

#ideaworld

LIMITLESS
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Celebrating IDEA's 40th Anniversary



Exhibitor Prospectus

JULY 20-24, 2022 LAS VEGAS IDEAFIT.COM/WORLD

INTRODUCTION

Dear Exhibitor:

The IDEA World Convention is THE industry event of the year! More than 5,000 of the most elite fitness, business, wellness and nutrition professionals gather at this annual convention for the single largest meeting of global influencers, world-renowned speakers and leading brands in the industry. IDEA members and thousands of passionate brand evangelists actively seek out the highest quality and most effective products, services and education to share with the millions of consumers they interact with daily, which is why they attend IDEA World every year.

Exhibiting at IDEA World is like being invited to the most influential, powerful party you've ever attended because everyone you meet has the ability to grow your brand. That's why 75% of exhibitors and sponsors return year after year for this unprecedented opportunity!

We invite you to reserve your exhibit space and explore all the available sponsorship opportunities that were created to give you unique exposure to this key audience of decision makers and influencers. Each year, sponsorships sell out quickly, so don't miss your chance to secure your spot and be part of this amazing community that has the power to grow your brand in 2022 and beyond!

We can't wait to see you there!



WHO YOU'LL MEET

IDEA World is the most elite gathering of fitness, business and nutrition pros and experts in the world!



PERSONAL TRAINERS

WHAT THEY WANT

- Find new tools to stay ahead of the game
 - Discover the latest in program design, exercise science and business
 - Reach out to new markets with specialty training
 - Stay current on the latest trends and innovations
-



GROUP FITNESS INSTRUCTORS

WHAT THEY WANT

- Maximize current skills—and develop new ones—with new programs
 - Create programs for new target markets
 - Achieve success with innovative class offerings
 - Learn about products and services to grow their business
-



CLUB OR STUDIO OWNERS/MANAGERS

WHAT THEY WANT

- Create a sustainable and profitable business
 - Attract and build a high-impact team
 - Sell more memberships, client packages and fitness services
 - Seek ideas to differentiate their business
-



NUTRITION/WELLNESS PROFESSIONALS

WHAT THEY WANT

- Get the latest tools and strategies to positively impact clients' health
 - See new trends in the industry
 - Get practical how-tos, case studies and best practices
 - Network with like-minded leaders, brands and peers
-

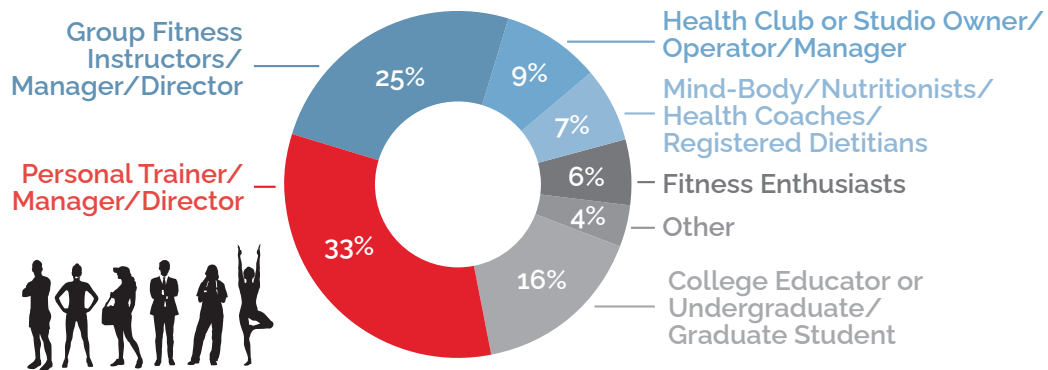


MIND-BODY PROFESSIONALS

WHAT THEY WANT

- Explore new and effective programming
- Discover new tools to help clients become more centered and balanced
- Connect face-to-face with brands/sponsors

BY THE NUMBERS



76% FEMALE



24% MALE

TOP 2 REASONS ATTENDEES VISIT THE EXPO

- 1 See new trends**
- 2 Research or demo products to purchase**

89%

of attendees are likely to purchase a product/service after seeing it in the expo

