



*Celebrating the
Industry's Revival*

EXHIBITOR
PROSPECTUS



Celebrating the Industry's Revival!

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



EXHIBITOR PROSPECTUS • TRADE SHOW HOURS

Kay Bailey Hutchison Convention Center, Dallas, Texas USA

Thursday, October 14

10:00am – 6:00pm
Trade Show

Friday, October 15

6:30am – 8:30am
Early Morning Workout

Friday, October 15

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 October 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 Dallas in October.

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. October 13-15 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 October, as we gather in Dallas 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 Dallas in October, 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
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Luke Ablondi
Trade Show Manager
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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 October 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

Kay Bailey Hutchison Convention Center Dallas, Halls A-C

EXHIBITOR SET-UP

Monday, October 11

8:00am - 5:00pm

Tuesday, October 12

7:00am - 6:00pm

Wednesday, October 13

7:00am - 6:00pm

TRADE SHOW SCHEDULE

Thursday, October 14

10:00am - 6:00pm

Friday, October 15

6:30am - 8:30am

Early Morning Workout

10:00am - 4:00pm

EXHIBITOR DISMANTLE

Friday, October 15

4:01pm - 11:00pm

Saturday, October 16

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 Wednesday, October 13. All exhibitors must keep their displays up and open through 4:00pm on Friday, October 15.

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

