europe active
MORE PEOPLE | MORE ACTIVE | MORE OFTEN



EVENTS · RESEARCH · PARTNERSHIPS

Partnership Opportunities 2027

Put your brand at the heart of Europe's health, fitness and physical activity sector, alongside the operators, suppliers, investors and policymakers shaping its future.

European Health and Fitness Forum • Market Report • Active Leadership Forum • Exercise for Health Summit • International Standards Meeting

europeactive.eu

More people, more active, more often

EuropeActive is the leading member based non-profit organisation representing the European fitness and physical activity sector. Founded in Brussels in 2008, we bring operators, suppliers, training providers and national associations together to make physical activity a recognised, cost effective tool for public health across Europe.

OUR NETWORK

127	27	155	17,600
members	national associations	accredited training providers	EREPS professionals

THE SECTOR WE REPRESENT

75.5 million	€39.1 billion	67,515
members across Europe	in annual revenues	fitness clubs

Sector figures: EuropeActive/Deloitte, European Health & Fitness Market Report 2026, covering the 2025 calendar year.

WHAT WE DO

01 Advocacy

Representing the sector towards the EU institutions so physical activity is recognised as a preventative, cost effective public health solution.

02 Standards and education

Setting European standards for the fitness workforce, accrediting training providers in 46 countries and running the EREPS register.

03 Research and insight

Publishing the European Health & Fitness Market Report with Deloitte, the sector's reference for market data and trends.

04 Campaigns

Running ***#BEACTIVE DAY***, our contribution to the European Week of Sport: 22 countries and 829,707 participants in 2025.

WHY PARTNER WITH EUROPEACTIVE

Reach the decision makers

Our events bring together the operators, suppliers, investors and policymakers who shape the sector.

Credibility by association

We set the standards, publish the data and represent the sector in Brussels.

Visibility all year round

Events, the EuropeActive Magazine, newsletters and social media keep your brand in front of the sector.

Your year with EuropeActive

Five moments across the year where the sector comes together. Partner with one, or build a presence across several.



European Health and Fitness Forum

Cologne, Germany

The sector's annual flagship conference, ahead of FIBO.



European Health & Fitness Market Report

Launched at EHFF

The sector's reference study, produced with Deloitte.



Active Leadership Forum

Lisbon, Portugal

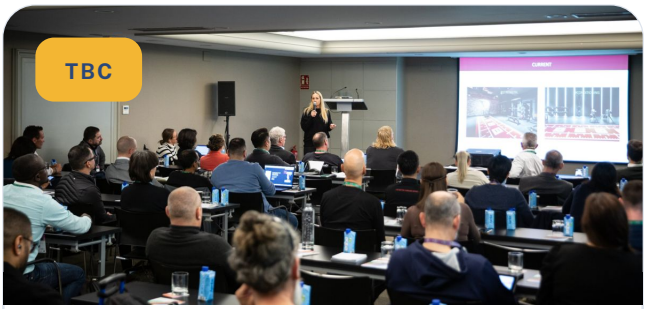
Invitation only forum for the sector's C-level executives.



Exercise for Health Summit

Brussels, Belgium

Bringing the sector into the European Parliament.



International Standards Meeting

LOCATION TBC

The annual meeting on standards and education for the sector's workforce.

Tailor made partnerships

Want to combine events, or need something that is not listed here? We build bespoke packages around your objectives and budget. Talk to our partnership team.

EUROPEAN HEALTH & FITNESS FORUM

europeactive
MORE PEOPLE | MORE ACTIVE | MORE OFTEN



EHFF 2027

The sector's annual flagship conference, ahead of FIBO.

DATE	LOCATION	AUDIENCE
7 April 2027	Cologne, Germany	500+ sector representatives

WHAT IS EHFF?

The European Health and Fitness Forum (EHFF) is an annual conference recognised by global industry leaders as the highlight of the year. It takes place every year in Cologne, Germany, ahead of FIBO, the world's largest fitness trade show.

