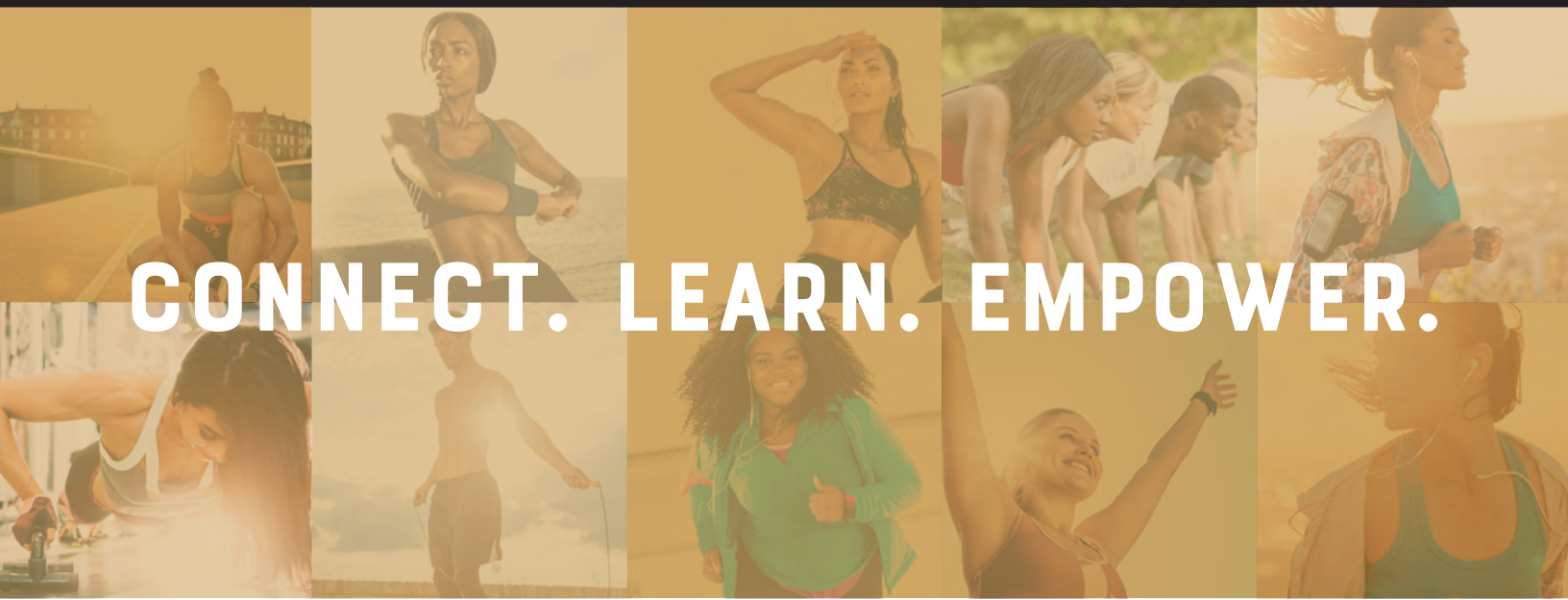




# INFLUENCER PROGRAM



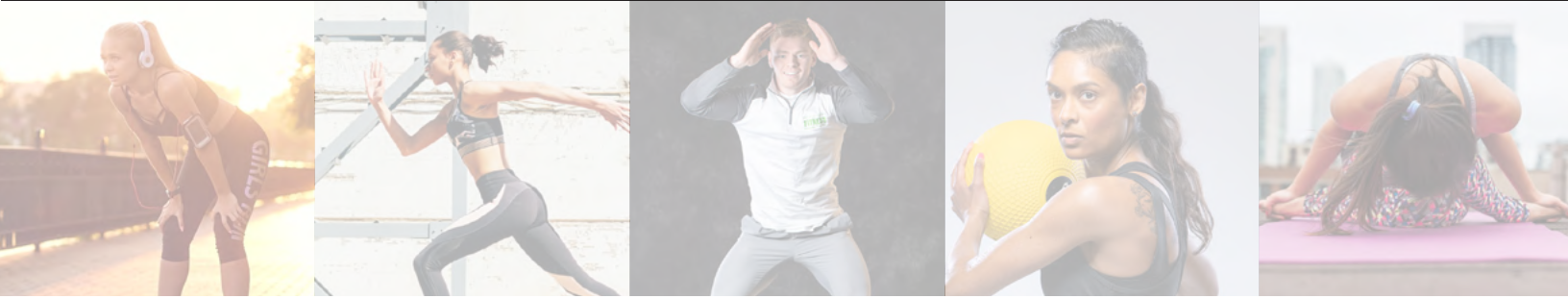
**CONNECT. LEARN. EMPOWER.**

## AUGUST 21-22, 2020

The SHINE program has gone virtual! This is your chance to connect with brands and peers, experience exclusive special events and receive a complimentary registration for the first-ever IDEA World Virtual event.

### TOP 5 REASONS TO PARTICIPATE

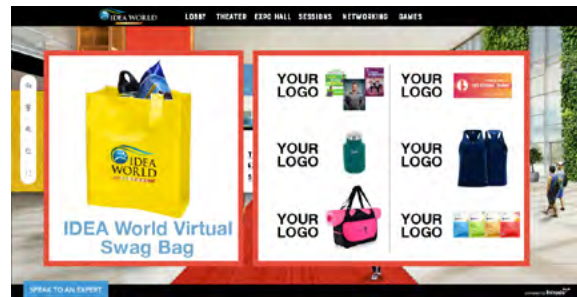
- 1** Gain access to the groundbreaking virtual event of the year, IDEA World Virtual 2020, a **\$289 value**. Experience 2 jam-packed days of health and fitness education led by industry leaders, plus exciting special events, invaluable networking opportunities, and the ability to acquire 13 CEC credits.
- 2** Connect with the dream brands you would love to have as partners for meaningful, long-term relationships. Gain access to the **exclusive SHINE exhibit hall** and communicate with brands through 1:1 chat abilities and networking events.
- 3** Gather priceless information from **top educators and thought leaders** so you can deliver meaningful content to your social media community.
- 4** Receive a **personalized promotion code** to share with your social media following.
- 5** Did we mention swag? Receive promotions and/or free product with **exclusive SHINE-only virtual booth drops, discount codes** and more.



## THE SHINE EXPERIENCE

**Our SHINE partners are valued VIPs and will enjoy all these benefits:**

- A curated itinerary to maximize your experience
- Exclusive peer influencer and brand networking
- Opportunities to receive additional free product and promotions
- The chance to be reposted and featured on IDEA Health & Fitness Association’s social media sites



## WHAT TO EXPECT

**What can you expect at IDEA World Virtual 2020?**

- Access our 2-day event, featuring 50 sessions, through our virtual auditorium, and learn from top fitness and well-being professionals.
- Explore our Fitness & Nutrition Virtual Expo Hall and browse exclusive content, chat directly with brands leading the health and fitness industry, and enjoy special promotions on products and services.
- Connect with other attendees and industry leaders through a Networking Happy Hour, interactive activities and special events.
- Move through the virtual space freely, with no restrictions. Enjoy as many sessions and special events as you would like by easily navigating to various areas of the virtual space.

We can't wait to help you grow your brand, connect with other influencers and industry leaders, and have FUN! Apply today to reserve your spot in the SHINE Influencer Program. Contact us at [SHINE@ideafit.com](mailto:SHINE@ideafit.com)