

IHRSA

MARCH 18-21
SAN DIEGO, CA 2020

*Boost Your Visibility
Strengthen Your Brand
Generate Powerful Results*




39th Annual International Convention & Trade Show
SAN DIEGO CONVENTION CENTER • SAN DIEGO, CALIFORNIA

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IHRSA

MARCH 18-21
SAN DIEGO, CA 2020

Drive Sales and Increase your R.O.I. in Sunny San Diego!

IHRSA returns to San Diego in 2020! Attendees and exhibitors rave about San Diego being the perfect venue for IHRSA's Convention & Trade Show. The exhibit hall is conveniently located close to all education, exercise programming, hotels, restaurants, entertainment and the airport. IHRSA 2020 is sure to attract the broadest spectrum of qualified decision-makers from around the globe!

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!

NEW THIS YEAR! 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).

SPONSORSHIP BENEFIT LIST BY LEVELS	GENERAL	BRONZE	SILVER	GOLD
One corporate logo in the official pre-event marketing brochure*	✓	✓	✓	✓
One corporate logo & company profile on ihrsa.org and on the IHRSA convention app	✓	✓	✓	✓
One corporate logo in the March issue of <i>Club Business International</i> (cbi magazine)	✓	✓	✓	✓
One corporate logo in the official IHRSA 2020 onsite program guide & exhibitor directory	✓	✓	✓	✓
Listing highlight in the "exhibitor profiles" section of the march issue of <i>CBI</i> magazine	✓	✓	✓	✓
Points in IHRSA's associate member points system (amps)	✓	✓	✓	✓
Right-of-first-refusal for the IHRSA 2021 International Convention & Trade Show [†]	✓	✓	✓	✓
Enhanced corporate logo recognition in all IHRSA marketing materials		✓	✓	✓
Invitation for the CEO to attend the Industry Leadership Council (ilc) reception with current and former IHRSA board members and invited guests		✓	✓	✓
Half page promotional recognition in the official onsite exhibitor directory		✓	✓	✓
One Trade Show bag insert			✓	✓
One session room monitor slide			✓	✓
Logo recognition on the main presentation screen prior to each keynote session				✓
Social Media promotion including company promotion via an educational blog post				✓

* For commitments made by Friday, August 23, 2019. [†]Will occur in July 2020.

**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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Vice President – Sponsorship & Business Development
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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

EVENT VISIBILITY ONSITE

Your customers are now at the event . . . How do you rise above the magnitude of over 400 competitive, exhibiting companies 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: Lanyard to be provided by 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 four days of the Convention. Attendees must wear their badges at all times into IHRSA events and activities for admission.

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.

Equipment Pedestal

Fee: \$5,000 Per Pedestal – Non-Exclusive / Limited Availability

Right-of-First-Refusal: Fitness Master Inc. and TuffStuff Fitness International, Inc.

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.



EVENT MARKETING INITIATIVES

Connect with prospective buyers in the months prior to IHRSA 2020 with these opportunities below.

Pre-Event Marketing Brochure

Fee: \$20,000 – Exclusive

Right-of-First-Refusal: TSG

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



Broadcast E-Mail

Fee: \$3,000 Per Message – Non-Exclusive / Limited Availability

Special Pre-Show/Post-Show Broadcast E-mail Package: \$5,000

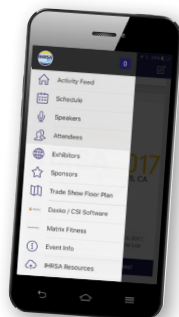
IHRSA will distribute your message electronically to registered attendees in the months and weeks leading up to the event, as well as post-show. This is IHRSA's most popular traffic-generating vehicle utilized by companies to promote their products and services.

IHRSA 2020 "Official" Event App

Fee: \$15,000 – Non-Exclusive / Limited Availability (Only 5 companies)

Right-of-First-Refusal: Intenza Fitness

Leverage your exposure before, during, and after IHRSA 2020 by becoming a sponsor of IHRSA's enhanced mobile app, available to all registered Convention attendees. The Convention app will kick off in January and will provide your company with many exciting benefits, including special recognition on the app, push notifications, banner ads, a profile listing, and more.