EHFF brings together key stakeholders in the fitness and physical activity sector, including policymakers, healthcare professionals and industry leaders. It provides a platform for discussing trends, innovations and strategies related to the health and fitness industry. EuropeActive, the event owner of EHFF, uses this forum to promote the benefits of physical activity and healthy lifestyles, address industry challenges and shape the future of the sector.

WHY PARTNER WITH EHFF?

01 **Gain high level exposure** among global industry leaders, policymakers and health professionals.

02 **Align your brand with a prestigious event** recognised by global leaders in the health and fitness sector.

03 **Strengthen your visibility** within a diverse, international audience shaping the future of the sector.

04 **Benefit from extended branding** across EuropeActive's communications and platforms before, during and after the event.



EUROPEAN HEALTH & FITNESS FORUM

europeactive
MORE PEOPLE | MORE ACTIVE | MORE OFTEN

PACKAGE

EHFF Premium Partner

01 Before the event

- Media announcement of the partner
- Partner storytelling on social media
- Logo on the EHFF event and registration page
- Logo on event invitations and reminders
- 1 page ad in the EuropeActive Magazine and banner in the Newsletter (4 times across the year)

02 During the event

- Partner logo visibility throughout the EHFF venue
- Partner logo on goodie bags for all delegates, with the possibility of product placement
- Partner logo on the delegate badges
- Communication via the event app throughout the event
- Partner story shown on video screens in the lobby area
- Logo on the EHFF welcome slide on the main stage
- Partner mentions and live social media coverage throughout the event day
- Access to the EHFF VIP Lounge, including guests
- Premium partners mentioned at the opening and closing of EHFF
- Logo visibility at the EHFF/FIBO Networking Dinner
- Five (5) complimentary VIP tickets to EHFF and the EHFF Networking Dinner
- Ten (10) copies of the European Health & Fitness Market Report

03 After the event

- Partner logo and story included in post event promotion materials
- Partner logo and ad placement in the EHFF video
- Partnership interview included in the EHFF 2027 video
- Partnership interview included in the EHFF 2028 promotional video

INVESTMENT

€50.000

excluding 21% VAT if applicable

Sector exclusivity included. One partner per category: Operator, Equipment Supplier (reserved), Technology, Nutrition, Financial Services and more.

EUROPEAN HEALTH & FITNESS FORUM

europeactive
MORE PEOPLE | MORE ACTIVE | MORE OFTEN

MORE WAYS TO PARTNER

EHFF additional opportunities

Focused packages for a specific goal. Each can stand alone or complement a Premium partnership. All prices exclude 21% VAT if applicable.

Symposium

€15.000

A dedicated space for your company and the message you want to share at EHFF. Formally invite targeted groups for focused discussions on specific topics or broader themes, with expert led presentations, panel discussions and product launches.

Not exclusive per industry category.

- Prominent logo placement during the symposium
- Logo on the EHFF website and in pre event, live and post event communications
- Networking with a specific group of industry leaders
- Visible support for a programme addressing European standards
- Invite your own VIPs and guests to the symposium

App Sponsor

€8.000

- Prominent logo placement in the app
- A dedicated app sponsor section
- Logo on the event page
- Pre event communication of the app
- Live communication about the app throughout the event
- Post event communication of the app
- Half page ad in the EuropeActive Magazine

