



**DECADES OF EXCELLENCE,  
PROVEN SUCCESS!**

# EXHIBITOR PROSPECTUS



## TRADE SHOW HOURS

- **THURSDAY, MARCH 19**  
10:00am – 6:00pm | Trade Show
- **FRIDAY, MARCH 20**  
6:30am – 8:30am | Early Morning Workout  
10:00am – 5:00pm | Trade Show

**This is a Pre-Sales Opportunity ONLY Open to IHRSA Associate Members!**



f facebook.com/ihrsa

t @ihrsa | #IHRSA2020

ig ihrsa

globe ihrsa.org/convention

✉ events@ihrsa.org



## THE IHRSA INTERNATIONAL TRADE SHOW JUST KEEPS GETTING BETTER!

In 2019, over 380 companies from around the world reaffirmed with a resounding voice that the IHRSA International Trade Show is the ONE SHOW to attend to maximize success in the global health and fitness industry. Returning to San Diego helps ensure that once again all exhibitors will enjoy the explosive energy and trade show traffic that sets IHRSA head and shoulders above any other event in the industry.

### 400,000sq ft. of Deals!

IHRSA Convention & Trade Show attendees include the Presidents, CEOs and Senior Executives of the largest health club groups in the world, independent club operators, and even investors looking to do business in our industry. *In past years, multiple million-dollar deals have been signed right on the Trade Show floor!*

### Not Just a Trade Show – IHRSA is the Global Trade Association for the Health and Fitness Industry!

IHRSA members improve their businesses by attending the association's events, utilizing unparalleled industry research and publications and implementing actionable strategies to strengthen their club's bottom line. Exhibiting at the IHRSA International Convention & Trade Show helps to support IHRSA's efforts to educate and grow the global health and fitness industry.

### Special Pre-Sales Opportunity Open to IHRSA Associate Members Only!

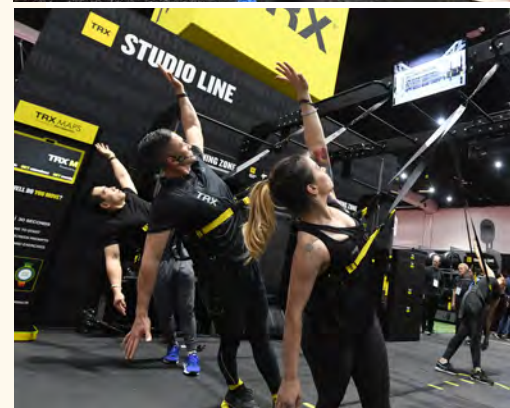
Only IHRSA Associate Members can participate in the Pre-Paid Booth Allocation Process by sending in a signed, completed contract along with a 50% deposit to allow them to select a booth location before the open sales period begins. This is how you get the best possible booth for the show!

### Global Reach Like No Other Show – A World of Opportunity!

IHRSA 2019 featured:

- Over 1,800 non-US attendees from 74 countries
- Over 50 international federations and partners
- Attendee group tours from China, Russia, Japan, Brazil, Spain, Argentina, Australia, Canada, Norway, and Italy
- Convention educational sessions with either simultaneous or consecutive interpretation into Spanish, Portuguese, Russian, Chinese, and Japanese

Industry growth outside the US is fueling much of the success of leading suppliers – IHRSA 2020 provides the venue for you to join them!



**FOR INFORMATION  
ON ARRANGING  
EXHIBIT SPACE**

**Contact Tom Hunt:**

- 800-228-4772 or
- +1 617-951-0055, ext. 152
- [teh@ihrsa.org](mailto:teh@ihrsa.org)





**Our team always comes back home FIRED UP and with clear missions for targeted sales.**

- Warren McCrickard, Infinity Woven Products

## EXHIBIT FEES

Per 10' x 10' Booth (100 sq. ft.)

### IHRSA Member

US\$3,950\*

### Non-Member

US\$4,700\*

\*A US\$400 fee will be added for each corner booth and a US\$2,000 fee will be assessed per 10' x 10' space with multi-level construction. Fees apply to IHRSA Members and Non-Members.

**If you have any questions regarding the arrangement of your exhibit space, contact Tom Hunt, Vice President – Exhibit Sales, at 800-228-4772 or +1 617 951-0055 ext. 152, or by e-mail at [teh@ihrsa.org](mailto:teh@ihrsa.org).**

For more information on the IHRSA 2020 Annual International Convention & Trade Show, visit [ihrsa.org/convention](http://ihrsa.org/convention)

NOTE: All exhibits must be completely installed and ready for inspection by Show Management before 6:00pm on Wednesday, March 18, 2020. All Exhibitors must keep their displays up and open through 5:00pm on Friday, March 20, 2020.



