

Press contact:

FitnessConnected
Essener Str. 2-24
46047 Oberhausen

Phone: +49 176 313 85525
scholz@fitness-connected.com

www.fitness-connected.com

PRESS RELEASE

Oberhausen, 12th January 2021

Blocking notice: Please do not publish before Tuesday, 12th January, 10.00 a.m.

FitnessConnected and IHRSA agree on partnership

New cooperation strengthens European health and fitness industry outlook

The international trade show "FitnessConnected - part of the ISPO-Network", which will celebrate its premiere from November 18 to 20, 2021 at the trade fair center in Munich, can come up with another highlight: As part of a newly agreed collaboration, the renowned global association IHRSA (International Health, Racquet & Sportsclub Association) will hold the "IHRSA SMART Summit" conference for the first time in 2021 as a concurrent event of FitnessConnected in the Bavarian capital.

With ISPO, the world's largest platform for trends and innovations in the sports business, and IHRSA, FitnessConnected now cooperates with two globally active partners and thus benefits from the concentrated expertise of international heavyweights. As a pure B2B trade show with a focus on Europe, the trade show redefines the self-image of the fitness industry, its opportunities and tasks. At the same time, FitnessConnected is a sales and marketing-oriented eco-system that positions the fitness industry as relevant to health and society, helps innovations to break through more quickly and opens up new markets.

IHRSA and FitnessConnected aim to achieve a high level of quality, create synergies, strengthen and connect each other's network, share knowledge and together be a valuable partner for the fitness industry by working closely together and coordinating their activities. "I am particularly proud about this great partnership with IHRSA. It brings us one important step closer to our goal of being the central European platform for the fitness industry," said Ralph Scholz, CEO of FitnessConnected and event director of FIBO from 2013 to 2017. "The

FitnessConnected

part of the ISPO-Network

connection of the IHRSA SMART Summit makes it possible to improve the transfer of know-how between the markets in Europe, the USA and globally to give the fitness industry new impetus for growth."

The IHRSA SMART Summit kicks off with health club tours on Wednesday, November 17, 2021, offering sales, marketing, analytics, retention and technology (*SMART*) solutions for all gym operators looking to grow their business. Accompanying the event will be high-profile keynote presentations on the afternoon of the first day of FitnessConnected on November 18, as well as November 19, 2021. The IHRSA SMART Summit replaces the European Congress in 2021, which was originally scheduled to take place in Berlin.

"I have known Ralph Scholz personally for many years and hold him in the highest regard," said Jay Ablondi, executive vice president, IHRSA. "We both strongly believe that bringing together our respective organization's expertise and demonstrated commitment to the fitness industry will provide outstanding value to all show attendees."

"The collaboration between **IHRSA** and **FitnessConnected**® is the most exciting news for the fitness industry in 20 years! I can't wait to join fitness business entrepreneurs and fitness industry professionals in Munich in November 2021 for what I know will be a ground-breaking conference and trade show. The timing of this fitness business event and the terrific destination is the positive sign of hope the industry needs as we work through the current crisis and plan for better days ahead. This **NEW** fitness industry event has been designed exclusively for anyone who wants to **GROW** their fitness business. And it will focus primarily on proven fitness business growth strategies. Including professional sales systems, expert marketing knowledge, fitness industry analysis and trends, member retention strategies, and the latest in fitness business technology"

Alan Leach, Chief Executive, West Wood Clubs, Ireland
Member, IHRSA Board of Directors

More informations at www.fitness-connected.com

Caption:

Ralph Scholz, CEO FitnessConnected

Jay Ablondi, Executive Vice President IHRSA

Alan Leach, Chief Executive, West Wood Clubs, Ireland

Member, IHRSA Board of Directors