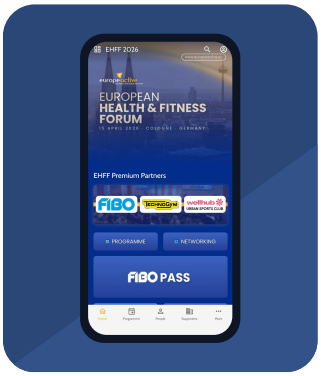
Lanyard Sponsor

€5.000

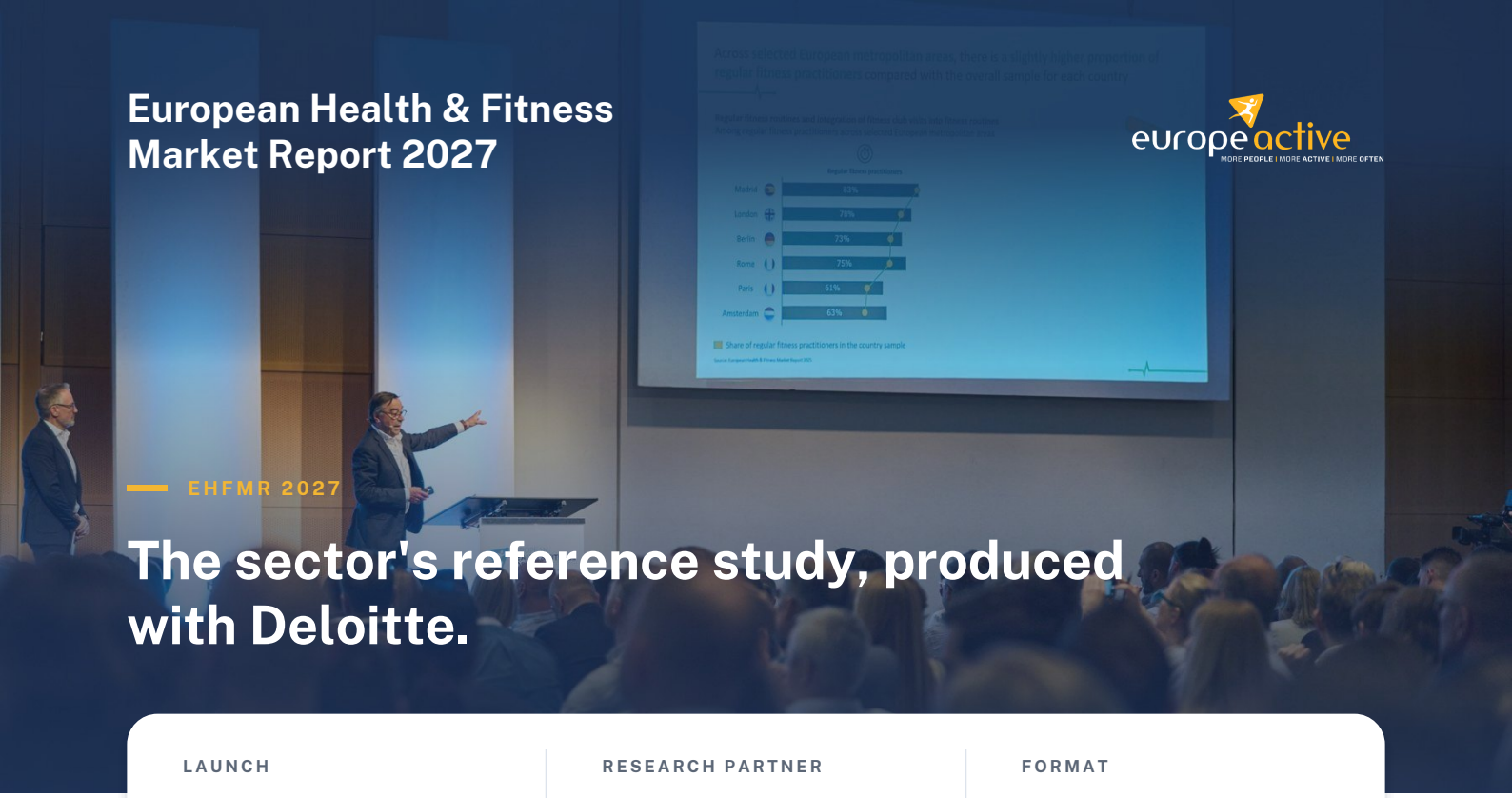
- Your logo on all delegate lanyards
- Your logo on the event page
- Banner advertisement in the EuropeActive Newsletter







European Health & Fitness Market Report 2027



EHFMR 2027

The sector's reference study, produced with Deloitte.

LAUNCH	RESEARCH PARTNER	FORMAT
7 April 2027, at EHFF	Deloitte	Print and ebook

WHAT IS EHFMR?

The European Health & Fitness Market Report (EHFMR) is the leading resource for data and analysis in the fitness and physical activity sector. Developed annually by EuropeActive in collaboration with Deloitte, this comprehensive study offers in depth insights into market size, growth trends, consumer behaviour, operator performance and emerging developments across Europe.

