Thrive

by WHX

Health starts here

2 - 4 September 2025
Cape Town International Convention Centre





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 WIX

the world's largest network of health events.

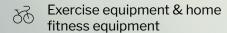


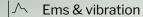


connections, and take your goals to the next level.

What's on show at Thrive

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





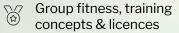
Therapy, prevention & rehabilitation

Wearables / health tracking

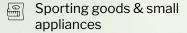
Healthy sports nutrition

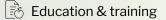


CBD & hemp products











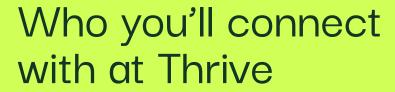
4,000

10,000+ attendees 300+ exhibitors

8 conferences

Sports Ministerial Round table

Live activation by **H Y R O X**



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

- · Health & nutrition visitors
- · Health experts

- · 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



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 <u>Mackenzie</u>



Western Cape Minister for Cultural Affairs and Sport

Dr Phathokuhle Zondi



Sports Medicine Physician. PCZ Consulting (Pty) Ltd.

Matthew Stone



Founder, the Social Runners & Ambassador, Puma South Africa

Akinola Maja



Chairman, FIT Africa

Dr Tara Swart Bieber



Neuroscientist, MD & Best selling Author, Trustee for charity

Mlondi Mashinini



Managing Director, HYROX South Africa

Ant Middleton



Former UKSF British Adventurer & Author

Gisèle WERTHEIM AYMéS



CEO & Founder, World of Longevity Magazine & Media

Mo Gawdat



Author & Entrepreneur / Founder, OneBillonHappy

Bryan Habana



Former South African Rugby Great

Juandre Kruger



Former South African Rugby Great

Rene Naylor



Former South African Springbok Physiotherapist

Dr Joshua Awesome



Executive Coach / Mental Health Advocate / NYT Best Selling Author

Kevin Teixeira



CEO, Warehouse Gym

Mandla



Founder & CEO InUversal Founder

& CEO, InUversal Group

Dr Kamlen

Pillay

Chief Operations Officer, Boxing South Africa

Themba T. Gorimbo



UFC Current Fighter, Zimbabwe

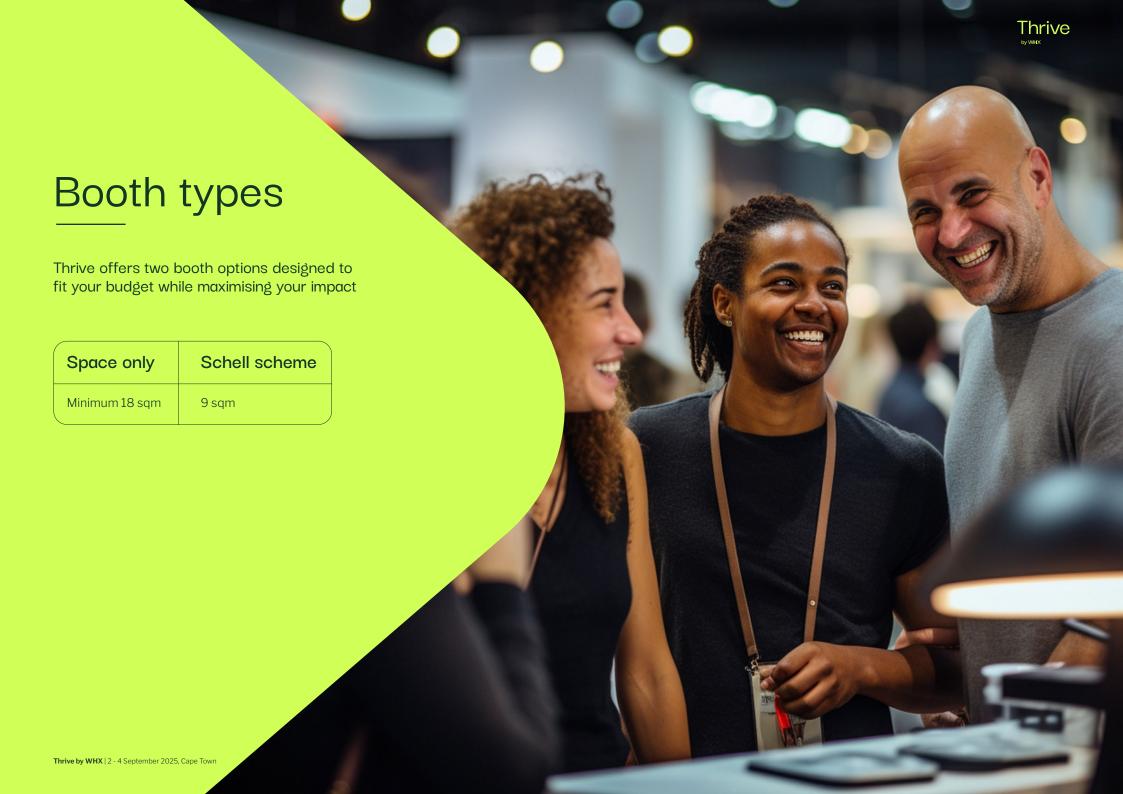
Supported by the trailblazers and game-changers of the sports world













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
Branding	\$30,000	\$20,000	\$15,000	\$10,000
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			r	
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				
VIPTreatment				
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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