96%

of expo hall guests are likely to recommend a product/service after seeing it in the expo

56%

contribute to the buying process in their business

94%

rate the expo hall as an important piece to their overall conference experience

PARTIAL LIST OF PAST IDEA WORLD SPONSORS



EXHIBITOR PRICING AND INFORMATION

BOOTH PRICING

Early-Bird Booth (10' x 10')

Early-bird pricing ends on
February 1, 2022

PLEASE INQUIRE
ABOUT PRICING

Booth (10 x 10)

After February 1, 2022

PLEASE INQUIRE
ABOUT PRICING

UPGRADES

Island Upgrade

Only available for 20' x 20'
or larger booths

PLEASE INQUIRE
ABOUT PRICING

Peninsula Upgrade

PLEASE INQUIRE
ABOUT PRICING

Corner Upgrade

PLEASE INQUIRE
ABOUT PRICING

Premium Upgrade

Only available for island
upgrade booths

PLEASE INQUIRE
ABOUT PRICING

Included in your exhibit booth rental package

- 8'-high back wall drape
- 3'-high side rail drape
- (1) 6' x 30" white skirted table
- (2) contour chairs
- (1) wastebasket
- (1) 7" x 44" ID sign
- Unlimited complimentary exhibitor badges
- 24-hour security
- Opportunity to add your company description to the live exhibitor map
- Basic listing in the mobile app
- Online Exhibitor Service Manual

Important notice about exhibitor walls in neighboring booths

Please remember that, consistent with IAEE and IDEA guidelines, exhibitors taking island and/or premium booths may have walls, overhead signage, drapery or other structures within their confirmed booth area.

LEAD RETRIEVAL PRICING

Admin access/reporting + (1) license:

PLEASE INQUIRE ABOUT PRICING

There is a cost for each additional license



EXPO HALL HOURS AND SCHEDULE

EXHIBIT INSTALLATION

Tuesday, July 19 8:00am–5:00pm

Wednesday, July 20 8:00am–5:00pm

Thursday, July 21 8:00am–5:00pm

EXHIBIT HOURS

Friday, July 22 11:45am–7:00pm

Unopposed by sessions (busiest time) 11:45am–2:35pm & 5:50–7:00pm

Saturday, July 23 11:00am–7:00pm

Unopposed by sessions (busiest time) 11:35am–2:35pm & 5:50–7:00pm

EXHIBIT HALL DISMANTLE

Saturday, July 23 7:00–10:00pm

Sunday, July 24 8:00am–5:00pm



SPONSORSHIP OPPORTUNITIES



Opening Ceremonies Sponsor

1 available

Get your brand in front of over 3,000 attendees at this must-attend event, where the keynote and the IDEA World Fitness Awards presentation will inspire and motivate attendees. Take advantage of the opportunity to showcase your company's brand to this targeted group of industry professionals.

- Mentioned as the Opening Ceremonies Sponsor in: pre-event email marketing to registered attendees, attendee guide handed out on-site, landing page of the IDEA World microsite, daily e-newsletter, slides during the Opening Ceremonies, and brochure
- Verbal Podium recognition by IDEA during opening general session
- Opportunity to play up to a 60-second video at the general session (must be approved by IDEA)
- Five complimentary full-conference registrations
- Marketing piece distributed to attendees via a seat drop (client to provide seat drop)



Welcome Party Title Sponsor

1 available

The Welcome Party is the pinnacle event, where everyone comes together to eat, celebrate and party. It attracts over 5,000 attendees, presenters and exhibitors.

- Opportunity to play up to a 60-second video at the Welcome Party*
- Ability to design two co-branded backdrops for the photo booth inside the room
- Verbal recognition of sponsor by the emcee at the party
- Mentioned as Welcome Party Sponsor in: pre-event email marketing to registered attendees, attendee guide handed out on-site, landing page for the Welcome Party on the IDEA World microsite, daily e-newsletter, and brochure
- Logo on the screens in the room for the night
- Four complimentary full-conference registrations



IDEA World Fitness Awards Sponsor

1 available

The IDEA World Fitness Awards are the Academy Awards of the fitness industry and a once-in-a-lifetime career-changing opportunity for qualified fitness professionals whose work strongly advances our mission to Inspire the World to Fitness®. The awards are given in the following categories: IDEA Fitness Leader, IDEA Personal Trainer and IDEA Fitness Instructor.