The report equips industry stakeholders, including operators, investors, suppliers and policymakers, with the evidence based intelligence needed for strategic planning, benchmarking and informed decision making. Recognised as a trusted reference across the sector, the Market Report plays a vital role in shaping a data driven future for fitness in Europe.

WHY SPONSOR EHFMR?

01 **Gain premium visibility** in the sector's most trusted and widely referenced publication.

02 **Align your brand** with evidence based leadership and market transparency.

03 **Reach key decision makers,** investors and operators across the European fitness landscape.

04 **Benefit from extensive branding** in the report, official presentations, press releases and industry events.



PACKAGE

EHFMR Sponsor

Benefits

- Company logo on the back cover
- One sponsor profile or ad page in the report
- Company logo on all official EHFMR slides for EuropeActive and Deloitte presentations
- Company mentioned in all official press releases regarding the EHFMR
- Logo included in the EHFMR presentation at the European Health and Fitness Forum
- Ebook version of the EHFMR plus ten (10) hard copies

Where your brand appears



Your logo on every official EHFMR presentation slide



Your logo on the report back cover

INVESTMENT

€15.000

excluding 21% VAT if applicable

Includes all sponsor rights and benefits outlined above.
Not exclusive per industry category.

PACKAGE

Tech Spotlight Partner

An exclusive package for selected technology companies seeking to position themselves at the forefront of the European fitness and physical activity sector. It combines premium visibility, thought leadership and integration into EuropeActive's flagship research and event platforms.

01 In the Market Report

- Dedicated inclusion of your company's technology insights in the 2027 Tech Trends Review, part of the Market Report distributed globally to sector stakeholders, policymakers, investors and media
- Recognition as “Tech Spotlight Partner” within the report
- Media coverage together with the European Health & Fitness Market Report

02 At EHFF

- One panellist position in the EHFF 2027 programme to discuss consumer technology trends shaping the future of fitness, based on the Tech Trends Review
- Branding and recognition in connection with this session

03 Brand visibility and recognition

- Logo placement as “Tech Spotlight Partner” on all promotional and event materials related to the Tech Trends Review and EHFF
- Mention in EuropeActive's newsletter, website and social media communications

04 Value for tech partners

- Positioning as an innovation leader driving digital transformation in fitness and health
- Direct exposure to Europe's most influential operators, suppliers, investors and policymakers
- A thought leadership platform in both research and live discussion
- Strengthened visibility among EuropeActive's extensive stakeholder network



