



Bridging the Gap in Healthcare and Fitness

Michigan Fitness Association Annual Conference

OCTOBER 15, 2025

Michigan Athletic Club, East Lansing | Sponsorship Opportunities



BUILDING THE BRIDGE

*Bridging the Gap in
Healthcare and Fitness*

Michigan Fitness Association Annual Conference

OCTOBER 15, 2025

Michigan Athletic Club, East Lansing

We are excited to host the second annual Michigan Fitness Association Annual Conference! Gym owners and operators from across the State of Michigan will attend this conference to learn how to run their businesses more efficiently and how to improve services for their members. We ask for your support of this special event and invite you to join us for this opportunity to share your products and services with our members.

SPONSORSHIP OPPORTUNITIES

CONFERENCE SPONSOR \$1250

Includes the below Exhibit Display Sponsorship and these additional benefits. Opportunity to place promotional item and/or printed material at attendee tables, company name and logo displayed throughout conference, company ad included in digital conference marketing.

EXHIBIT DISPLAY \$750

Includes an 6ft. display table with one chair. Registration for one representative, planned meals and breaks are included. A mailing list of conference attendees will be provided pre- and post-conference. Company name and contact will be listed in conference materials. Additional representative registration and display table electricity available for an additional fee.

LUNCH SPONSOR \$550

Includes company name and logo displayed on a sign throughout lunch and inclusion in conference program. Sponsor has opportunity to place promotional item and/or printed material on buffet tables.

BREAKFAST SPONSOR \$400

Includes company name and logo displayed on a sign throughout breakfast and inclusion in conference program. Sponsor has opportunity to place promotional item and/or printed material on buffet tables.

COFFEE BREAK SPONSOR \$250

Includes company name and logo displayed on a sign throughout break and inclusion in conference program. Sponsor has opportunity to place promotional item and/or printed material on break tables.

CLICK HERE TO REGISTER AS A SPONSOR



BUILDING THE BRIDGE

*Bridging the Gap in
Healthcare and Fitness*

Michigan Fitness Association Annual Conference

OCTOBER 15, 2025

Michigan Athletic Club, East Lansing

CONFERENCE INFORMATION

LOCATION

Michigan Athletic Club
2900 Hannah Blvd.
East Lansing, MI 48823
Complimentary parking available.

ACCOMMODATIONS

Graduate by Hilton East Lansing
133 Evergreen Ave.
East Lansing, MI 48823

Graduate East Lansing is offering conference guests a special rate of \$139, available until September 14, or until sold out, whichever occurs first. We recommend reserving your room early to help ensure this special rate. Visit our conference page at www.mfafit.org to access the special booking link.

Hotel valet parking available for \$35 per night or visit our conference page at www.mfafit.org for information on additional parking options.

SHIPPING INFORMATION

Shipped items should arrive no earlier than three days before the event date.
Michigan Athletic Club
ATTN: Nicole Fleming
2900 Hannah Blvd.
East Lansing, MI 48823
(Hold for MFA Conference Oct. 15)

REGISTRATION

Registration deadline for sponsorships and exhibit displays is September 24, 2025.
Cancellation Policy: All cancellation requests must be received in writing by October 6 and will be charged a \$50 processing fee. No refunds will be granted after October 6, 2025.

SCHEDULE

(subject to change)

7:00am

Exhibit Set Up

8:00am-8:30am

Continental Breakfast & Visit Exhibits

8:30am-10:30am

Education

10:30am-11:00am

Break & Visit Exhibits

11:00am-12:00pm

Education

12:00pm-1:00pm

Lunch & Visit Exhibits

1:00pm-2:00pm

Education

2:00pm-2:15pm

Break & Visit Exhibits

2:15pm-4:15pm

Education

4:15pm

Exhibit Tear Down

CLICK HERE TO REGISTER AS A SPONSOR