



*Celebrating the
Industry's Revival*

EXHIBITOR
PROSPECTUS



Celebrating the Industry's Revival!

**40TH ANNIVERSARY IHRSA INTERNATIONAL
CONVENTION & TRADE SHOW**



EXHIBITOR PROSPECTUS • TRADE SHOW HOURS

Los Angeles Convention Center, Los Angeles, CA USA

Tuesday, September 21

10:00am – 6:00pm
Trade Show

Wednesday, September 22

6:30am – 8:30am
Early Morning Workout

Wednesday, September 22

10:00am – 4:00pm
Trade Show

Dear Industry Partners,

The year 2020 will go down in history as one of the most challenging for businesses globally, and the health and fitness industry in particular. The industry has been upended in ways never before foreseen, businesses and jobs lost—people’s livelihoods threatened. Yet, our industry has been resilient.

Companies rapidly pivoted to digital offerings. Innovative solutions were developed to improve safety and air quality, and cleaning and social distancing measures were put into place at facilities. Best of all, our industry banded together to leverage the power of collaboration to share knowledge and best practices in order to help each other meet the many challenges this pandemic has brought.

For those partners who have credits from IHRSA 2020: Firstly, I want to thank you for your patience and strong support of IHRSA. Your continued support has enabled your association to fight every day on behalf of the industry. Keeping clubs open and viable has been, and continues to be, IHRSA’s #1 priority.

Secondly, I would like you all to know that the IHRSA Board of Directors and staff truly appreciate your willingness to work with us as we steer the association and the industry towards what we believe will be a robust recovery in the second half of 2021 and beyond.

If you are interested in securing your booth placement, simply send back the signed 2021 exhibitor contract enclosed here indicating the size of the booth you wish to secure and our team will get back to you. If you have any questions the IHRSA team is available and happy to discuss your plans.

No one can accurately predict what the world and industry will look like in September 2021. However, with the recent positive news around several COVID-19 vaccines and their approvals and timetables for distribution, we are confident that IHRSA will be able to gather the industry’s key decision makers in Los Angeles in September.

IHRSA 2021 may in fact be the first large in-person gathering for the global industry since this crisis began more than a year ago!

Once again, thank you for all you do to keep our industry strong. For certain, there are better days ahead. September 20-22 should be among the best of them in 2021.

Please plan on joining your peers as we celebrate the industry’s revival—and of course, IHRSA’s 40 year anniversary of growing, protecting and promoting the industry we all love.

Best Regards,



Brent Darden
Interim President & CEO



2021: Recovery and Revival!

When the pandemic is behind us, the global health and fitness industry will be poised for a period of sustained growth as consumers realize that they can no longer take their health for granted. The companies that survive the COVID-ERA will be leaner, smarter and agile. IHRSA 2021 is where the industry will do business once again!

Join us in September, as we gather in Los Angeles to ready the industry for a great revival.

IHRSA is Not Just a Trade Show!

IHRSA is the nonprofit global trade association for the health & fitness industry.

As the pandemic crisis has shown, thousands of club and supplier businesses around the globe rely on IHRSA to provide needed assistance and support to help them succeed. As the only nonprofit trade association representing the global health and fitness industry, IHRSA invests any profits from events, sponsorship and advertising to fund industry initiatives that protect and help grow the industry.



HOW AND WHEN BOOTH LOCATIONS ARE ALLOCATED

Industry Partner Member Booth Selection

To secure a booth location complete the exhibitor contract with 50% deposit of total booth fees and return it to Luke Ablondi at lba@ihrsa.org.

Beginning in February, our team will begin contacting companies that have submitted their contract and deposit in order of their IHRSA AMPS ranking.

If you have questions regarding exhibiting at IHRSA 2021 in Los Angeles in September, simply email Luke Ablondi at lba@ihrsa.org or call +1 617-316-6773.

If you are not yet an IHRSA member, please visit ihrsa.org/partner to join.