TECH TRENDS REVIEW

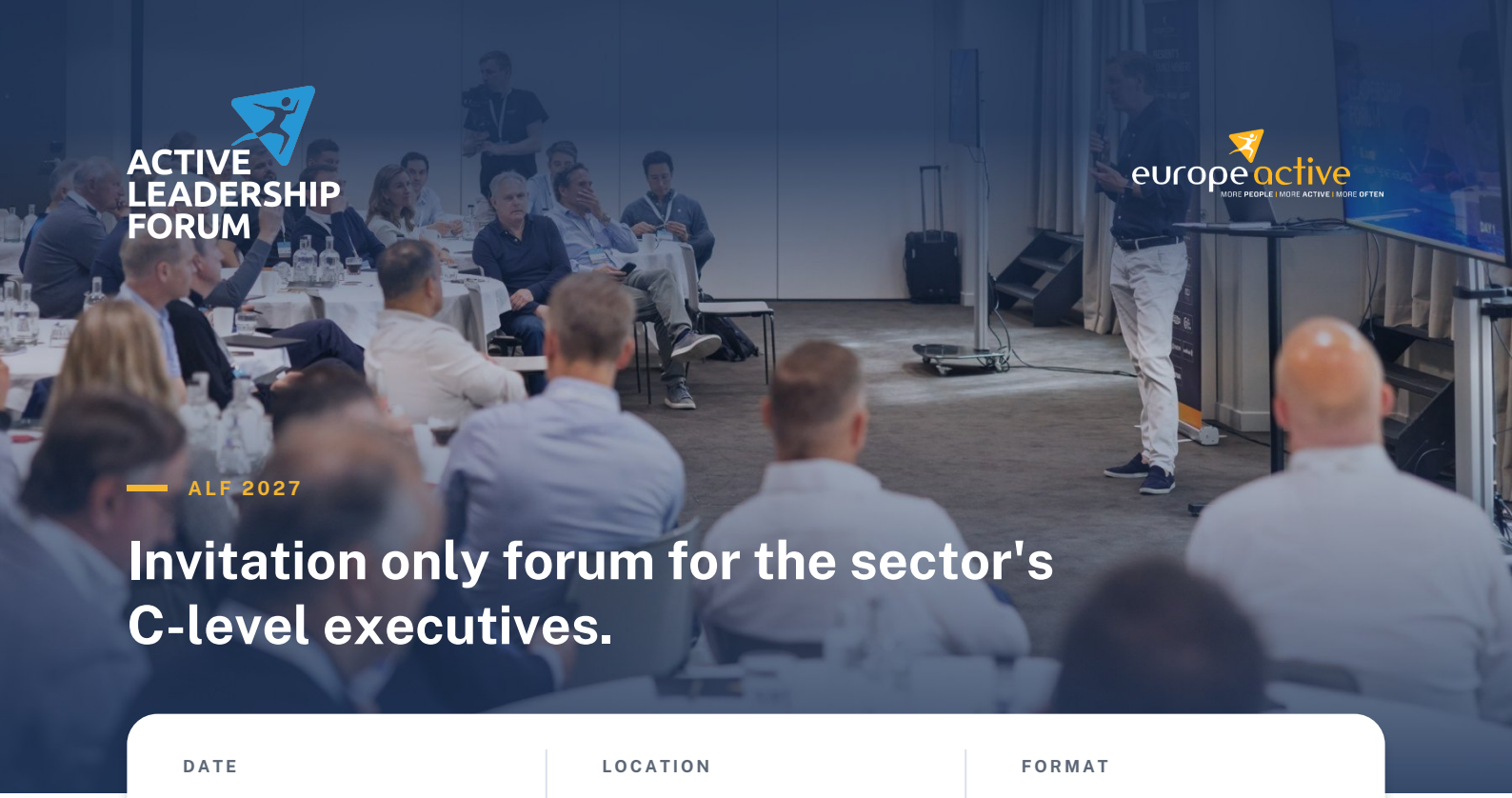
Part of the European Health & Fitness Market Report, launched at EHFF on 7 April 2027. Your EHFF panel builds on its findings.

INVESTMENT

€15.000

excluding 21% VAT if applicable

Includes all sponsor rights and benefits outlined above.
Not exclusive per industry category.



ACTIVE LEADERSHIP FORUM

europe active
MORE PEOPLE | MORE ACTIVE | MORE OFTEN

ALF 2027

Invitation only forum for the sector's C-level executives.

DATE	LOCATION	FORMAT
June 2027	Lisbon, Portugal	Invitation only

WHAT IS ALF?

The Active Leadership Forum (ALF) is EuropeActive's premier gathering of C-level executives across the fitness and physical activity sector. Held annually as an exclusive, invitation only forum, ALF convenes top leaders from health club chains, equipment providers, tech innovators and key industry suppliers.

The event delivers high level dialogue, strategic insights and forward thinking presentations on critical topics such as public health, digital transformation, sustainable growth and investment trends. More than a conference, ALF is a strategic platform and a catalyst for innovation, collaboration and sector wide leadership, shaping the future of fitness in Europe.

WHY SPONSOR ALF?

01 **Gain premium visibility** among top executives and decision makers.

02 **Strengthen your brand positioning** within a high level, forward thinking audience.

03 **Build strategic relationships** with key players across the European market.

04 **Demonstrate thought leadership** in shaping the future of the sector.



