



2024 Exhibitor Prospectus

July 10-14, 2024 • Los Angeles

INTRODUCTION

Dear Exhibitor:

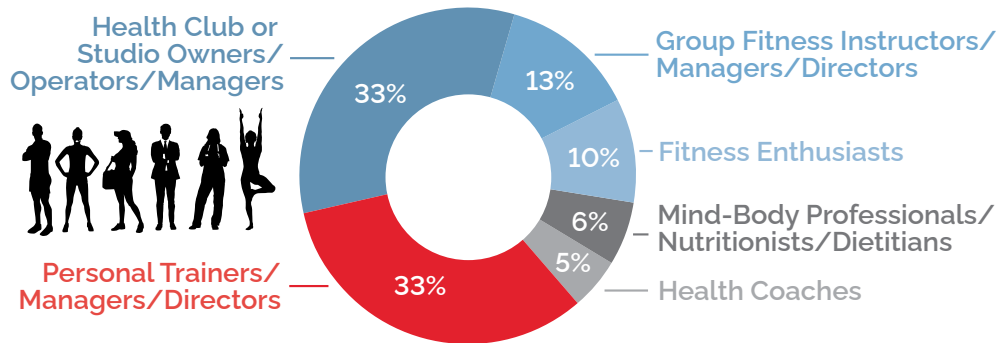
IDEA World Convention brings together the most elite fitness, business, wellness and nutrition professionals to connect with global influencers, world-renowned speakers and leading brands in the industry.

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.

The two-day IDEA World Fitness & Nutrition Expo features equipment, fit-tech and nutrition brands as well as group fitness, apparel, education and business services companies. It's an amazing opportunity for brands to drive awareness, demo, sample and sell.



BY THE NUMBERS



66% FEMALE



34% MALE

TOP 2 REASONS ATTENDEES VISIT THE EXPO

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

82%

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

60%

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

68%

contribute to the buying process in their business

92%

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

Prices are per 10' x 10'

Early-Bird Booth

Early-bird pricing ends on
Dec. 31, 2023

\$2,500

January 1–April 1, 2024 **\$2,800**

After April 1, 2024 **\$3,100**

UPGRADES

Corner Upgrade **\$525**

Peninsula Upgrade **\$1,050**

Island Upgrade
Only available for 20' x 20'
or larger booths **\$1750**

Premium Upgrade
Island booths only, located on
main aisle; price per 10' x 10' **\$200**

Private Showcase Room *Rate varies
by size and
total days.*
Requires a booth

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
- 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.



EXPO HALL HOURS AND SCHEDULE

EXHIBIT INSTALLATION

Tuesday, July 9 8:00am–5:00pm

Wednesday, July 10 8:00am–5:00pm

Thursday, July 11 8:00am–5:00pm

EXHIBIT HOURS

Friday, July 12 11:30am–5:00pm

Unopposed by sessions (busiest time) 11:30am–2:00pm

Saturday, July 13 10:00am–5:00pm

Unopposed by sessions (busiest time) 11:30am–2:00pm

EXHIBIT HALL DISMANTLE

Saturday, July 13 5:00–10:00pm

Sunday, July 14 8:00am–3:00pm



SPONSORSHIP OPPORTUNITIES

Welcome Party Title Sponsor

\$15,000

1 available

The Welcome Party is the pinnacle event, where everyone comes together to eat, celebrate and party.

- 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, event app, landing page for the Welcome Party on the IDEA World microsite and daily e-newsletter
- 10' x 10' booth in the expo hall
- Logo on the screens in the room for the night
- Three complimentary full-conference registrations
- Member Perks page listing (optional)

IDEA World Fitness Awards Sponsor

\$10,000

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, IDEA Fitness Instructor and IDEA Emerging Trailblazer of the Year

- Mentioned as the IDEA Awards Sponsor in: *Digital Fitness Journal* ads for solicitations, and announcing finalists and recipients, event app, landing page on the IDEA World microsite and award presentation slides
- Verbal podium recognition by IDEA during opening general session
- Ability to offer award recipients prize package(s)
- Two complimentary full-conference registrations
- Member Perks page listing (optional)

Showcase Arena Sponsor

\$12,000

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 Showcase Arena sponsor in pre-event email marketing to registered attendees, event app and landing page on the event microsite
- Branding on the arena structure and hanging moss sign
- Brand included as a session in the MEGA Circuit
- Signage included: (1) overhead moss sign and (4) 120' x 35' side banners; sponsor may add additional signage at cost
- Two complimentary full conference registrations
- Member Perks page listing (optional)

* Must be approved by IDEA.

