IDEA WORLD CLUB & STUDIO SUMMIT

THE BUSINESS OF FITNESS
SURVIVE, THRIVE & PROSPER

JULY 20–23, 2017: LAS VEGAS, NV
www.ideafit.com/clubstudio
The IDEA World Club & Studio Summit is designed specifically for CLUB AND STUDIO OWNERS, OPERATORS, PROGRAM DIRECTORS AND MANAGERS who are eager to create a world-class facility and experience for clients and members.

This 4-day exclusive event brings together like-minded business owners and managers from around the world, and features expert faculty who have worked hard to develop successful fitness businesses, and are some of the most influential entrepreneurs on the planet. They will provide you with specific tools and actionable steps that you can implement in your business to immediately set the stage for increased profits and fulfillment.

"Finally, an event for people like me who are trying to survive running our own fitness businesses! I gained an exponential amount of information about growing and managing my business, the tools to help me do so, and the confidence in knowing there is guidance out there via all the amazing presenters and the new colleagues I met who are on the same path to success running fitness businesses. I will be at this event every year! "—JOHN KELLY, 2016 ATTENDEE
WHY YOU NEED TO ATTEND

If you are a club or studio owner, operator, program director or manager who wants to grow smarter, break through business plateaus, network with like-minded leaders, and learn from the greatest innovators and entrepreneurs in business, the IDEA World Club & Studio Summit is your must-attend event for 2017.

Key Take-Home Benefits

- Tools to create infallible operating systems that keep your facility running smoothly from top to bottom line
- Strategic business plans to set a strong foundation for growth and save you from making costly mistakes
- Ready-to-implement ideas on how to differentiate your business and stay competitive
- Proven strategies to maximize marketing, social media and websites
- Techniques to retain members, garner referrals and close more sales deals
- The skills you need to create a work environment that promotes productivity and minimizes distraction
- New ideas to attract and build a team of high-caliber employees, and create a culture of remarkable service
- Superb networking opportunities with like-minded leaders that can help to expand your business in new ways
- The motivation you need to grow as a leader and a person, so you can be better in every aspect of your life
- The newest programming, equipment and technology from all the leading brands

IDEA World Fitness & Nutrition Expo

Be the first to discover the latest in products, trends, programs, equipment, technology, food and more from over 300 TOP BRANDS.
Get the focused, practical skills you need to accelerate your business and thrive in the fitness industry.

Learning the ins and outs of the business of fitness is vital to survive, thrive and prosper as a facility owner or manager. Take advantage of the most comprehensive business education taught by a stellar faculty, so that you can take the guesswork out of building a profitable and sustainable business.

KEYNOTE SPEAKER

Darren Hardy
Former publisher and editor of SUCCESS magazine

KEYNOTE ADDRESS

Igniting the Compound Effect
Success mentor Darren Hardy draws from his own extraordinary journey to success, and all he has collected from interviewing the most successful people of our time, and distills it into the core fundamental principles every achiever needs to know, practice and master to obtain anything more than ordinary success.

BREAKOUT SESSION

The Productivity Strategies of Superachievers
Learn how to stay focused and eliminate your addiction to distraction, how to get yourself (and others) to do what we know we should do, and how to keep your motivation to stay consistent in the disciplines needed to succeed long term. Take home rarely known and insightful tips and strategies that you can immediately apply to your business and life to significantly improve results.

FEATURED SESSIONS

Lead Generation Made Easy: Get More Clients in the Door
Mike Arce, Vito La Fata and Alicia Streger
Stop wasting money on your websites or social media advertising until you’ve learned the nuts and bolts of attracting qualified leads. This high-energy panel presentation, will help you turn your lead generators into money-makers for your business. You will learn different strategies to improve your lead generating systems, including developing lead magnets, creating free Facebook groups, running Facebook ad campaigns and delivering content-rich videos to engage your core audience.

Create WOW in Your Business and Life
Todd Durkin, MA
As the club owner of Fitness Quest 10 and author of The WOW Book, Todd will share wisdom about business, life and success. He will talk about sacrifice, risk taking, being proactive and having belief in the face of adversity. He will challenge your vision as a leader and urge you to “do better” in daily life. You’ll leave this session ready to take your business, career and life to the next level.

Build Your Dream Team of Superheroes
Mark Fisher
New York studio owner Mark Fisher will share lessons learned from his journey from a one-man band to a team of 30. You’ll learn the essentials for finding, developing and retaining great team members. Plus, take home Mark’s fundamentals for creating a remarkable service culture that will lead to more freedom, more impact and more happiness.