- Mentioned as the IDEA Awards Sponsor in: *Fitness Journal* ads for solicitations, and announcing finalists and recipients; attendee guide handed out on-site; landing page on the IDEA World microsite; award presentation slides; and brochure
- Verbal Podium recognition by IDEA during opening general session
- Ability to present one of the awards during the Opening Ceremonies
- Ability to offer award recipients prize package(s)
- Two complimentary full-conference registrations



Showcase Arena Sponsor

1 available

The IDEA World Showcase Arena plays host to the most electrifying performances by the biggest names in fitness. Align your brand with the brightest stars and companies in the industry by becoming our Showcase Arena sponsor.

- Mentioned as the Arena Sponsor in: pre-event email marketing to registered attendees, attendee guide handed out on-site, landing page on the event microsite, onsite signage, and brochure
- Branding on the Arena structure and hanging moss sign
- Brand included as a session in the MEGA Circuit, or MEGA Group Fitness Bash

Event Refuel Sponsor (Drink)

1 available

- Supply your product (beverage only) in session rooms for all event days.
- Sponsor responsible for shipping product and distribution of product. Corkage fees will apply.

Event Refuel Sponsor (Food)

1 available

- Supply your product (food only) in session rooms for all event days.
- Sponsor responsible for shipping product and distribution of product. Corkage fees will apply.

MEGA Circuit Music Sponsor

1 available

In its fourth year, the IDEA World MEGA Circuit is an exclusive special event, led by top-notch educators who will teach attendees how to put together highly effective circuit training sessions. This is the future of circuit training, integrating up to 20 different innovative products and fitness technologies in four different sessions. In its first year, there were 100 attendees in each session.

- Ability to provide the music for the MEGA Circuit sessions
- Mentioned as the Music Sponsor of the MEGA Circuit in: attendee guide handed out on-site, landing page for the MEGA Circuit on the event microsite, daily e-newsletter and brochure

Official IDEA World Apparel Sponsor ■

1 available

- Ability to provide IDEA staff with pants, shirts, jackets and hats to be worn on all days of the event
- Mentioned as the Apparel Sponsor in: pre-event email marketing to registered attendees, attendee guide handed out on-site, IDEA World microsite, daily e-newsletter, promotional signage at event, and brochure
- APPAREL MUST ARRIVE AT IDEA OFFICE NO LATER THAN JUNE 1, 2022

Official IDEA World Athletic Footwear Sponsor ■

1 available

- Ability to provide IDEA staff with athletic footwear to be worn on all days of the event
- Mentioned as the Official IDEA World Athletic Footwear Sponsor in: pre-event email marketing to registered attendees, attendee guide handed out on-site, IDEA World microsite, daily e-newsletter, promotional signage at event, and brochure
- FOOTWEAR MUST ARRIVE AT IDEA OFFICE NO LATER THAN JUNE 1, 2022



Attendee Welcome Bag Sponsor

1 available

- Logo added to the co-branded official attendee bag distributed at Attendee Registration on-site (IDEA to provide bag)
- Ability to offer a product for placement in the attendee bag
- Sponsor logo on promotional signage at registration

Attendee Welcome Bag Product Placement ■

8 available

- Provide your company's product/gift (no marketing inserts) in the attendee welcome bag.

Lanyard Sponsor ■

1 available

- Customize the official meeting lanyards with your company logo (provided by sponsor, approved by IDEA); distributed at Attendee Registration on-site

Attendee T-Shirt Sponsor ■

1 available

- Logo added to the co-branded official attendee t-shirt (provided by sponsor, approved by IDEA); distributed at Attendee Registration on-site

■ No booth purchase required for this sponsorship



Education Track Sponsor

8 available

Sponsor an education track on the official IDEA World program. Available Education tracks to select from include Personal Training Techniques, Club & Studio Summit (Business & Professional Development), Nutrition & Behavior Change, Group Exercise, Mind-Body, Training & Exercise Science, Specialized Equipment, Small-Group & Boot Camp.

