your Brand

40TH ANNIVERSARY IHRSA INTERNATIONAL CONVENTION & TRADE SHOW

IHRSA returns to Los Angeles in 2021 and we cannot wait to GATHER TOGETHER AGAIN! Although no one can predict what the world and industry will look like in September, IHRSA 2021 may in fact be the first large in-person gathering for the global industry since the crisis began more than a year ago!

Attendees and exhibitors rave about Los Angeles being the perfect venue for the IHRSA International Convention & Trade Show. The exhibit hall is in an ideal location, close to all education, exercise programming, hotels, restaurants and entertainment.

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 LEVELS: 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).

Benefits Available to All Sponsors

- One corporate logo in the official pre-event digital marketing brochure
- One corporate logo & company profile on ihrsa.org and on the IHRSA Convention app
- One corporate logo in the September issue of *Club Business International (CBI magazine)*
- One corporate logo in the official IHRSA 2021 exhibitor directory
- Listing highlight in the "exhibitor profiles" section of the September issue of *CBI magazine*
- Points in IHRSA's associate member points system (AMPS)
- Right-of-first-refusal for the 2022 IHRSA International Convention & Trade Show

Benefits Available to Gold, Silver & Bronze Sponsors

- Enhanced corporate logo recognition in all IHRSA marketing materials
- Half-page promotional recognition in the official onsite exhibitor directory ad

Benefits Available to Gold & Silver Sponsors

- Invitation for the CEO to attend the IHRSA Think Tank event and reception with current and former IHRSA board members, leading club operators and invited guests

Benefits Available to Gold Sponsors

- One Trade Show bag insert
- One session room monitor slide

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 2021 with the opportunities below.

Pre-Event Digital Marketing Brochure

Fee: \$15,000 (Exclusive)

Right-of-First-Refusal: Intenza Fitness

This digital brochure is sent to IHRSA club members and leading prospects around the globe. Created approximately six months prior to the Convention, it is a continuous resource piece utilized by key decision-makers as they plan their participation at the event.

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 electronically 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 2021 "Official" Event App

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

Right-of-First-Refusal: ABC Fitness Solutions

Leverage your exposure before, during, and after IHRSA 2021 by becoming a sponsor of IHRSA's enhanced mobile app, available to all registered Convention attendees. The Convention app will provide your company with many exciting benefits, including special recognition on the app, push notifications, banner ads, a profile listing, and more.

"IHRSA is the leading B2B fitness event for our company, always full of new business and energy."

– Sarah Welch, MINDBODY, inc.

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: Club Automation + CSI Spectrum

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 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: Motionsoft

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)

Right-of-First-Refusal: Fitness Master Inc.,
AV Now Fitness Sound, Hyperwear and VersaClimber

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 continues to be our launching pad for new products to a vast and diverse audience. Our ability to showcase Matrix solutions to club owners & operators continues to positively impact our growth. We look forward to the event each and every year!” – Ashley Haberman, Matrix Fitness

Convention Registration Giveaway

Fee: \$15,000 (Exclusive)

Right-of-First-Refusal: Twin Oaks Software

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 2-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: Myzone

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. Give them something when they arrive. 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.*

Exhibitor Directory

Fee: \$17,500 (Exclusive)

Right-of-First-Refusal: TSG

This is the only official printed guide for the IHRSA Trade Show that has an extended shelf-life well after the Convention. Many attendees keep the Directory for future reference in locating a particular company, product or service. Benefits include premium inside front and back cover promotional recognition, logo visibility on the front cover of the directory as well as a welcome letter from the president of your company.

Note Pads & Pens

Fee: Note Pads – \$7,500 (Exclusive)

Fee: Pens – \$7,500 (Exclusive)

Special Combo Package: \$12,500

Right-of-First-Refusal: MXM

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: \$12,500 (Exclusive)

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.*

Hotel Room Drops

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

Here is your opportunity to connect with attendees as they enter their hotel room. Options include putting an insert or gift item in front of the door, under the door, or placed inside of the room at IHRSA's official hotel locations.

NOTE: *Sponsorship fee is exclusive of production expenses and fees to be paid directly to each hotel. Additional restrictions may apply.*

Trade Show Directional Signage

Fee: \$12,500 (Exclusive)

Right-of-First-Refusal: Helix Company

Guide attendees around the expansive Trade Show with direction 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: ABC Financial Solutions, Club Automation + CSI Spectrum, Matrix Fitness, MXM, True Fitness and Upshow.

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.

Session Room Monitors

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

Right-of-First-Refusal: Iron Grip Barbell Company

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: Fitness Master Inc., Helix Company and Wexer

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.

“The IHRSA event is the premier fitness business event in the world, so to have your brand part of this event is critical for credibility.”