**THE IHRSA 2019 TRADE SHOW WAS THE BEST EVER. Lots of traffic, qualified customers and the IHRSA staff was great to work with.**

- Rob DeHart, AV Now Fitness Sound

# How Do I Secure THE BEST POSSIBLE BOOTH at IHRSA 2020?



## Participate in the Pre-Paid Booth Allocation Process!

- **The Process Starts IMMEDIATELY**

All IHRSA Associate Members are invited to participate in the Pre-Paid Booth Allocation that provides preferential placement to every company that makes an early commitment before the open sales period begins on November 25th.

- **ACT NOW to enhance your position in San Diego!**

Mail or e-mail your signed, completed contract (both pages, faxed contracts will not be accepted) with a 50% deposit on your anticipated booth fees to guarantee your opportunity to select your company's location during the Pre-Paid Allocation period...an exclusive benefit for IHRSA Associate Members.

*IMPORTANT: When mailing in your contract and deposit to participate in the Pre-Paid Booth Allocation Process, you will not be indicating a booth number or location on your contract. Complete the contract and deposit on the size (number of 10' x 10' booths) you are looking to secure. You will be contacted to select your actual booth location when your turn comes up in the Booth Allocation Process.*

**Open ONLY to  
IHRSA Associate  
Members!**

## HOW AND WHEN BOOTH LOCATIONS ARE ALLOCATED

### **MONDAY, AUGUST 26, 2019:**

#### **IHRSA Associate Member Pre-Paid Booth Allocation**

Our Sales Team will begin contacting companies that sent in their Exhibitor Contracts and advance deposits to secure their booth selection. Companies will be contacted in order of the booth size and their ranking on the 2019 IHRSA AMPS\* Report.

### **MONDAY, NOVEMBER 26, 2019:**

#### **Open Booth Selection for IHRSA Associate Members Only**

Trade Show space not reserved during Pre-Paid Booth Allocation is now available for purchase. To secure a booth location, a completed Exhibitor Contract and 50% deposit of total booth fees must be received within five (5) days of making your selection.

### **MONDAY, DECEMBER 9, 2019:**

#### **Open Sales Period — if space is still available!**

Companies that are not IHRSA Associate Members may now contact IHRSA to purchase booth space.

\* The 2019 IHRSA Associate Members Points System (AMPS) Report coincides with IHRSA's fiscal year: July 1, 2018 – June 30, 2019, and ranks all IHRSA Associate Members based on points awarded for qualifying activities.

## IHRSA 2020 SHOW CONTACTS

### **Exhibit Space**

Tom Hunt, Vice President – Exhibit Sales  
T: 800-228-4772 or +1 617-951-0055 ext. 152  
E: [teh@ihrsa.org](mailto:teh@ihrsa.org)

### **Sponsorship Opportunities**

Lynne Devaney, Vice President – Sponsorship & Business Development  
T: 800-228-4772 or +1 617-951-0055 ext. 102  
E: [lsd@ihrsa.org](mailto:lsd@ihrsa.org)

### **Advertising**

Michele Eynon, Vice President – Advertising  
T: 800-228-4772 or +1 617-951-0055 ext. 131  
E: [me@ihrsa.org](mailto:me@ihrsa.org)

### **Trade Show Logistics**

Luke Ablondi, Trade Show Logistics Manager  
T: 800-228-4772 or +1 617-951-0055 ext. 173  
E: [lba@ihrsa.org](mailto:lba@ihrsa.org)



# Benefits of exhibiting that MAKE A DIFFERENCE!

With 39 years of industry-leading events, IHRSA delivers relevant and valuable exhibitor benefits as well as unparalleled service support to all exhibitors.

- **FREE** access to the pre-registered list of attendees in real-time, 24 hours a day, every day. See the moment when buyers register with IHRSA to plan your pre-event promotions accordingly.
- **FREE TRADE SHOW EXHIBITOR PROFILE** in the March Show Issue of *Club Business International (CBI)*, with an expanded circulation of 25,000 copies. An exclusive benefit of exhibiting companies, this is your opportunity to list the products and services you will be exhibiting at the show.
- **FREE** Club Business Exchange listing ([cbx.ihrsa.org](http://cbx.ihrsa.org)) highlighting all IHRSA 2020 exhibitors in a special category listing for easy reference and enhanced search engine optimization (SEO) for your company.
- **FREE** customer invitations to the Trade Show – Offer your best clients complimentary access to our exhibition.
- **FREE** access to the Trade Show and Opening Reception for all of your company employees, plus two full Convention Registrations for use by two employees (proper exhibiting employee credentials required).
- **FREE** booth carpet and back-wall and side-rail drape in official show colors, as well as identification signage for your booth.
- **DISCOUNTED RATES** on the purchase of 4-day Convention registrations to help you bring more of your clients to the entire event (IHRSA club membership eligibility requirements apply).