- Mentioned as the Education Track Sponsor in: pre-event email marketing to registered attendees, attendee guide handed out on-site, landing page on the event microsite, onsite signage, and brochure.
- One branded education session included on the official IDEA World program; must fall under the sponsored education track. (IDEA to have final approval on the session content).

Fitness Technology Wearable Session Sponsor

1 available

- Provide fitness technology wearables to all participants and presenter during an education session on the IDEA World Convention official program
- Conduct a session on the official IDEA World Convention program on a mutually agreed upon topic (session description and presenter name must be submitted no later than December 15, 2021); IDEA will apply for and pay for attendee CECs for the session
- Ability to add your logo on the slides of the sponsored session
- IDEA will promote your session via the following marketing vehicles:
 - Digital event brochure
 - The fitness technology session title and description will be included on the official agenda, education sessions, and presenters pages of the event website.

Fitness Technology Sponsored Education Session

1 available

- Conduct an education session on the IDEA World Convention official program on a mutually agreed upon topic (session description and presenter name must be submitted no later than December 15, 2021); IDEA will apply for and pay for attendee CECs for the session
- Ability to add your logo on the slides of the sponsored session
- IDEA will promote your session via the following marketing vehicles:
 - Digital event brochure
 - The fitness technology session title and description will be included on the official agenda, education sessions, and presenters' pages of the event website.

Promotional Seminar

4 available

- Session advertised in: official agenda, attendee guide handed out on-site, event website, and session selection to pre-register.
- Ability to conduct a 1-hour lecture or workout session during a lunch timeblock
- IDEA will supply one (1) carpeted room with an appropriate stage and basic audio-visual equipment for each session. A basic professional audio-visual system includes one headset microphone and sound system for playing music via a standard MP3 player connection



IDEA App Sponsor

1 available

Extend your reach and co-brand the official mobile app of 2022 IDEA World Convention.

- Mentioned as the Event App Sponsor in: pre-event email marketing to registered attendees, attendee guide handed out on-site, event microsite, and daily e-newsletter.
- Home screen banner ad (option to change out each day)
- Featured sponsor on the home screen (exclusive)
- VIP exhibitor listing with (1) embedded video (exclusive)
- Splash Screen upon login
- Two custom push notifications (1 per expo hall day)
- Two Surveys (1 per expo hall day)

Health & Wellness Sponsor

1 available

- Ability to provide all event attendees branded face masks. (sponsor to provide)
- Logo displayed at all Hand Sanitizer Stations.
- Ability to provide sanitation products (Must comply with CDC guidelines - work with IDEA on needs and quantity)
- Mentioned as the Sanitation Sponsor in: pre-event email marketing to registered attendees, attendee guide handed out on-site, IDEA World microsite, daily e-newsletter, promotional signage at event, and brochure
- PRODUCT MUST ARRIVE AT IDEA OFFICE NO LATER THAN JUNE 1, 2022

IDEA World Digital Brochure Ads

Full-page or half-page • 6 full pages available

Promote your brand in the 2022 IDEA World Convention digital brochure, sent to over 100,000 fitness professionals.

Additional Opportunities

Pre/post-event emails

6 pre-event/6 post-event to attendees only

Directional Signage

1 available

- 4 Co-branded directional Meter Signs
- 20 Co-branded Carpet Clings
- All event Directional Signage (22x28 Foam Core: 50+)

Entrance Video Screen

15 available @ 8 second rotation

- Size 145' w x 70' h (4mm direct view LED)



To learn more about sponsorship opportunities, please contact:

STEVE ROTH, Sponsorship Sales Manager

📞 858-652-4236 📧 sroth@outsideinc.com

Outside

IDEA Health & Fitness Association is an Outside, Inc. company.