



MEET AMERICA'S
BRIGHTEST CITY



Health & Fitness Association
HFA 2026 International Convention
Monday, March 16th – Thursday, March 19th, 2026
Anticipated Attendance: 12,000

Group Description

The Health & Fitness Association (HFA) is the leading trade association representing the global health, fitness, and wellness industry. Formerly known as IHRSA, HFA advocates for the interests of health clubs, gyms, studios, and fitness professionals by providing industry research, education, policy advocacy, and business resources. The association focuses on advancing standards of excellence, promoting physical activity and wellness, and supporting the growth, innovation, and long-term sustainability of fitness and wellness businesses worldwide.

Attendee Profile

The HFA 2026 International Convention & Tradeshow will draw a large, global audience of professionals from across the health, fitness, and wellness industry. Attendees typically include owners and executives of health clubs, gyms, fitness studios, and wellness centers, as well as general managers, directors of operations, and senior leaders responsible for business strategy, programming, and growth. The event also attracts fitness programming and training professionals, marketing and sales leaders, and equipment and technology buyers, along with suppliers, exhibitors, and service providers showcasing products, innovations, and solutions for the sector. Many participants are decision-makers with purchasing authority, coming to network, attend educational sessions and keynotes, discover new fitness products and services, and engage in international forums and business development opportunities with peers from around the world.

Off-Site Scheduled Events

No offsite events scheduled.

Shuttle Information

No shuttle provided.

Contact Information

Dave Matta, National Sales Director, SDTA
Jacqueline Scott, Senior Director of Client Services, SDTA

Guest Room Block

Participating Hotels	Peak Room Night
Total Peak Nights =2,771	
AC Hotel San Diego Downtown Gaslamp	75
Andaz San Diego	75
Courtyard By Marriott San Diego Downtown	100
Embassy Suites Hotel San Diego Bay - Downtown	200
Hard Rock Hotel San Diego	205
Hilton San Diego Bayfront Hotel	50
Hilton San Diego Gaslamp Quarter	50
Hotel Indigo – San Diego Gaslamp Quarter	100
Intercontinental San Diego	125
Manchester Grand Hyatt San Diego	630
Margaritaville Hotel San Diego Gaslamp Quarter	125
Marriott Marquis San Diego Marina	450
Omni San Diego Hotel at the Ballpark	352
Pendry San Diego	50
San Diego Marriott Gaslamp Quarter	125
Springhill Suites by Marriott San Diego Downtown Bayfront	10
The US Grant, a Luxury Collection Hotel, San Diego	50

Schedule of Events

Date	Mon Mar 16	Tue Mar 17	Wed Mar 18
Attendee Open Meals	All Meals	All Meals	All Meals
Convention Center Agenda	8:00AM-6:45PM Orientation, Lessons and Lectures 10:30AM-11:00AM President's Address 6:15PM-7:00PM Women's Leadership Summit Reception 7:00PM-9:00PM The HFA Show Kick Off Party	7:00AM-8:00AM Exercise Classes 8:30AM-9:45AM Award Presentation & Jesse Itzler Keynote 10:00AM-5:30PM Lesson and Lectures 5:30PM-6:30PM International Attendee Reception	7:00AM-8:30AM Early Morning Workouts on the Trade Show Floor 7:30AM-8:30AM Exercise Classes 8:45AM-10:00AM Award Presentation and Apolo Ohno Keynote 10:00AM-2:45PM Lessons and Lectures

*[*Schedule is subject to change](#)*