ACTIVE LEADERSHIP FORUM

PACKAGE

ALF Sponsor

01 Rights

- **Official recognition:** the right to promote your company as an official sponsor of ALF in all external communications, including email campaigns, newsletters and social media
- **Co-branding:** permission to use the EuropeActive and ALF logos in external materials related to the event
- **Event access:** a complimentary ticket for a company representative, with unrestricted access to all ALF sessions and networking activities
- **Connect:** the attendee and registration list, including contact details, following the event

02 Benefits

- Official sponsor status in all event related communications
- Prominent logo display on all event marketing materials, including digital banners, pull ups and on site visuals
- Formal sponsorship announcement on EuropeActive's LinkedIn and Instagram, plus inclusion in related posts and event content
- Featured story or advertorial in the July or September edition of EuropeActive Magazine
- Inclusion in the EuropeActive Newsletter (June and July editions)
- Opportunity for product or branded material placement in the delegate welcome package



INVESTMENT

€7.500

excluding 21% VAT if applicable

Includes all sponsor rights and benefits outlined above.
Not exclusive per industry category.



EXERCISE FOR HEALTH SUMMIT 2027

Bringing the sector into the European Parliament.

DATE	LOCATION	AUDIENCE
December 2027	Brussels, Belgium	Policymakers and MEPs

WHAT IS THE EXERCISE FOR HEALTH SUMMIT?

The Exercise for Health Summit is EuropeActive's flagship event connecting the fitness and physical activity sector with the broader health community, bringing the industry into the European Parliament. Designed as a high level forum, the Summit brings together policymakers, healthcare leaders, researchers and sector stakeholders to advance the role of physical activity in public health.

Through strategic dialogue and cross sector collaboration, the event examines how the fitness sector can support disease prevention, enhance health systems and foster healthier populations. With a focus on evidence based solutions, skill development and data driven policy, the Summit is a vital platform for shaping a more active, resilient and health integrated Europe.

WHY PARTNER WITH US?

01 **Enhance your visibility** among health policymakers, public health leaders and fitness sector stakeholders.

02 **Align your brand** with evidence based innovation in disease prevention and healthy living.

03 **Contribute to cross sector dialogue** shaping the future of health promotion in Europe.

04 **Build meaningful partnerships** across both the fitness and healthcare ecosystems.



EXERCISE for HEALTH SUMMIT

europeactive
MORE PEOPLE | MORE ACTIVE | MORE OFTEN

PACKAGE

Exercise for Health Summit Partner

Partner benefits

- Join EuropeActive's public affairs highlight event in the European Parliament, with two registrations and access passes
- Join other EuropeActive members to experience the European Parliament
- Represent your company at Europe's leading public affairs and advocacy event, building the bridge between health and physical activity
- Network with EuropeActive members, national associations, the NCD community, collaboration partners and key stakeholders in the European health and fitness sector
- Gain unique insights and a better understanding of European public affairs and policy matters related to our industry
- Opportunities to meet MEPs supporting our event
- Communication and storytelling before and after the event
- Communication via EuropeActive editorial and social media channels: LinkedIn story, newsletters until the end of the year and coverage in the next edition of EuropeActive Magazine
- Picture opportunities with political representatives (MEPs and other institutional leaders) in the European Parliament
- Free half page advertisement in EuropeActive Magazine
- A story about your experience of the Summit and the European Parliament in the upcoming newsletter (we can suggest the storyline if needed)
- The right to promote and communicate your involvement to your internal and external stakeholders
- Logo placement and acknowledgement of support on the event webpage, official publications and informational materials*
- The possibility to extend invitations to your own political networks or other relevant key stakeholders

i * Please note that logos cannot be displayed inside the European Parliament premises.

INVESTMENT

€15.000

excluding 21% VAT if applicable

Includes all partner rights and benefits outlined above.
Not exclusive per industry category.

INTERNATIONAL STANDARDS MEETING

ISM

europeactive
MORE PEOPLE | MORE ACTIVE | MORE OFTEN



ISM 2027

The annual meeting on standards and education for the sector's workforce.

DATE	LOCATION	FORMAT
TBC	TBC	One day, two parallel tracks

WHAT IS ISM?

The International Standards Meeting (ISM) brings together gym operators, coaches, national associations, educators and EU policymakers for one day. The programme opens with a keynote speech and runs two parallel tracks: one for operators and industry stakeholders, one for educators and national associations, covering FITcert®, EREPS and the Level 5 Exercise for Health Specialist standard.

