

UNITED WE THRIVE



EXHIBITOR PROSPECTUS

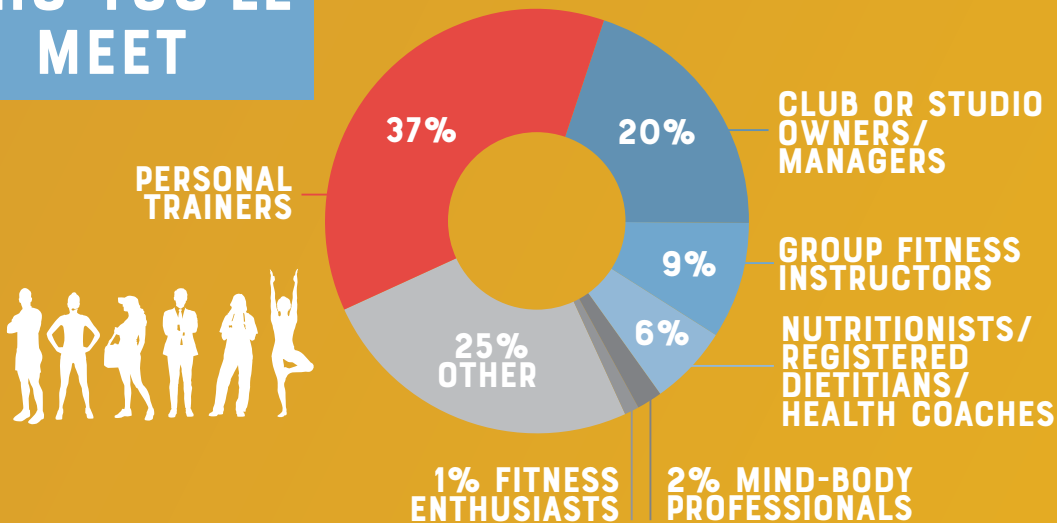
JULY 9-11, 2021 [IDEAFIT.COM/WORLD](https://ideafit.com/world)

IDEA® WORLD VIRTUAL 2021 BY THE NUMBERS

TOP 6 BENEFITS OF SPONSORING

- 1** Higher capacity for direct attendee interaction, due to chat functions and in-booth marketing
- 2** Guaranteed visibility through direct notifications and branding
- 3** Potential to reach more attendees in a shorter timespan, with no space or timing conflicts
- 4** Enhanced opportunities for lead capture, including attendee activity and contact information
- 5** Savings on company travel, lodging and staffing
- 6** Savings on shipping, delivery and drayage fees

WHO YOU'LL MEET



IDEA AUDIENCE AND VIRTUAL EVENTS

65%

of the IDEA audience say what they value most about visiting the virtual expo hall is seeing new trends.

53%

of the IDEA audience say they are very likely or likely to purchase a product after seeing it in the virtual expo hall.

68%

of the IDEA audience say the virtual expo hall is extremely important to somewhat important to the overall conference experience.

91%

of 2020 attendees say overall they were very satisfied or satisfied with IDEA World Virtual.

275K FITNESS PROFESSIONALS **200K** EMAIL SUBSCRIBERS
200K SOCIAL MEDIA ENGAGEMENT **87K+** FACEBOOK LIKES
40K+ INSTAGRAM FOLLOWERS

VIRTUAL BOOTH PACKAGE

\$3,500

Your booth will be featured in the IDEA World Fitness & Nutrition Virtual Expo Hall.

Your sponsorship will include all the entitlements listed below:

SAVE 10%

**ON A VIRTUAL
BOOTH WITH
EARLY-BIRD
PRICING**

**Expires
3/31/21**

✓	LEAD RETRIEVAL	Capture attendee information for all who enter your booth.
✓	EMBEDDED PROMOTIONAL VIDEO	Greet attendees with a video.
✓	BRANDED DIGITAL SIGNAGE	Customize your virtual booth with clickable graphics.
✓	TEXT CHAT FUNCTION	Chat with attendees individually or in groups.
✓	VIDEO CHAT FUNCTION	Meet with attendees one-on-one in a personal chat room.
✓	APPOINTMENT SCHEDULING	Approve attendee requests to meet in the personal chat room at predetermined times.
✓	WEBLINK HOSTING	Redirect attendees to your website to sell products, services and memberships.
✓	VIRTUAL SWAG BAG	Offer coupon codes, discounts, deals and incentives.
✓	SOCIAL MEDIA	Attach Twitter, Facebook and Instagram handles.
✓	PROMOTION	Promote webinars, podcast and certification courses.
✓	DOCUMENT HOSTING	Display catalogs, recipes, press releases and promotional materials.
✓	TEXT HOSTING	Add company history, objectives, testimonials and FAQs.
✓	VIDEO LIBRARY	Add marketing videos.



ADD-ON ITEMS

Enhance the attendee experience and expand your reach with these available add-on items:

	SPONSORED WORKOUT	\$6,000 6 available	Lead attendees in a 45-minute workout of your choice, with your presenter(s).
	SPONSORED SEMINAR	\$6,000 6 available	Lead attendees in a 60-minute lecture-style seminar of your choice, with your presenter(s).
	PROMOTIONAL VIDEO	\$4,000 3 available	Produce a 60-second promotional video to be played at the start of the Opening Ceremonies, IDEA Awards or Closing Ceremonies. <small>Sponsors will be given the opportunity to select which General Session they would like to sponsor based on the date the contract is received.</small>
	IN-BOOTH SPONSORED LIVE DEMONSTRATION	\$4,000	Conduct a live demonstration or workout on the official agenda. This unique opportunity allows you to showcase your product or program during a timeblock in which no other programmed sessions (excludes sponsored sessions) are taking place.
	INSTAGRAM OR FACEBOOK LIVE EXPRESS SESSION	\$3,500 6 available	Conduct a 20-minute Express Workout or Express Promotional Seminar that will be featured on Instagram and/or Facebook, reaching a potential 200,000 through social media engagement.
	BRANDED LOUNGE	\$2,500 5 available	Brand a topic-specific lounge with your company logo where attendees can go to network and discuss.
	WELCOME BOX	\$1,500 20 available	Opportunity to offer a custom package/gift that will be included in a curated welcome box, shipped to attendees pre-event. Must provide 500 products/gifts. Up to 500-person opt-in lead list included.
	HALF-PAGE DIGITAL BROCHURE AD	\$1,000 10 available	Digital ad will be housed on the IDEA event microsite.
	PROMOTIONAL PRE-ROLL VIDEO	\$1,000	Produce a 60-second promotional video to be played at the start of your educational session. <small>Only available if company programming has been selected for the program.</small>
	FEATURED LOGO PLACEMENT	\$1,000	Featured logo placement on the virtual event landing page.



These add-on items can be purchased without the Virtual Booth Package.



Contact Sales Director **HEIDI ROTE** at **858-652-4283**
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to find out more about IDEA World Virtual 2021.