

Thrive

by WHX

**Health
starts here**

2 - 4 September 2025

Cape Town International Convention Centre



Thrive by WHX

A new kind of experience – one that moves, lifts, and lives like you do.

Bringing together fitness, wellness, longevity, and real-world health, Thrive is designed to support the way we live now. This is where science meets sport, and where better living begins.

Get ready for expert-led talks, high-impact workouts, recovery zones, and immersive wellness experiences – all designed to inspire, energise, and empower you to thrive at every stage of life. Thrive unites a vibrant community of passionate individuals, thought leaders, and innovators shaping the future of sport, wellbeing, and longevity.

From performance to recovery, fitness to wellbeing, Thrive is your front-row seat to the next wave in health – all under one roof at the CTICC, Cape Town, this September 2025.

Let's build a healthier world together.



Powered by

the world's largest network
of health events.



What's waiting for you at Thrive?

Big energy, real experiences and expert insights.

Thrive lands in Cape Town for the very first time, bringing together a global community of passionate individuals, thought leaders, and innovators — all shaping the future of sport, wellness, and how we live well, longer.

✓ **Build your network with the best**

Connect with industry leaders, expert coaches, and global brands. Meet the minds shaping new approaches to health and performance.

✓ **Get hands-on with the latest in fitness and wellness**

Test breakthrough gear, wearables, and recovery tools. See it in action, try it for yourself, and discover what's making an impact today.

✓ **Learn, train, and push your limits**


Join expert-led sessions on fitness, recovery, nutrition, mindset, and AI in sport. Walk away with practical insights you can use every day.


✓ **Fuel your ambition, elevate your impact**


Grow your career, your community, or your business. Discover fresh ideas, build connections, and take your goals to the next level.


What's on show at Thrive


Explore the products and innovations helping you
move better, recover smarter, and live well.


 Exercise equipment & home
fitness equipment


 Ems & vibration


 Therapy, prevention &
rehabilitation


 Wearables / health tracking


 Healthy sports nutrition

 CBD & hemp products

 Group fitness, training
concepts & licences

 Apparel

 Sporting goods & small
appliances

 Education & training



4,000
sqm

10,000+
attendees

300+
exhibitors

8
conferences

Sports Ministerial
Round table

Live activation by
H Y R O X

Who you'll connect with at Thrive

☑ Buyers

- Hotel & wellness industry
- Yoga / pilates studios
- Studio operators / gyms
- Physio owners
- Investors
- Distributors (sportsman warehouse, everest sports)
- Health experts
- Personal trainers
- Retailers

☑ Consumer

- Health & nutrition visitors
- Health experts
- Schools & universities
- Fitness enthusiasts
- Body builders
- Influencers



Get ready for the ultimate sports, longevity & wellness congress

The Thrive congress is a high-energy, three-day platform that celebrates the power of movement, mindset, and human potential. From global sporting icons to pioneering wellness innovators, we're gathering the brightest minds and boldest voices to spark change and inspire healthier lives.

This year, we're turning up the energy in Cape Town with a brand-new experience that fuses sports, fitness, and wellness like never before.

The **2025 Congress** will feature specialised conference tracks, each focused on key topics at the intersection of wellness and performance:

Get your front-row seat to the future of wellness – where innovation meets inspiration and bold ideas take centre stage.

✓ Conference tracks



Youth wellness – Raising a generation that moves, dreams, and leads



Longevity – Cracking the code to a life well-lived



Mental health – Because performance starts with the mind



Nutrition – Real fuel. Real results.



School sport – Getting the next generation off the sidelines



Governance & athlete safety – Playing hard and playing safe



Digital health & performance – Where tech meets transformation



Women's wellness & performance – Power. Progress. Performance.

Thrive's experts, athletes and innovators

Ricardo Mackenzie



Western Cape Minister for Cultural Affairs and Sport

Akinola Maja



Chairman, FIT Africa

Ant Middleton



Former UKSF British Adventurer & Author

Bryan Habana



Former South African Rugby Great

Dr Joshua Awesome



Executive Coach / Mental Health Advocate / NYT Best Selling Author

Dr Kamlen Pillay



Founder & CEO InUversal Founder & CEO, InUversal Group

Dr Phathokuhle Zondi



Sports Medicine Physician, PCZ Consulting (Pty) Ltd.