Dominating Sales: A Proven Method to Close More Deals
Vince Gabriele, MS
Studio owner Vince Gabriele will share his exclusive, step-by-step approach to get more prospective members at your facility and ultimately to buy your long-term personal training packages and membership contracts. He will share his insider tips that go beyond tours or talking about equipment so you can implement a proven method to close more deals.

Learn more about our speakers by visiting www.ideafit.com/clubstudio.

REGISTER NOW!
Run Your Business Like a Boss
Liberty Harper
Learn how to systemize your business to run like a franchise, even if it is not. Franchise guru and industry leader Liberty Harper will share the systems, business strategies, payroll tips, time savers and money savers that have launched her businesses to amazing heights. Learn how to invest in business systems and operations in order to set a strong foundation for growth and save yourself from making costly mistakes.

The Key to Client Retention:
The First 90 Days
Alicia Streger
Fitness entrepreneur Alicia Streger will teach you her exclusive plan of action for the first 90 days of a client’s journey in your facility: how to create email nurture sequences, welcome packages and follow-up touch points. You’ll learn how to strategically ask for referrals, encourage clients to leave reviews, and deliver an unforgettable experience. You will leave with a clear strategy for retaining more clients.

The Club of the Future: IDEA World MEGA Circuit
The IDEA World Showcase Arena will be transformed into the fitness facility of the future for this special sweat session. Here is your opportunity to get up close and personal with the newest and most exciting pieces of equipment and fitness technology available. Integrating 20 innovative products, the IDEA World MEGA Circuit will push your limits and give you creative new ideas and techniques to implement the future of circuit training at your facility.

Build Beneficial Relationships
New For 2017!
Successful leaders have so much to gain by spending quality networking time with like-minded peers. This year, we’ve added fun social activities to the program to create opportunities to forge new meaningful connections in the industry. Check out what’s in store:

MORNING NETWORKING COFFEES
Each day starts with a cup of coffee, light refreshments and quality time to network with peers, presenters and sponsors.

FRIDAY NETWORKING HAPPY HOUR
Unwind after a mind-blowing day of information, and network with leaders from across the country. The first drink is on us!

DAILY WORKOUTS
The boss needs to work out, too! Don’t miss these daily workouts that feature the hottest products, equipment and programs, and promise to deliver great sweat sessions.
- Total-Body Workout With Polar® Club-Heart Rate-Based Training NICK EKBATANI, MBA
- TRX® Boot Camp FRASER QUELCH
- The Club of the Future: IDEA World MEGA Circuit
4 DAYS to create the business you want for 2017 & beyond!

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<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>Thursday, July 20</td>
<td>7:30-7:45am</td>
<td>FREE CHOICE: Choose from over 17 workouts</td>
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<td>9:00-10:00am</td>
<td>MORNING NETWORKING COFFEE</td>
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<td>10:15am-12 Noon</td>
<td>Opening Ceremonies &amp; KEYNOTE PRESENTATION</td>
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<td>12:20-5:30pm</td>
<td>IDEA World Fitness &amp; Nutrition Expo OPEN</td>
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<td>2:00-3:50pm</td>
<td>The Productivity Strategies of Superachievers</td>
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<td>4:00-4:45pm</td>
<td>Best Practices of Club Management: Top to Bottom Line</td>
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<td>5:00-6:00pm</td>
<td>The Club of the Future: IDEA World MEGA Circuit WORKOUT</td>
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<td>7:30 -10:00pm</td>
<td>Viva IDEA WORLD WELCOME PARTY</td>
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<td>Friday, July 21</td>
<td>7:30-8:15am</td>
<td>Total-Body Workout With Polar® Club—Heart Rate-Based Training WORKOUT</td>
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<td>9:00-9:40am</td>
<td>MORNING NETWORKING COFFEE</td>
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<td>9:40-10:40am</td>
<td>Branding: Rising Above a Crowded Marketplace</td>
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<td>10:40-11:30am</td>
<td>Run Your Business Like a Boss</td>
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<td>11:30am-5:30pm</td>
<td>IDEA World Fitness &amp; Nutrition Expo OPEN</td>
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<td>1:30-2:30pm</td>
<td>Build Your Dream Team of Superheroes</td>
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<td>2:30-3:20pm</td>
<td>Five Minutes to IGNITE a Better Business</td>
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<td>3:30-5:00pm</td>
<td>Lead Generation Made Easy: Get More Clients in the Door</td>
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<td>5:00-6:00pm</td>
<td>NETWORKING HAPPY HOUR</td>
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<td>Saturday, July 22</td>
<td>7:30-8:15am</td>
<td>TRX® Boot Camp WORKOUT</td>
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<td>9:00-9:40am</td>
<td>MORNING NETWORKING COFFEE</td>
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<td>Create WOW in Your Business and Life</td>
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<td>The Key to Client Retention: The First 90 Days</td>
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<td>2:20-3:00pm</td>
<td>Your Turn! Q&amp;A With Club &amp; Studio Experts</td>
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<td>3:00-3:35pm</td>
<td>SUMMIT MARKETPLACE AFTERNOON NETWORKING</td>
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<td>3:35-5:05pm</td>
<td>Creating Your Ideal Business Action Plan</td>
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<tr>
<td>Sunday, July 23</td>
<td>7:30-9:20am</td>
<td>FREE CHOICE: Choose from over 11 workouts, workshops or lectures</td>
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<tr>
<td></td>
<td>9:40-11:30am</td>
<td>FREE CHOICE: Choose from over 10 workouts, workshops or lectures</td>
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EVENT INFORMATION