Non-member Companies

Once partner members are placed, companies that are not IHRSA members may purchase booth space.

YOUR FRIENDLY IHRSA TEAM



Lynne Devaney
*Vice President
Sponsorship &
Business Development*
+1 617-316-6704
lsd@ihrsa.org



Michele Eynon
*Vice President of
Advertising Sales*
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+1 617-316-6792
tld@ihrsa.org



Luke Ablondi
Trade Show Manager
+1 617-316-6773
lba@ihrsa.org

Benefits of Exhibiting that Make a Difference!

As the only trade association for the global health club industry, IHRSA strives to deliver the highest quality and most professionally produced convention and trade show in the industry, with additional complimentary exhibitor benefits that matter.

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 EXHIBITOR PROFILE in the September show issue of *Club Business International* (CBI). An exclusive benefit for exhibiting companies, this is your opportunity to list the products and services you will be exhibiting at the show.

FREE EXHIBITOR LISTING ON IHRSA.ORG. IHRSA 2021 exhibitors will be highlighted in a special category listing for easy reference and enhanced search engine optimization (SEO).

FREE customer invitations to the Trade Show—Offer your best clients complimentary access to the exhibition. IHRSA can provide your company with a special promotional code for use in your marketing materials.

FREE access to the Trade Show 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 for your booth.

The opportunity to purchase IHRSA Convention educational program registrations at discounted rates for your customers (IHRSA club membership eligibility requirements apply).

EXHIBIT FEES*

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

IHRSA Member

US \$3,950

Non-Member

US \$4,700

**For corner booth locations, a US \$400 fee per corner will be added. 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, Luke Ablondi, Trade Show Manager at lba@ihrsa.org or call 800-228-4772 or +1 617-316-6773.

For more information on IHRSA's 40th Anniversary International Convention & Trade Show, visit ihrsa.org/convention.



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 & Guidelines

LOS ANGELES CONVENTION CENTER, SOUTH HALLS G-K

EXHIBITOR SET-UP

Saturday, September 18

8:00am - 5:00pm

Sunday, September 19

7:00am - 6:00pm

Monday, September 20

7:00am - 6:00pm

TRADE SHOW SCHEDULE

Tuesday, September 21

10:00am - 6:00pm

Wednesday, September 22

6:30am - 8:30am

Early Morning Workout

10:00am - 4:00pm

EXHIBITOR DISMANTLE

Wednesday, September 22

4:01pm - 11:00pm

Thursday, September 23

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 Monday, July 5, 2021.

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. For more information on IHRSA and IAEE guidelines visit ihrsa.org/exhibit.

NOTE: All exhibits must be completely installed and ready for inspection by show management before 6:00pm on Monday, September 20. All exhibitors must keep their displays up and open through 4:00pm on Wednesday, September 22.

QUESTIONS? Contact Luke Ablondi at lba@ihrsa.org or call 800-228-4772 or +1 617-316-6773 or visit ihrsa.org/partner.



IHRSA 2021 EXHIBITOR CONTRACT
International Trade Show | Los Angeles, California
Tuesday-Wednesday, September 21-22, 2021



This Contract confirms that the company noted below has requested booth space during IHRSA's 40th Anniversary International Convention & Trade Show at the Los Angeles Convention Center, in Los Angeles, California, September 21-22, 2021. This request will not be confirmed until this signed Exhibitor Contract and appropriate deposit is received by IHRSA, in accordance with the stipulations set forth here and in the Exhibitor Prospectus. IHRSA Industry Partner Members further understand and agree that all membership renewal fees due for Membership must be paid on or before the membership renewal date. Failure to do so will result in Non-Member booth fees being applied as noted below for all booth selections. In the event an exhibitor reduces the size or dimensions of their display after this Contract has been signed, IHRSA reserves the right to relocate the exhibitor to another location on the Trade Show floor and/or to change the configuration of the exhibitor's booth space.

