



# 2026 MFA ANNUAL CONFERENCE

## SPONSORSHIP OPPORTUNITIES



 November 17-19, 2026 | Orlando, Florida

 In conjunction with the *Athletic Business Show*

Connect with leaders from medical fitness centers, healthcare-connected wellness facilities, hospital-based programs, and industry partners at MFA's premier annual event.

## PREMIER SPONSORSHIP OPPORTUNITIES



### MFA WELCOME RECEPTION SPONSOR — \$7,500

*1 available | Commitment deadline: September 18, 2026*

- One of the most visible social and networking events of the Annual Conference
- Logo on event signage, website, schedule, and communications
- Brief welcome remarks
- Approved branded activation or item
- 4 complimentary MFA Annual Conference registrations



### DAY 1 LUNCHEON SPONSOR — \$4,000

*1 available | Commitment deadline: September 18, 2026*

- Hosted lunch for attendees during the opening day
- Must be confirmed by September 18, 2026, to allow for catering and event planning
- Logo on lunch signage, website, schedule, and communications
- Brief remarks
- 2 complimentary MFA Annual Conference registrations



### OPENING KEYNOTE SPONSOR — \$2,000

*1 available | Commitment deadline: September 18, 2026*

- Recognition connected to one opening keynote session
- Logo on website, schedule, and communications
- Opportunity to introduce the keynote speaker
- 2 complimentary MFA Annual Conference registrations



Sponsorship opportunities are limited and available on a first-come, first-served basis.





# ENGAGEMENT, EXPO & ADDITIONAL OPPORTUNITIES

Expand your presence with high-value networking and expo floor options connected to the MFA attendee experience.



## MFA MIX & MEET ADD-ON — \$2,000

Limited to 10 participating companies | Commitment deadline: October 16, 2026

Available only with an Annual Conference sponsorship or MFA Industry Partner commitment.

- Structured networking with MFA attendees
- Recognition as an MFA Mix & Meet participant
- Logo on website, schedule, and communications
- Availability is limited to maintain a high-quality experience



## MFA PAVILION TABLETOP DISPLAY — \$2,000

Limited availability | Commitment deadline: July 17, 2026

- Lower cost AB Show Expo floor presence inside the MFA Pavilion
- One 6-foot skirted table
- Shared tabletops are not permitted
- Electricity is not included and may be purchased separately
- Display materials must fit entirely on the tabletop
- Nothing may be placed on the floor
- Exhibitors must follow AB Show exhibitor rules, requirements, and deadlines
- Contact MFA to coordinate next steps with AB Show
- Opportunity to lead an MFA Mini Talk in the Pavilion on Wednesday – 7 spots available



Companies seeking a larger exhibit footprint may explore 10' x 10' booth opportunities directly through Athletic Business.

## ADDITIONAL OPPORTUNITIES



### CONFERENCE VISIBILITY SPONSOR — \$1,000

Limited availability | Commitment deadline: October 16, 2026

- Recognition on the conference website
- Recognition in conference communications
- Recognition on applicable conference signage



### INDIVIDUAL AWARD SPONSORSHIP — \$500 EACH

Limited availability | Commitment deadline: September 18, 2026

- Recognition in connection with the sponsored award
- Recognition in the conference schedule or awards materials
- Award sponsorships must be confirmed by September 18, 2026



### INTERESTED IN GREATER YEAR-ROUND VISIBILITY?

Organizations seeking broader exposure and deeper engagement with MFA members may also consider becoming or upgrading as an MFA Industry Partner. Benefits may include year-round visibility, ebcasts, educational webinars, complimentary memberships, conference registrations, event recognition, and additional opportunities to connect with the MFA community.



### CONTACT US TO RESERVE

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