*– Justin Tamsett,
The Fitness Business Podcast*



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, September 20, TBD

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

SESSION #2: Tuesday, September 21, TBD

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

SESSION #3: Wednesday, September 22, TBD

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

OPTIONAL: Private event with speaker for 100 key customers*;
\$10,000 additional fee (Exclusive)

**Must be registered Convention attendee*



The Wellness Company



iHRSA
Success By Association

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, September 20-22

Fee: \$17,500 (Exclusive)

Right-of-First-Refusal: Genavix, Inc.

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, September 20-22

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

Right-of-First-Refusal: NASM / AFAA

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.

Opening Celebration

Monday, September 20, 7:30–9:30 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.



Planet IHRSA: The International Attendee Reception

Tuesday, September 21, 7:00-9:00 p.m.

Fee: \$7,500 (Exclusive)

Right-of-First-Refusal: NASM / AFAA

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, September 21-22 on the Trade Show Floor

Fee: \$15,000 (Exclusive)

Right-of-First-Refusal: Twin Oaks Software

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

Monday-Wednesday, September 20-22, (Session times vary)

Fee: \$7,500 (Language Exclusivity)

Right-of-First-Refusal: ChinaFit (Chinese Interpretation)

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.



“Having the opportunity to host an early morning workout was the best way we could have introduced our STRONG 30 workout program. Experiencing a workout live is the ONLY way to launch a program.” – Petra Robinson, Zumba Fitness LLC

Industry Partner Educational Seminars

Monday, September 20, 1:00-1:45 p.m. and 2:00-2:45 p.m.

Tuesday and Wednesday, September 21-22, 7:00-8:00 a.m.

Fee: \$6,000 (Non-Exclusive / Limited Availability)

Right-of-First-Refusal: ABC Financial Solutions, Balanced Body, Club Automation + CSI Spectrum, Club Os, Gympass, Lumen, Matrix Fitness, MINDBODY, Precor Incorporated, TheraGun and Trainerize.

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

Monday, September 20

Fee: \$7,500 Half-Day / \$12,500 Full-Day
(Non-Exclusive / Limited Availability)

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 Roundtable

Monday, September 20, 8:30-10:00 a.m.

Fee: \$7,500 (Exclusive)

Right-of-First-Refusal: Club Automation + CSI Spectrum

The Women’s Leadership Roundtable 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 Think Tank: An Exclusive Leadership Forum

Monday, September 20, 3:00-5:30 p.m.

Fee: \$12,500 (Exclusive)

Right-of-First-Refusal: Gympass

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: \$7,500 (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, September 21 & 22

6:30-7:25 a.m. & 7:30- 8:25 a.m.

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

Right-of-First-Refusal: 305 Fitness, Aktiv Solutions, Balanced Body, Helix Company, Les Mills International, Merrithew, Polar, WaterRower and Zumba Fitness

Private rooms will be available on Tuesday and Wednesday morning for companies to showcase their programs and product lines. These 55-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
Event Marketing Initiatives		
Pre-event Digital Marketing Brochure	\$15,000	Exclusive
Broadcast E-Mail	\$3,000	Limited
Broadcast E-Mail Package (Pre & Post Show E-Mails)	\$5,000	Limited
IHRSA 2021 Event App	\$15,000	Limited
Onsite Event Visibility		
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	\$12,500	Exclusive
Hotel Room Drop	\$5,000	Non-Exclusive
Exhibitor Directory	\$17,500	Exclusive
Trade Show Directional Signage	\$12,500	Exclusive
Banner / Column Wrap	Variable	Limited
Escalator / Stair/ Wall Cling	Variable	Limited
Session Room Monitors	\$5,000	Limited
Promotional Video Monitors	\$5,000	Limited
Networking Activities & Special Events		
Member Engagement Center	\$17,500	Exclusive
International Club	\$7,500	Limited
Opening Reception	\$20,000	Exclusive
Planet IHRSA: The International Attendee Reception	\$7,500	Exclusive
Relaxation Station	\$15,000	Exclusive
Keynote Speakers		
Session #1 - Monday	\$25,000	Exclusive
Session #2 – Tuesday	\$25,000	Exclusive
Session #3 – Wednesday	\$25,000	Exclusive

SPONSORSHIP OPPORTUNITIES AT A GLANCE

Educational Programming		
Education Tracks	\$10,000	Exclusive Per Track
Simultaneous Translation Program	\$7,500	Language Exclusivity
Supplier Seminars	\$6,000	Limited
Workshop – Half Day	\$7,500	Limited
Workshop – Full Day	\$12,500	Limited
Women’s Leadership Round Table	\$7,500	Exclusive
IHRSA Global Think Tank	\$12,500	Exclusive
Exercise Programming		
Exercise Classes	\$3,000	Limited

