



IDEA WORLD FITNESS CONVENTION™

August 12–15, 2009 • The OC (Anaheim), California

Meet with the most influential and respected personal training, group fitness, mind-body and business professionals from over 60 countries. **Estimated Attendance: 5,000**

Audience*

Personal trainers, group exercise instructors, program directors, club owners and managers, Pilates instructors, life coaches, and other fitness and wellness professionals. **95%** of attendees are satisfied or very satisfied with the IDEA World Fitness Convention.

IDEA World Fitness Convention attendees are:

EXPERIENCED—69% have at least 8 years' experience in the fitness industry.

AFFLUENT—With an average annual household income of \$95,500.

INFLUENTIAL—95% make apparel and/or shoe recommendations. **80%** make nutrition and/or hydration recommendations. **58%** either make key decisions or contribute to their facilities' final decisions.

KEY INFLUENCERS—Seeing an average of 42 clients per week.

Exhibiting Opportunities

Premium booth (4-booth minimum): \$1,795

Booth (10' x 10'): \$1,695

Island upgrade: \$1,500

End Cap/Peninsula upgrade: \$750

Corner upgrade: \$300

On-Site Marketing Opportunities

Promotional Seminar Packages

Goodie Bag Sponsor

Goodie Bag insert or attendee notebook insert

Performance Stage Sponsor

Keynote Sponsor

Lanyard Sponsor

Hydration Sponsor

Energy Break Sponsor

Welcome Reception Sponsor

Official Apparel Sponsor

Expo Hall Map Sponsor

Internet Kiosk Sponsor



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*2007 IDEA World Fitness Convention attendee survey.

www.ideafit.com

INSPIRE THE WORLD TO FITNESS®

“Our involvement with IDEA has been fantastic. Through *IDEA Fitness Journal* and the IDEA World Fitness Convention we have engaged qualified fitness professionals to represent us across the globe. We look forward to the convention each year to showcase our new products and programs and to meet with fitness ambassadors face-to-face.”

—RYAN HETRICK,
Marketing Events Manager,
Fitness Anywhere, TRX®

IDEA AND THE COMPANY WE KEEP

ACE | ACSM | Balanced Body® | Bally Total Fitness | BlueFish Sport | Body Bar Systems® | BOSU® by Fitness Quest | Coca Cola® | Dynamix Music | efi® Sports Medicine | The Elations Company | Fitness Anywhere™ | Gaiam® | K-Swiss | Les Mills International | Multitrax UK | National Dairy Council | New Balance | Nike Inc. | NSCA | Peak Pilates® | Perform Better | Polar Electro | Power Music | Power Systems | Propel® Fit Water | Schwinn® | SPRI® Products | STOTT PILATES® | Under Armour® | vitaminwater |





Pre-Event Marketing

Plan your success in advance of the show. When two or more marketing vehicles to the same audience are used, the response rate of each increases by 30% according to *Magazine Publishers of America*.

IDEA World Fitness Convention Marketing Package

Heighten your brand message in advance of the show and get optimum value with this combination of print and electronic ads.

Package includes:

- ½ page, 4 color ad in IDEA World Fitness Convention brochure (Circulation: 80,000)
- Banner ad on 2 pre-event World general e-mails
- Banner ad on 2 World attendee e-mails
- Banner on World Education presenter handout page
- Goodie Bag or attendee notebook insert

COST: \$5,250 Value of \$8,890

Consider using these IDEA resources to accelerate your event performance:

World Event Brochure. Reach over 80,000 fitness pros with your advertising message

IDEA Fitness Journal. Readership of 88,000

Digital IDEA Fitness Journal. The digital version of IDEA's #1 member benefit

IDEA Trainer Success. Targeted to IDEA's largest and fastest growing membership base

IDEA Fitness Manager. Reach facility decision makers directly

IDEA Fit Tips. Reach over 90,000 in this monthly e-newsletter

Attendee Mail List Rental. Pre- or post-event rental available

IDEA World Fitness Convention E-mails

Get your message out directly to your target market in advance of the show through our pre-event e-mail campaign.

Package includes:

General E-mails (2). (Circulation: 86,000 per e-mail) Banner ads promoting the IDEA World Fitness Convention to prospective attendees

Registered Attendee E-mails (2). (Circulation varies)

BANNER SIZE: 140w x 100h pixels COST: \$2,000 for total of (4) banner ads

Note: These opportunities are exclusively available to IDEA World Fitness Convention exhibitors.

Contact your marketing strategist for pricing and specifications at 858.535.8979, ext. 238, or 800.999.4332, ext. 238.