

# ALTA Technology Group and LeisureLabs announce partnership to launch The Fitness Technology Summit in Europe

Monday 24 February, 2025

ALTA Technology Group and LeisureLabs are excited to announce a new partnership to bring The Fitness Technology Summit to Europe for the first time. The inaugural European event will take place on 24th June 2025 at the iconic Stamford Bridge Stadium, London.

As the premier event dedicated to the intersection of fitness and technology, The Fitness Technology Summit has established itself as a must-attend gathering for industry leaders, innovators, and decision-makers in the North American market. With this expansion into Europe, the event aims to connect global fitness technology experts, foster collaboration, and explore the latest trends shaping the industry.

Al Noshirvani, Managing Partner at ALTA Technology Group, expressed his enthusiasm for the collaboration: "We are thrilled to partner with the LeisureLabs team to bring The Fitness Technology Summit to the UK. Europe has a dynamic and fast-growing fitness technology sector, and LeisureLabs are leading the way in this market. We are confident this event will provide an invaluable opportunity for networking, knowledge sharing, and innovation."

Alex Peacock, Founder at LeisureLabs, added: "We've long been supporters and fans of The Fitness Technology Summit, and we believe that there is a clear need in the European market to create an environment where fitness and technology leaders can connect, collaborate, and drive the future of the industry together. We're delighted to be working with the team at ALTA to make this a reality, and we can't wait to welcome the industry's brightest minds to London."

The Fitness Technology Summit Europe 2025 will feature an exclusive, invite-only format, ensuring high-level discussions and meaningful engagement among key industry stakeholders. With executives already confirmed from brands including David Lloyd Clubs, PureGym, The Gym Group and Third Space, attendees can expect insightful keynote sessions, expert-led panel discussions, and hands-on technology showcases highlighting the latest innovations in fitness tech.

For more information about the Fitness Technology Summit and to express interest in attending or sponsoring the event, please visit [www.thefitnesstechsummit.com](http://www.thefitnesstechsummit.com).

## Media:

## FITNESS UK '25 TECHNOLOGY SUMMIT

in partnership with LeisureLabs



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### LeisureLabs Limited

T. +44(0)20 8638 8339

E. [alex@leisurelabs.co.uk](mailto:alex@leisurelabs.co.uk)

W. <https://leisurelabs.co.uk/>

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