CONVENTION & HOTEL FACILITIES
All sessions, registration and the IDEA World Fitness & Nutrition Expo will be held at the Las Vegas Convention Center, located at 3150 Paradise Rd, Las Vegas, NV 89109, and the Westgate Las Vegas Resort & Casino, located at 3000 Paradise Rd., Las Vegas, NV 89109.

CANCELLATION POLICY
If we receive your cancellation notice 30 days prior to an event, the administrative processing fee is $100. There will be no refunds allowed after that date or for no-shows. You can cancel anytime prior to the event and a credit will be issued that can be used toward a future IDEA event. Credits issued will expire on December 31 of the following calendar year.

We’ve made it easier to switch names on event registrations at no charge. If you can’t make it, you may send a colleague in your place by contacting Inspired Service at least 7 days prior to the event (switches are subject to a fee increase based on member status). Contact Inspired Service for further assistance at (858) 535-8979, ext. 7, or email at member@ideafit.com.

IDEA Health & Fitness Association is not responsible for any loss or damage as a result of a substitution, alteration or cancellation/postponement of an event. IDEA shall assume no liability whatsoever in the event this conference is cancelled, rescheduled or postponed due to a fortuitous event, act of God, unforeseen occurrence or any other event that renders performance of this conference impracticable, illegal or impossible. For purposes of this clause, a fortuitous event shall include, but not be limited to: war, fire, labor strike, extreme weather or other emergency.

For travel and hotel information, please visit www.ideafit.com/clubstudio and click on “TRAVEL.”

REGISTRATION INFORMATION

Early-Bird Pricing Expires
JUNE 9, 2017
www.ideafit.com/clubstudio

OR CALL (800) 999-4332, EXT. 7
Outside the U.S. and Canada: (858) 535-8979, ext. 7

REGISTER NOW! CLICK HERE

REGISTRATION INFORMATION

EVENT INFORMATION

PRICING

Early-Bird Reg. BY 6/9/17 Regular Reg. AFTER 6/9/17
FULL REGISTRATION (Thursday–Sunday)
IDEA MEMBER $399 $469
NONMEMBER $489 $559
1-DAY PACKAGE (Thursday, Friday or Saturday Only)
IDEA MEMBER $219 $249
NONMEMBER $259 $299
3-PAYMENT PLAN (Full Registration Only)
Valid through May 1, 2017
IDEA MEMBER 3 payments of $133
NONMEMBER 3 payments of $163

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For your Vegas best because it’s time to PARTY!
We are extremely proud to celebrate IDEA’s 35th birthday, and so we’ve pulled out all the stops to honor those who have made it all possible: YOU.

THURSDAY, JULY 20 • 7:30–10:00PM

Don your Vegas best because it’s time to PARTY!
We are extremely proud to celebrate IDEA’s 35th birthday, and so we’ve pulled out all the stops to honor those who have made it all possible: YOU.

THURSDAY, JULY 20 • 7:30–10:00PM

This party is included with your full IDEA World Club & Studio Summit registration.
DO YOU WANT A BUSINESS THAT THRIVES?

- **GROW** as a leader and gain the skills you need to immediately set the stage for increased profits and fulfillment.
- **LEARN** how to implement systems that will keep your facility running smoothly from top to bottom line.
- **BUILD** a network of peers that can offer continued support, friendship and guidance.
- **DEVELOP** new ideas to attract qualified customers, retain members, garner referrals and close more sales deals.
- **ENHANCE** your facility with the newest programming, equipment and technology from all the leading brands.

“Attending the inaugural IDEA World Club & Studio Summit was the best decision I made this year. I took home a ton of new ideas and implemented new programs and products that I discovered at the Expo that have really been game changers for my business. I left feeling organized, focused, and I have more tools, a greater network of connections, and motivation that I can take back to my club, so that I can excel at whatever it is I am working toward.” —NIKKI COOKE, 2016 ATTENDEE