



**AMERICAN COLLEGE
of SPORTS MEDICINE**
LEADING THE WAY

HEALTH & FITNESS SUMMIT

Exhibitor Prospectus

February 22-25, 2024 • Chicago

EXPO HALL SCHEDULE

Thursday, February 22

9:00am–5:00pm

Freeman/Exhibitor Move In

6:30–8:30pm

Opening Reception

Friday, February 23

11:00am–3:00pm

Expo Hall Open

5:00–7:30pm

Expo Hall Open

Saturday, February 24

11:00am–2:00pm

Expo Hall Open

2:00–8:00pm

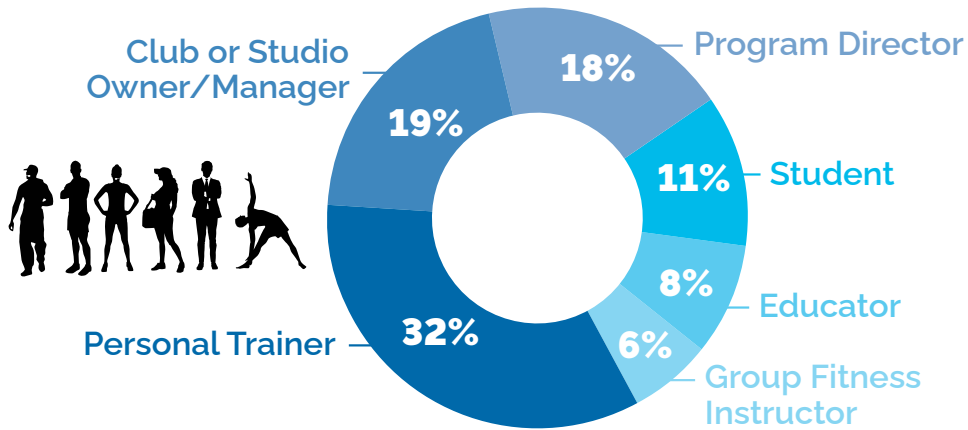
Exhibitor Move-out

Additional Information

- Booths will be assigned based on payment date. Booth locations will be finalized in January 2024.
- The official decorator, Freeman, will send a link to a service kit once you've been assigned a booth.
- Booths are carpeted and include an 8' back wall and 3' side rails. Tables, chairs, power and internet can be ordered through Freeman.
- Children under 18 must wear a badge and be accompanied by an adult at all times. Children are not permitted on the exhibit floor during setup and teardown.



WHO YOU'LL MEET



65% FEMALE



35% MALE

ROLE ATTENDEES PLAY IN THE BUYING PROCESS FOR THEIR FACILITIES

35%

are key decision-makers

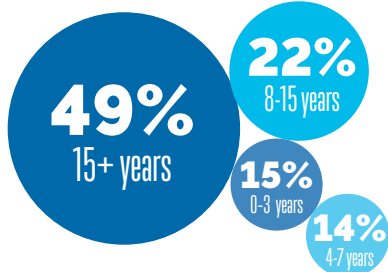
12%

contribute to final decision

19%

provide educated recommendations

YEARS OF EXPERIENCE IN THE INDUSTRY



EMPLOYMENT STATUS

54% Full-Time 25+ hours per week

40% Part-Time 24 hours or less per week

6% Not employed in the fitness industry

SPONSORSHIP OPPORTUNITIES

Event Partners

\$5,000

10 available

Total value of over \$15,000

- 10'x10' carpeted booth in the Exhibit Hall with 8' back drape and 3' side rail (includes all other entitlements of an Event Exhibitor) *(\$1,569 value)*
- Dedicated email sent to both IDEA and ACSM complete databases *(\$10,000+ value)*
- One social media post on both IDEA & ASCM channels
- Logo recognition in all pre and post registration event information communications sent to registered attendees
- Logo placement on Health & Fitness Summit landing page (IDEA & ACSM websites)
- Logo placement on on-site event signage
- Timed banner advertisement on conference mobile app
- Option to place a promotion or discount in the digital swag bag
- (2) complimentary registrations at IDEA-ACSM Health & Fitness Summit (includes educational sessions and CECs) *(\$600 value)*

Event Exhibitors

\$1,569

- 10x10 carpeted booth in the Exhibit Hall with 8' back drape and 3' side rail
- Complimentary booth staff registrations*
- (2) full conference registrations at 50% off, which includes educational sessions and CECs
- Listed in mobile app and onsite program (digital)
- Listed on Health & Fitness Summit landing page (IDEA & ACSM websites)
- Option to place a promotion or discount in the digital swag bag
- Liability insurance listing IDEA, ACSM, and the Hilton Chicago as additional insured (\$1,000,000 per occurrence; \$2,000,000 aggregate; \$0 deductible)
- Ability to have branded educational session(s) (workout, workshop or lecture) on the official program, upon approval by IDEA & ACSM*

**Booth staff are defined as employees of the exhibiting company. Booth staff have access to the Exhibit Hall but do not have access to educational sessions or CECs.*

**There is no guarantee education will be selected, but a booth or the Industry Programming Partner Sponsor is a prerequisite to have education on the program*

**Company will be responsible for speaker fees, travel and accommodations for selected branded educational sessions*

ADDITIONAL OPPORTUNITIES

| | | |
|------------------------|-------------------------------|---|
| Lanyard Sponsor | \$2,500 1 available | <ul style="list-style-type: none"> • Customize the official meeting lanyards with your company logo (lanyards paid for and provided by sponsor, approved by IDEA/ACSM); distributed at Attendee Registration onsite • Listed in mobile app as an event sponsor |
| Apparel Sponsor | \$2,000 1 available | <ul style="list-style-type: none"> • Provide IDEA & ACSM staff with company branded pants, shirts and/or jackets to be worn at all times while working (apparel paid for and provided by sponsor, approved by IDEA/ACSM); (approximately 20 units) • Listed in mobile app as an event sponsor |
| Charity Bag | \$200 | <ul style="list-style-type: none"> • Donate to a charity bag which will be distributed to local communities in need. Attendees will visit your booth to receive items and place them in the charity bag. IDEA-ACSM will purchase all items from total funds received and distribute to each participating company. <p><i>Must be an event exhibitor for this opportunity</i></p> |

EDUCATIONAL OPPORTUNITIES

| | | |
|-------------------------------------|-------------------------------|--|
| Sponsored Lunch & Learn | \$6,000 9 Available | <ul style="list-style-type: none"> • Conduct a promotional lunch seminar/panel for up to 100 attendees. Attendees will be provided with boxed lunches (cost of lunches is included in the sponsorship cost) • Seminar can be promotional in nature to get your messaging in front of a captive audience • Listed in mobile app as an event sponsor • Option to place a promotion or discount in the digital swag bag |
| Industry Programming Partner | \$1,000 9 Available | <ul style="list-style-type: none"> • Ability to have branded educational session(s) on the official program, upon approval by IDEA & ACSM* • Logo placement on Health & Fitness Summit landing page • Option to place a promotion or discount in the digital swag bag <p><i>*Being an Event Exhibitor or Industry Programming Partner Sponsor is a prerequisite to have education on the program</i></p> <p><i>*Company will be responsible for speaker fees, travel and accommodations for selected branded educational sessions</i></p> |

To learn more about sponsorship opportunities, please contact:
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