

MFA ANNUAL CONFERENCE

BUILDING THE BUSINESS OF FITNESS

STRONGER BUSINESSES BUILD HEALTHIER COMMUNITIES

SPONSORSHIP INFORMATION



MFAFIT.ORG

OCTOBER 21, 2026

OAKLAND CENTER, ROCHESTER

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We are excited to announce the 2026 Michigan Fitness Association Annual Conference with a theme of “Building the Business of Fitness”. 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 a 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.

THANK YOU 2026 CORPORATE PARTNERS

MFA Corporate Partnership provides heightened visibility with Michigan’s fitness business owners at the Annual Conference and all throughout the year. To learn more about MFA Corporate Partnerships, [click here](#).

SILVER PARTNER



BRONZE PARTNERS



CLICK TO REGISTER AS A SPONSOR

CLICK TO REGISTER AS A PARTNER

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CONFERENCE INFORMATION

LOCATION

Oakland Center
312 Meadow Brook Rd.
Rochester, MI 48309
Complimentary parking available.

ACCOMMODATIONS

Holiday Inn Express Auburn Hills
3990 Baldwin Rd.
Auburn Hills, MI 48326
Holiday Inn Express is offering conference guests a special rate of \$144, available until September 20, or until sold out, whichever occurs first. We recommend reserving your room early to help ensure this special rate. To reserve, [click here](#), to access our special booking page, or call 1-888-465-4329 and reference group code D7V.

SHIPPING INFORMATION

Oakland Center
312 Meadow Brook Rd., Suite 151
Rochester, MI 48309
Hold for MFA Conference 10/21
(attendee name)

Shipments may be delayed due to The Oakland Center's central processing, and you may experience delayed delivery time. If possible, we suggest bringing all materials with you.

REGISTRATION

Registration deadline for sponsorships and exhibit displays is September 30, 2026.

Cancellation Policy: All cancellation requests must be received in writing by October 12 and will be charged a \$25 processing fee. No refunds will be granted after October 12, 2026.

SCHEDULE

(subject to change)

8:00am

Exhibit Set Up

8:45am-9:15am

Continental Breakfast & Visit Exhibits

9:15am-11:00am

Education

11:00am-11:30am

Break & Visit Exhibits

11:30am-12:30pm

Education

12:30pm-1:30pm

Lunch & Visit Exhibits

1:30pm-2:30pm

Education

2:30pm-3:00pm

Break & Visit Exhibits

3:00pm-4:00pm

Education

4:00pm

Exhibit Tear Down

CLICK HERE TO REGISTER AS A SPONSOR