WHY SPONSOR ISM?

01 **Position your organisation** at the forefront of the fitness industry, involving EU decision makers.

02 **Direct visibility** with the operators, coaches and national associations shaping the sector.

03 **Association with EuropeActive's** professional standards and workforce agenda.

04 **Who attends:** operators, coaches, personal trainers, national associations, educators and EU policy stakeholders.



INTERNATIONAL STANDARDS MEETING

europeactive

PACKAGES

ISM Partner packages

Three ways to partner. Support the meeting as a whole, or attach your brand to one of the two breakout tracks. Every package includes the same benefits.

01

ISM Partner

Visibility across the whole meeting, positioning your organisation at the forefront of the fitness industry.

WHO ATTENDS

Gym and studio operators, coaches and personal trainers, national associations, education and training providers, EU policy stakeholders.

02

FITcert® Track

Tied to the FITcert® breakout track, Europe's certification scheme for gym and fitness facility safety.

WHO ATTENDS

Gym and studio operators, facility managers, national associations linked to FITcert®, EU policy stakeholders.

03

EREPS Track

Tied to the EREPS breakout track, the European Registry of Exercise Professionals and the standards shaping personal trainer qualifications.

WHO ATTENDS

Personal trainers, coaches, training and education providers, national associations linked to EREPS, EU policy stakeholders.

Every ISM package includes

- Represent your company at Europe's leading forum on gym safety standards and EU workforce policy
- Two registrations and access passes to the International Standards Meeting
- Placement of your logo and acknowledgement of support on the ISM event webpage, official publications and informational materials
- Branded item in the delegate pack
- Gain unique insights into EU skills and workforce policy relevant to the fitness industry
- Opportunity to meet policymakers attending the event
- Communication via EuropeActive editorial and social media channels: 1 LinkedIn story, 1 newsletter banner and a feature in EuropeActive Magazine
- Free half page advertisement in EuropeActive Magazine
- The right to promote and communicate your involvement to your internal and external stakeholders
- A story about your experience of the International Standards Meeting in the upcoming magazine

INVESTMENT

€5.000

excluding 21% VAT if applicable

Per package. Includes all sponsor rights and benefits outlined above. Not exclusive per industry category.

All opportunities at a glance

All prices exclude 21% VAT if applicable. Sector exclusivity applies to the EHFF Premium Partner package only.

EVENT	PACKAGE	WHAT YOU GET	INVESTMENT
EHFF	Premium Partner	Sector exclusive. Full visibility before, during and after the event, 5 VIP tickets	€50.000
	Symposium	Your own dedicated session space at EHFF	€15.000
	App Sponsor	Branding across the official event app	€8.000
	Lanyard Sponsor	Your logo on every delegate lanyard	€5.000
EHFMR	Report Sponsor	Branding in the sector's reference publication and its presentations	€15.000
	Tech Spotlight	Feature in the Tech Trends Review plus a panel seat at EHFF	€15.000
ALF	Sponsor	Official sponsor of the C-level forum, with a delegate place	€7.500
EfHS	Partner	Two passes to the European Parliament and year round communication	€15.000
ISM	ISM Partner	Two passes, delegate pack item and a communication package	€5.000
	FITcert® Track	Partner of the FITcert® breakout track	€5.000
	EREPS Track	Partner of the EREPS breakout track	€5.000

TRUSTED BY OUR PARTNERS

Looking for something else?

We are happy to build a bespoke package: a combination across several events, a specific audience, or an idea of your own. Every partnership starts with a conversation about your objectives.

GET IN TOUCH

Your partnership team

Two people, one conversation away. Tell us what you want to achieve in 2027 and we will shape the right partnership with you.



Cédric Febvre

Business Development Director

cedric.febvre@europeactive.eu



Emilia Happel

Partnership Manager

emilia.happel@europeactive.eu

europeactive
MORE PEOPLE | MORE ACTIVE | MORE OFTEN

More people, more active, more often.

EuropeActive | Rue du Commerce 20, 1000 Brussels, Belgium | europeactive.eu