BOOTH FEES: (check all that apply)

MEMBER - Number of 10'x10' booth spaces _____ x \$3,950 per booth space = \$ _____

NON-MEMBER - Number of 10'x10' booth spaces _____ x \$4,700 per booth space = \$ _____

PLUS - Number of corner booth spaces _____ x \$400 per corner = \$ _____

PLUS - Number of multi-level booth spaces _____ x \$2,000 per booth space = \$ _____
 (only charged for exhibits designed with a second level for product display and/or meeting space)

TOTAL BOOTH FEES: \$ _____

PAYMENT: 50% of the total booth fees due is required with this signed Contract; the balance payment is due by **June 15, 2021**.

(check one)

Check enclosed, made payable in U.S. dollars to: **IHRSA** Wire Credit Card

To wire US Dollars, use the following instructions:

Address: IHRSA, 70 Fargo Street, Boston, MA 02210

Payment Details: BANK OF AMERICA, 100 Federal Street Boston, MA 02110

Routing/Transit (ABA) Number: 0260-0959-3 Swift Code: BOFAUS3N. Account: 29108269

If you wish to pay with a credit card, contact Luke Ablondi at lba@ihrsa.org +1 617-316-6773

IMPORTANT. If you have an IHRSA 2020 Credit, the amount of your credit may be used in 2021, 2022 or 2023. If you would like to utilize all or a portion of it for this 2021 booth deposit, please indicate the amount of credit to be applied here: \$ _____. The IHRSA team will contact you once this contract is received to confirm and schedule your booth placement selection.

With the signature below, our company acknowledges we have received, read and agree to the Rules & Regulations for exhibiting at IHRSA 2021, as stated on this two-sided Exhibitor Contract, including the back page entitled, IHRSA 2021 Exhibitor Rules & Regulations, and as noted on the ihrsa.org/exhibit section of the IHRSA website, and that our personnel agree to abide by all of these guidelines, and the procedures within the Exhibitor Services Manual.

Authorized Signature: _____ Date: _____

Print Name: _____ Title: _____

E-Mail: _____ Direct Telephone: (____) _____

Company Name: _____ Main Telephone: (____) _____

Street Address: _____ City: _____

State/Province: _____ Postal Code: _____ Country: _____

If different from above, please indicate below the primary contact for all aspects of your company's Trade Show booth. All future notices, advisories, e-newsletters, and correspondence from IHRSA regarding your booth will ONLY be sent to this individual:

Print Name: _____ Title: _____

Mailing Address: (if different than above) _____

Direct Telephone: (____) _____ E-Mail: _____

IHRSA SHOW MANAGEMENT USE ONLY:

Booth #: _____ Booth Type: _____ Dimensions: _____ Sq. Ft.: _____

Order #: _____ Contact ID: _____ Authorized: _____ Company ID: _____

IHRSA FINANCE USE ONLY:

Deposit: Date: _____ Check #: _____ Balance: Date: _____ Check #: _____

UPON COMPLETION, MAIL OR EMAIL THIS SIGNED TWO-SIDED CONTRACT, ALONG WITH THE DEPOSIT PAYMENT TO: Luke Ablondi, Trade Show Manager
IHRSA 2021 • 70 Fargo Street • Boston, Massachusetts 02210 USA or email the signed contract to: lba@ihrsa.org.

IHRSA 2021 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 July 5, 2021 any payments due IHRSA. No reduction in booth size will be allowed after July 5, 2021.

REFUND/CANCELLATION POLICY If written notice of cancellation from an exhibitor is received by IHRSA on or before June 5, 2021, a full refund of booth fees will be processed. However, after June 5, 2021, 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 sideward 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 July 5, 2021. 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 July 5, 2021. 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 credit or return to the exhibitor its booth fees, less costs and expenses incurred and committed by IHRSA, estimated to be 20% of fees.

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 2021, 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.

- **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: