



2026 HFA European Congress Sponsorship Prospectus

24–26 September 2026 • London, England

The Health & Fitness Association (HFA) invites you to engage with industry decision-makers at the 2026 HFA European Congress—three days of networking, executive-level education, and meaningful business connections.

This premier gathering brings together leaders from across Europe and around the globe, providing sponsors with unparalleled access to influential buyers and industry innovators.



Why Sponsor the 2026 HFA European Congress?

Position your company at the center of the European fitness industry. The Congress attracts senior executives, owners, operators, and leading solution providers committed to advancing the business of fitness.

Sponsorship offers direct access to qualified buyers and a powerful platform to elevate your brand.

For Sponsorship Inquiries:

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Benefits Included in All Sponsorship Packages

- Sponsor recognition in all pre-event marketing materials
- Logo placement on the main presentation screen prior to all sessions
- Pre-event participant list (provided four weeks prior)
- Post-event participant list (provided two weeks after)
- Sponsor listing on healthandfitness.org/congress and in the Event App
- 50% discount on a full-page ad in the HFA Global Report (complimentary for Presenting Sponsor)
- Right-of-first-refusal for the 2027 HFA European Congress



2026 Sponsorship Packages

Presenting Sponsor

Fee: €35,000 (Exclusive)

- Recognized as the Presenting Sponsor of Event
- Keynote Speaking Opportunity OR introduction of a Keynote Speaker along with company promotional video
- Top Branding Placement on all event materials, website, and signage
- Premium Marketplace Space: 3 metre x 3 metre maximum display with table and 2 chairs included
- 1 Full page in the HFA Global Report
- Event App: Two push notifications (one pre-event and one during the event)
- 1 Promotional Broadcast Email to attendees: Sent pre or post event
- Customized Activation Opportunity
- Recognition as sponsor of welcome reception
- Opportunity to distribute one piece of marketing material on all seats
- Opportunity to place up to three pull-up banners throughout event space
- 5 All-Access Passes for Sponsor Employees: Includes attendance at the club tours for your company's employees

Platinum Sponsor

Fee: €20,000 (Limit 3)

- Speaking opportunity in a featured panel or fireside chat
- High-Visibility Branding (website, signage, and event collateral)
- Sponsor Marketplace Space: 3 metre x 3 metre maximum display with table and 2 chairs included
- Event App: Two push notifications (one pre-event and one during the event)
- 1 Promotional Broadcast Email: Sent pre or post event
- Branded Experience (exclusive sponsor of 1 coffee and tea break)
- 4 All-Access Passes for Sponsor Employees: Includes attendance at the club tours for your company's employees

Gold Sponsor

Fee: €15,000

- Sponsor Marketplace Space: 3 metre x 3 metre maximum display with table and 2 chairs included
- Onsite Branding (signage, digital displays)
- 2 All Access Passes for Sponsor Employees: Includes attendance at the club tours for your company's employees

Silver Sponsor

Fee: €10,000

- Sponsor Marketplace Space: 3 metre x 3 metre maximum display with table and 2 chairs included
- Onsite Branding (signage, digital displays)
- Recognition in Event Marketing Materials
- 2 All Access Passes for Sponsor Employees: Includes Club Tours for your company's employees to attend

Bronze Sponsor

Fee: €6,000

- Onsite Branding (signage, digital displays)
- 2 All Access Passes for Sponsor Employees: Includes attendance at the club tours for your company's employees

Custom & À La Carte Opportunities

Custom Packages

Develop tailored experiences such as curated networking events, VIP dinners, branded lounge activations, or digital content integrations.

À La Carte Options

- **Name Badge Lanyards (€7,000)** – Exclusive branding on attendee lanyards. (Sponsor produces lanyards)
- **Name Badges (€7,000)** – Exclusive branding alongside event branding on all attendee badges.
- **Attendee Bag (€7,000)** – Every attendee will receive a branded bag when checking in at registration. (Sponsor produces bags)
- **Translation (€7,000)** – Recognition for supporting the language translation program
- **Club Tours (€7,500)** – Branding recognition on all promotion of the Club Tour program.
- **Onsite Registration (€7,500)** – Showcase your company logo and branding alongside the event branding at the onsite registration area.
- **Keynote Session Sponsor (€8,500)** – Exclusive branding for the keynote session with logo placement and on-stage recognition along with video.
- **Lunch Sponsor (€7,500 per day)** – Branding on menus, signage, and opportunity to provide branded giveaways.
- **Wellness & Relaxation Sponsor (€7,500)** – Branding on wellness activities like morning yoga or meditation sessions.
- **Custom Digital Signage (Variable)** – Branding on high-traffic areas within and outside of the event venue.
- **Equipment Pedestal (€6,000)** – Display your product in a highly trafficked area during the entire event.
- **Exercise Programming (€4,000)** – Lead a class for all attendees to take part in.

What Past Attendees Say

"The HFA European Congress is a must-attend event for anyone seeking to stay at the forefront of the European fitness industry. The Congress consistently provides a unique and valuable opportunity for interactive learning, exceptional networking and insightful sessions and speakers. It is an event I look forward to annually!"

– David Van Daff, Director of Global Industry Development, NASM

For more information or to reserve your sponsorship, please contact:

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