SPONSORSHIP OPPORTUNITIES *Continued*

Directional Signage

\$10,000

1 available

Directional signage will be placed throughout the event space directing attendees to their preferred location. As the signage sponsor your branding will be seen throughout the event by each and every person. Your logo will be co-branded on:

- Directional meter signs (minimum of 10 signs)
- Carpet clings (minimum of 10)
- Small format directional signs (22" x 28")
- Mentioned as the Signage Sponsor in: pre-event email marketing to registered attendees, event app, landing page on the event microsite and onsite signage
- Two complimentary full conference registrations
- Member Perks page listing (optional)

IDEA App Sponsor

\$10,000

1 available

Extend your reach and co-brand the official mobile app of 2024 IDEA World.

- Mentioned as the Event App Sponsor in: pre-event email marketing to registered attendees, event app, 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 complimentary full conference registrations
- Member Perks page listing (optional)

Welcome Bag Sponsor

\$10,000

1 available

- Logo added to the co-branded official attendee bag distributed at Attendee Registration on-site (IDEA to provide bag)
- Sponsor logo on promotional signage at registration
- Two complimentary full conference registrations
- Member Perks page listing (optional)

Lanyard Sponsor

\$10,000


1 available

- Logo added to the co-branded official attendee lanyard distributed at Attendee Registration on-site (IDEA to provide lanyard)
- Sponsor logo on promotional signage at registration
- Two complimentary full conference registrations
- Member Perks page listing (optional)

Promotional Seminar

\$3,500 per

- Session advertised in: official agenda, event website, and session selection to pre-register
- Ability to conduct a 1-hour lecture or workout session during a lunch time block
- 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 microphone, sound system, data project and screen
- Deadline to submit is June 1, 2024
- Member Perks page listing (optional)

 *These opportunities do not require a booth purchase, but there will be a \$500 surcharge for companies that do not have a booth in the expo hall.*

SPONSORSHIP OPPORTUNITIES *Continued*

<p>Apparel Sponsor</p> <p>●</p> <p>\$3,000</p> <p>1 available</p>	<ul style="list-style-type: none"> • 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, event app, IDEA World microsite and daily e-newsletter • Member Perks page listing (optional) • APPAREL MUST ARRIVE AT IDEA OFFICE NO LATER THAN JUNE 2, 2024
<p>Athletic Footwear Sponsor</p> <p>●</p> <p>\$3,000</p> <p>1 available</p>	<ul style="list-style-type: none"> • 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, event app, IDEA World microsite and daily e-newsletter • Member Perks page listing (optional) • FOOTWEAR MUST ARRIVE AT IDEA OFFICE NO LATER THAN JUNE 2, 2024
<p>Event Social Media Package</p> <p>\$2,500</p> <p>10 available</p>	<ul style="list-style-type: none"> • Posted on the IDEA World attendee Facebook page (currently 7,900 members) • 3 pre-event social posts posted six, four then two weeks prior to the event plus one post either Friday OR Saturday during the event. Content for all social posts to be provided to IDEA no later than May 10, 2024. • Member perks page listing (optional)
<p>Attendee T-Shirt Sponsor</p> <p>●</p> <p>\$1,500</p> <p>6 available</p>	<ul style="list-style-type: none"> • Logo added to the co-branded official attendee t-shirt; distributed at Attendee Registration on-site; logo should be solid black and will go on the back of a white shirt • Member Perks page listing (optional)
<p>Pre/Post-Event Emails</p> <p>\$1,500</p>	<ul style="list-style-type: none"> • 1 pre-event OR 1 post-event emails to attendees only. • Member Perks page listing (optional)
<p>Session Signage Sponsor*</p> <p>\$500 per session</p>	<ul style="list-style-type: none"> • Place up to four pop-up banners (maximum dimensions of 48" x 98" each) in a session room • Member Perks page listing (optional) <p><small>* Only available to companies with branded educational programming on the IDEA schedule.</small></p>

● *These opportunities do not require a booth purchase, but there will be a \$500 surcharge for companies that do not have a booth in the expo hall.*

To learn more about sponsorship opportunities, please contact:

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