## TRADE SHOW HOURS

### • THURSDAY, MARCH 19

10:00am – 6:00pm | Trade Show

### • FRIDAY, MARCH 20

6:30am – 8:30am | Early Morning Workout

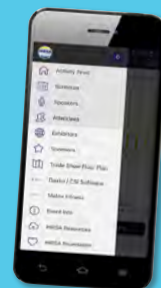
10:00am – 5:00pm | Trade Show



## The IHRSA 2020 Mobile App!

Building on the record engagement at IHRSA 2019, the IHRSA App will again be available as a FREE download to all attendees. It's the home for thousands of daily posts on the activity feed and provides a wealth of information on exhibitors, speakers, sponsors, educational events and attendees.

To learn more about raising your company's visibility by sponsoring the IHRSA's 2020 App, contact Lynne Devaney, IHRSA's VP of Business Development at [lsd@ihrsa.org](mailto:lsd@ihrsa.org) or at 617-316-6800.



## AFTER You Have Selected Your Booth . . .

Once an exhibitor has selected booth space, confirmed with a completed exhibitor contract and deposit, IHRSA's Trade Show Management team will review all compliance forms and procedures in the Exhibitor Services Manual with the designated booth contact, and provide all related customer services.

Every city and venue has unique guidelines that need to be followed, and the experienced team at IHRSA will help you navigate through the entire process in the months preceding the event, as well as onsite.

## Schedule & Basic Guidelines

EXHIBITOR SET-UP	
Monday, March 16	8:00am - 5:00pm
Tuesday, March 17	7:00am - 6:00pm
Wednesday, March 18	7:00am - 7:00pm
TRADE SHOW HOURS	
Thursday, March 19	10:00am - 6:00pm
Friday, March 20	6:30am - 8:30am (Early Morning Workout) 10:00am - 5:00pm
EXHIBITOR DISMANTLE	
Friday, March 20	5:01pm - 11:00pm
Saturday, March 21	8:00am - 6:00pm

### ALTERING BOOTH SIZE & DIMENSIONS AFTER INITIAL SELECTION

In the event an exhibitor needs to change the size or dimensions of their 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 their space. No reduction in booth size can be made after Wednesday, January 1, 2020.

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

Exhibitors must adhere to all guidelines outlined on the Exhibitor Contract and in the Exhibitor Services Manual sent to all participating companies. No canvassing, advertising, 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 that, consistent with IAEE and IHRSA guidelines, exhibitors taking island booths may have walls, overhead signage, drapery or other structures within their confirmed booth area.



**IHRSA 2019 TRULY LIVED UP TO THE HYPE AS THE FITNESS INDUSTRY'S PREMIERE EVENT. I am thrilled we made the decision to showcase our product, this year. It was well worth the time and ENERGY!**

**- Mike Begin, Proven Fitness Solutions LLC**



**39th Annual International Trade Show | Thursday-Friday, March 19-20, 2020 | San Diego, California**

**COMPLETE ALL INFORMATION REQUESTED BELOW**

Billing Address: (if different than below)

E-Mail: \_\_\_\_\_

Direct Telephone: (            ) E-Mail:

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

IHRSA 2020 Trade Show • 70 Fargo Street • Boston, Massachusetts 02210 USA

## IHRSA 2020 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, 2020 any payments due IHRSA. No reduction in booth size will be allowed after January 1, 2020.

### CANCELLATION

If written notice of cancellation from an exhibitor is received by IHRSA on or before November 8, 2019, a full refund of booth fees will be processed. However, after November 8, 2019, 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 19, 2020. 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 31, 2020. 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. 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 return to the exhibitor its booth fees, less costs and expenses incurred and committed by IHRSA.

### 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.

### 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 2020, all exhibitors and their employees hereby accept the additional compliance guidelines summarized below, which are outlined in greater detail on our website at [IHRSA.org/exhibit](http://IHRSA.org/exhibit).

- **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 16 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: \_\_\_\_\_