EVENT MARKETING INITIATIVES continued

Convention Registration Giveaway

Fee: \$15,000 – Exclusive

Right-of-First-Refusal: Twin Oaks Software

IHRSA provides all Convention attendees with a 'gift' at registration that includes promotional information about the event. Your company has the opportunity to include a 2-color corporate logo on this product along with IHRSA's logo. 2,500 of these items will be given to Convention attendees on their first day of arrival to use throughout the event.

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 corporate logo will be displayed on the side of the bag.

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: The sponsor is responsible for the production and shipping of the Inserts.

Trade Show Shopping Bag Insert

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.

NOTE: The sponsor is responsible for the production and shipping of the Inserts.

Convention and Trade Show Bag Insert Package

Fee: \$8,000 for sponsorship of both the Convention Registration and Trade Show Shopping Bag Inserts

NOTE: The sponsor is responsible for the production and shipping of the Inserts.

Exhibitor Directory

Fee: \$17,500 – Exclusive

Right-of-First-Refusal: TSG

This is the official printed guide for IHRSA Trade Show that has an extended shelf-life well after the Convention. 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.

Program Guide

Fee: \$17,500 – Exclusive

Right-of-First-Refusal: Stealth Detox Water

The official printed guide for the convention that highlights the entire program. It's a must-have piece if you are a Convention attendee. Premium inside front and back cover promotional recognition are included with this sponsorship, along with logo visibility on the front cover and 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

Two of the most requested items from Convention attendees are a note pad and pen. This is your opportunity to personally brand 2,500 of either item, or both, which IHRSA will distribute to attendees on your behalf.

NOTE: The sponsor is responsible for the production and shipping of the pens and pads.



Hotel Room Keys Cards

Fee: \$12,500 – Exclusive

Right-of-First-Refusal: ABC Financial Services

Upon check-in at IHRSA's official event hotels, guests will be handed their room keys, which can be branded with your corporate messaging and logo. Approximately 5,000 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 Drop

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

Guide attendees around the expansive Trade Show with 20 interactive kiosks complete with your branding and promotional message around the Convention Center lobby and on the Trade Show floor.

Banners, Digital Signage, Column Wraps and Escalator / Stairs / Wall Clings

Fee: Variable (based on size and location) – Non-Exclusive / Limited Availability

Right-of-First-Refusal: ASF Payment Solutions, Club Automation + CSI Spectrum, Elelko, Intenza Fitness, JumpSport Inc., Les Mills International, Matrix Fitness, SportsArt, Technogym, TSG and TRUE Fitness

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: Master Lock Company LLC

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. and Helix

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 four days of the Convention.

**IHRSA IS THE PREMIER
FITNESS BUSINESS EVENT
in the world, so to have your
brand aligned 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: Wednesday, March 18, 10:30am-12:00pm

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

SESSION #2: Thursday, March 19, 8:30am-9:45am

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

SESSION #3: Friday, March 20, 8:30am-9:45am

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

SESSION #4: Saturday, March 21, 11:30am-12:30pm

Fee: \$20,000 – Exclusive Right-of-First-Refusal: Gympass

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

*Must be registered convention attendee

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

Sarah Welch, MINDBODY, inc.



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 perks unavailable to your competitors.

Member Center

Wednesday – Saturday, March 18-21

Fee: \$17,500 – Exclusive

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

The Center will be open for Convention attendees during the event and will provide attendees 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 – Saturday, March 18-21

Fee: \$7,500 – Non-Exclusive

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 within the Club to conduct meetings throughout the event, as well as to mingle with attendees from around the globe.

Opening Reception

Wednesday, March 18, 7:30pm - 9:30pm

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

Thursday, March 19, 7:00pm - 9:00pm

Fee: \$7,500 – Exclusive

Right-of-First-Refusal: Perfect Gym Solutions

A very unique camaraderie exists at this reception, where international delegates get together annually to meet up with old friends and to share common experiences. This lively event continues to grow as representatives from nearly 80 countries attend the Convention each year. As the sponsor of this event, your company will receive visibility and exposure with these prominent delegates from around the globe.



Relaxation Station

Thursday and Friday, March 19-20 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. Services are available for both days of the Trade Show.

