



Join the Sports and Fitness Industry Association

The Sports and Fitness Industry Association (SFIA) is the leading trade association for the sports and fitness industry. Representing over 700 brands and 3,000 business locations, SFIA is dedicated to promoting industry vitality and participation in sports and fitness.

Why Choose SFIA

Joining SFIA means becoming part of a community that is committed to the growth and success of the sports and fitness industry. With SFIA, you gain access to invaluable resources, advocacy, and networking opportunities that can propel your business forward.

Industry Research & Insights

- **Market Data and Reports:** Access comprehensive industry reports and market data to make informed business decisions.
- **Trend Analysis:** Stay ahead of industry trends with SFIA's in-depth analysis and forecasts.

Networking Opportunities & Thought Leadership

- **Exclusive Events:** Attend SFIA's conferences, webinars, and networking events to connect with industry leaders and peers.
- **Expert Panels:** Learn from industry experts through SFIA's panel discussions and seminars.

Advocacy & Public Affairs

- **Voice on Capitol Hill:** SFIA actively represents the interests of sports product manufacturers in legislative and regulatory matters, ensuring your business concerns are heard at the highest levels.

Member Services & Resources

- **Cost Savings:** Enjoy exclusive discounts on products and services from leading sports and fitness brands.
- **Dedicated Support:** Benefit from personalized support and resources tailored to your business needs.

SFIA Benefits

Annual Research Reports

Trade & Tariff Assistance

Sport Specific Councils

Online Content Library

Discounted Event Access

Industry Connections

Webinar Access

Business Councils

Crisis Management

Service Discounts

Expert Voice Access

Industry Voice on Capitol Hill

SFIA Members



Contact SFIA

Chandler Hoffman, choffman@sfia.org | www.sfia.org