Dr Tara Swart Bieber



Neuroscientist, MD & Best selling Author, Trustee for charity

Gisèle WERTHEIM AYMÉS



CEO & Founder, World of Longevity Magazine & Media

Juandre Kruger



Former South African Rugby Great

Kevin Teixeira



CEO, Warehouse Gym

Mandla Ntlanganiso



Chief Operations Officer, Boxing South Africa

Matthew Stone



Founder, the Social Runners & Ambassador, Puma South Africa

Mlondi Mashinini



Managing Director, HYROX South Africa

Mo Gawdat



Author & Entrepreneur / Founder, OneBillionHappy

Rene Naylor



Former South African Springbok Physiotherapist

Themba T. Gorimbo



UFC Current Fighter, Zimbabwe

Supported by the trailblazers and game-changers of the sports world



HYROX

longevity™
The Art and Science of Staying Young



WESGRO
cape town & western cape
tourism, trade & investment

Booth types

Thrive offers two booth options designed to fit your budget while maximising your impact

Space only	Schell scheme
Minimum 18 sqm	9 sqm

Partner with us

Thrive offers tiered and customisable sponsorship packages designed to elevate your brand at Africa's premier fitness and wellness event. Step into the spotlight and showcase your brand to **10,000+ potential clients**, gaining unmatched visibility and engagement. Strengthen your market presence with a strategic partnership that maximises exposure and delivers lasting impact. Our tailored sponsorship solutions align seamlessly with your business objectives, positioning you as a leading force in Africa's fitness and wellness industry.

Partner tier benefits	Exclusive partner tier	Platinum partner	Gold partner	Silver partner
	\$30,000	\$20,000	\$15,000	\$10,000
Branding				
Online				
Logo on the website's homepage	•	•	•	•
Logo on all Thrive online platforms (website, mobile app, online event event platform, pre-show planner)	•	•	•	•
Logo and company description on Thrive dedicated partners page	•	•	•	•
Logo inclusion in social media posts	•	•	•	•
Logo on visitor promotional campaign	•	•	•	•
Logo in post-event report	•	•	•	•
Logo in "thank you to our partners" post show campaign	•	•	•	•
Featured exhibitor	•	•	•	•
Deluxe profile	•	•	•	•
Featured product	•	•	•	•
Advert in pre-show planner	Full page	Full page	Half page	Half page
Banner ad in visitor registration confirmation email	•			
1 x Dedicated social media post	•			
Onsite				
Logo exposure in Event Guide	•	•	•	•
Logo inclusion on sponsor's signage	•	•	•	•
Logo inclusion on thank you board	•	•	•	•
Hanging banner above your stand	•	•	•	•
Advert in Event Guide	•	•		
Venue branding assets	up to \$15,000	up to \$8,000	up to \$3,000	
Networking				
Access to Hosted Buyers Lounge	•	•		
Access to Investors Lounge	•	•		
Access to exclusive meetings with Hosted Buyers	•	•	•	
VIP Treatment				
White glove customer service	•	•		
Priority list on exclusive stand location and launch of exclusive opportunities	•	•		
Content				
Thrive TV	Premium package	Standard package	Standard package	
Product Showcase at your stand			•	
CEO Interview on show website with "In the spotlight" feature on the homepage	•	•		
Opportunity to nominate a speaker at Transformation Talks	•	•		
Indaba conference partnership	Headline	Associate		
Opportunity to sponsor a conference track - Exclusive	•	•		

Put your brand in the spotlight

Explore our range of high-impact sponsorship opportunities to amplify your brand's presence at Thrive.

Venue advertising	
Badge assistance desk sponsor	\$10,000
Floor tile	\$3,000
Badge sponsor	\$10,000
Lanyard sponsor	\$10,000
Visitor bags sponsor	\$10,000
Meeting room hire	\$2,000
Workshops	\$5,000
Social events	\$5,000
Product showcase at your exhibition stand	\$3,500
Host a dinner with speakers	\$10,000
Dedicated email campaign	\$5,000
Banner ad - show website	\$3,000
Investors networking reception sponsor	\$10,000



Let's get talking

Email us today to explore a variety of exhibition & sponsorship options at Thrive by WHX that are customised to suit your business objective.

Book a stand or become a sponsor:



Tom Coleman

Portfolio director
tom.coleman@informa.com



Daniel Green

Exhibition manager
daniel.green.ae@informa.com

To participate as a speaker, get in touch with:



Rubina Dsouza

Conference director
rubina.dsouza@informa.com

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