EDUCATIONAL PROGRAMMING

For many, education is the primary reason for attending the IHRSA International Convention. IHRSA brings in very engaging and prominent speakers from inside and outside the industry to share their experiences and knowledge with attendees. 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 marketing to strategy and finance, from member retention to technology, sponsoring Educational Tracks are a great way to highlight your company.

Simultaneous Interpretation Program

Wednesday – Saturday, March 18-21, – Session times vary

Fee: \$7,500 – Language Exclusivity

Right-of-First-Refusal: ChinaFit for 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 (Chinese, Japanese, Portuguese, Russian and Spanish). In addition, special programming will be offered for individual countries to run their own sessions, to be interpreted in their primary language.



Supplier Seminars

Wednesday, March 18, 1:30-2:45pm

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

Right-of-First-Refusal: American Council on Exercise, Balanced Body, Club Automation + CSI Spectrum, Functional Remedies, HydroMassage, Les Mills International, MINDBODY, Perfect Gym Solutions, SportsArt and Trainerize.

Do you have a story to tell? Is there an exceptional speaker whose message would be applicable to the IHRSA audience? Supplier Seminars give your company the platform to tell your story, share industry insights and further educate prospective buyers. These 75-minute 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

Wednesday, March 18

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 Summit

Wednesday, March 18, 1:00pm-3:00pm

Fee: \$10,000 – Exclusive

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

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 this initiative and put your company at the forefront of this important segment of club management and ownership.

This sponsorship includes signage within the room, speaker introduction, promotional video opportunity, as well the opportunity to distribute corporate literature or gifts to attendees.

Industry Leadership Summit

Wednesday, March 18, 4:45pm-6:00pm

Fee: \$12,500 – Exclusive

Right-of-First-Refusal: ABC Financial Services

This invitation-only exclusive event brings industry leaders, top IHRSA supporters and distinguished guests together to listen to a prominent speaker, network and socialize. 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 in a social setting. This sponsorship includes signage within the room, speaker introduction, promotional video opportunity, and the opportunity to distribute corporate literature and/or a gift to attendees.

EXERCISE PROGRAMMING

Exercise Classes

Thursday and Friday, March 19 & 20

6:30am-7:25am & 7:30am-8:25am

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

Right-of-First-Refusal: 9Round Franchising, Balanced Body, JumpSport Inc., Les Mills International, Merrithew, Polar, Strong by Zumba, Torque and WaterRower.

Private rooms will be available on Thursday and Friday 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 fees may apply for these popular activities at the event.

SPONSORSHIP OPPORTUNITIES AT GLANCE

EVENT MARKETING INITIATIVES	FEE	AVAILABILITY
Pre-event Marketing Brochure	\$20,000	Exclusive
Broadcast E-mail	\$3,000	Limited
Broadcast E-mail Package (Pre- and Post- Show)	\$5,000	Limited
IHRSA 2020 "Official" 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 Bags	\$7,500	Exclusive
Convention Insert	\$5,000	Non-Exclusive
Trade Show Insert	\$5,000	Non-Exclusive
Convention & Trade Show Bag Insert Package	\$8,000	Non-Exclusive
Exhibitor Directory	\$17,500	Exclusive
Program Guide	\$17,500	Exclusive
Convention Note Pads	\$7,500	Exclusive
Convention Pens	\$7,500	Exclusive
Convention Note Pads and Pens Package	\$12,500	Exclusive
Hotel Room Keys	\$12,500	Exclusive
Hotel Room Drop	\$5,000	Non-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
KEYNOTE SPEAKERS		
Session #1 - Wednesday	\$25,000	Exclusive
Session #2 - Thursday	\$25,000	Exclusive
Session #3 - Friday	\$25,000	Exclusive
Session #4 - Saturday	\$20,000	Exclusive
NETWORKING ACTIVITIES & SPECIAL EVENTS		
Member 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
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 Summit	\$10,000	Exclusive
Industry Leadership Summit	\$12,500	Exclusive
EXERCISE PROGRAMMING		
Exercise Classes	\$3,000	Limited



FOR INFORMATION ON SPONSORSHIP, contact Lynne Devaney (lsd@ihrsa.org) or Theresa Duffy (tld@ihrsa.org), or call 800-228-4772 (US/Canada) or +1 617-951-0055.

