



# IDEA Health & Fitness Association

## Corporate Overview

- Founded in 1982
- Over 23,000 members in over 80 countries
- 63,000 readers of IDEA Fitness Journal

## IDEA'S Purpose

Inspire the World to Fitness®

## Mission Statement

IDEA and its members are passionately committed to improving the health and fitness of all people. We are focused on delivering compelling member value by imparting knowledge, credibility, inspiration, marketability, and personal and professional growth opportunities.

## Corporate Office

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## Inspire the World to Fitness®

Celebrating 30 years of inspiration. Founded in 1982 by Kathie and Peter Davis, IDEA Health & Fitness Association is the largest membership organization of health and fitness professionals, with more than 23,000 members in over 80 countries. For the past 30 years, IDEA has provided health and fitness professionals with unbiased data, pertinent information, educational resources, career development and industry leadership. IDEA's membership includes personal trainers, program and fitness directors, business owners and managers, group fitness instructors, yoga and Pilates professionals, and allied health professionals.

The world is experiencing an obesity epidemic and society is recognizing the importance of regular exercise and eating a balanced diet. Today, more than ever, IDEA members are coming together to Inspire the World to Fitness and making a daily difference in their communities. IDEA's philosophy is to share educational resources, ideas and inspiration with all fitness professionals to make the world a healthier place. Furthermore, IDEA has enlisted fitness and nutrition experts as spokespersons in its outreach efforts to promote the benefits of physical activity and smart eating. IDEA members are the key influencers, serving over 44 million consumers a year.

## Membership

IDEA's membership benefits include its publications, a comprehensive insurance program (provided by Philadelphia Insurance Companies), an online article archive, and continuing education opportunities through a number of IDEA events and career development programs.

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## Membership Categories

Currently, IDEA offers seven levels of membership:

**Business Member.** Designed for owners and managers of health clubs, fitness centers, gyms and studios, as well as entrepreneurs.

**Program Director Member.** For fitness/group exercise directors, program supervisors and other fitness professionals in a management/supervisory role.

**Personal Trainer Member.** For practicing personal trainers, sports conditioning professionals, coaches, athletic trainers and entrepreneurs.

**Mind-Body Member.** For Pilates instructors, yoga instructors and other mind-body fitness practitioners.

**Group Fitness Member.** For instructors who teach group exercise classes such as combo and high/low aerobics, indoor stationary cycling and muscle conditioning.

**Health Professional Member.** For exercise physiologists, nutritionists, health/wellness educators, registered nurses, medical doctors, dieticians and holistic health practitioners.

**Student Member.** For full-time students with an interest in the health and fitness industry.

## Publications

Offered solely as a membership benefit.

**IDEA Fitness Journal.** Published 10 times per year, this publication keeps pace with the continuing evolution in fitness and follows the crossover and convergence among professionals and training philosophies in the marketplace. Comprehensive sections on personal training, group exercise, nutrition and mind-body fitness, along with in-depth CEC features and columns that cover news, exercise science, career strategies, membership updates, business information, program design, management tips, personal enrichment, equipment updates—and so much more—offer all fitness professionals a complete content package that will help them grow personally and professionally.



**IDEA Trainer Success e-Newsletter.** An industry first, *IDEA Trainer Success* was created to keep members up-to-date on topics such as starting a business, reinvigorating an existing business, sales and marketing, finance and money management. Each issue is packed with articles and tips from industry-leading personal fitness trainers and business owners. Published electronically five times a year.

**IDEA Fitness Manager e-Newsletter.** This e-newsletter reaches business and program director members who rely on it for reports on employee motivation, client retention, money management and innovative management tools. Published electronically five times a year.

**IDEA Pilates Today e-Newsletter.** Subscribers look forward to information on business tips, Pilates and mind-body research, and strategies and advice to balance practical fitness with wellness programming. Published electronically five times a year.

**IDEA Fit Tips e-Newsletter.** A fitness professional e-publication designed to inform and support the careers of personal trainers, group fitness instructors, mind-body professionals, program directors and managers in their pursuit to Inspire the World to Fitness®. Monthly audience of 200,000. Published electronically twelve times a year.

**IDEA Food & Nutrition Tips e-Newsletter.** In January, the new bimonthly *IDEA Food & Nutrition Tips* e-newsletter debuted to an audience of 160,000 fitness and wellness professionals including ADA and SCAN members. Content will include practical “how-to” aspects of food, cooking and nutrition, with tips for staying on track, sports nutrition, whole foods, healthy recipes (with video), and nutrition research and science. Published electronically six times a year.

## Conventions

IDEA conventions provide members with the opportunity to attend world-class sessions, network and socialize with presenters and peers, as well as discover new products and services in the fitness expo. An IDEA event is more than just education—it’s an experience!

### IDEA World Fitness Convention™ San Diego, CA • July 5–8, 2012

This convention is the #1 choice for fitness professionals around the globe. The IDEA World Fitness Convention offers the most innovative and comprehensive fitness programming anywhere. Last year’s event, alone, drew over 6,000 attendees from 81 countries and over 200 exhibitors.

### Inner IDEA® Conference Palm Springs, CA • October 25–28, 2012

The Inner IDEA Conference offers you the latest techniques for working with your body in a mindful way that is fulfilling to the core of your being and leads to a heightened sense of wellness and health. This conference is rich in diversity, giving you the opportunity to explore many different programs.

### IDEA Personal Trainer Institute™ Alexandria, VA • February 28–March 3, 2013

The IDEA Personal Trainer Institute is designed to provide attendees with an intimate learning experience, hands-on training and networking opportunities. It features the most advanced programming in the field with special emphasis on business and management, assessment, and postrehabilitation and training techniques. This conference is specifically for personal fitness trainers.



IDEA FitnessConnect is the first free, all-inclusive national directory of fitness professionals, with more than 250,000 fitness professionals, 30,000 clubs/studios and 15,000 classes and events. Professional profiles include a standard set of qualification data to help consumers make safe, informed decisions. This set includes fitness certifications, college education, CPR certification status, specialties, activities, ratings, reviews and club affiliations. It also provides fitness professionals with free business tools, such as client/lead management, customized client newsletters, blogs, and class/event listings.

## IDEA Information Resources

**www.ideafit.com.** The IDEA website provides information on the industry, member benefits, career development, upcoming events, as well as the latest industry news. The IDEA website features an article archive, an index of high-quality educational materials of over 6,000 articles; and a video exercise library with a collection of 300 health and fitness videos on the latest strength, flexibility, core, balance, and speed and quickness exercises.

**IDEA Education Store.** The IDEA Education Store offers a vast selection of educational products and resources for health and fitness professionals to find continuing fitness education courses, online CECs, health and fitness articles, exercise books, manuals, fitness industry research studies, health education, DVDs, videos, CDs and original IDEA content.

## Inspire the World to Fitness

Inspire the World to Fitness is IDEA’s broad-based initiative to utilize fitness professionals as a powerful and effective force to combat the major health challenges of obesity and sedentary living. This campaign is designed to connect inactive consumers with qualified and experienced fitness professionals, while giving them the motivational tools and resources they need to provide realistic and effective exercise programs. By working with major consumer-oriented companies, fitness equipment manufacturers and suppliers, and fitness professionals and facilities, Inspire the World to Fitness is providing consumers with credible fitness options so they can live healthy and active lives.

For more information on IDEA Health & Fitness Association, please visit our website at [www.ideafit.com](http://www.ideafit.com).