



SPONSOR PROSPECTUS



February 24–27, 2022 Alexandria, VA ideafit.com/ptrainer

WHO YOU'LL MEET

ROLE ATTENDEES PLAY IN THE BUYING PROCESS FOR HIS/HER FACILITY

35%

Key decision maker

12%

Contributor to final decision

19%

Provide educated recommendations

EMPLOYMENT STATUS

54%

Full-time (25+ hours per week)

40%

Part-time (24 hours or less per week)

6%

Not employed in the fitness industry

DEMOGRAPHICS

70%
FEMALE

30%
MALE

YEARS OF EXPERIENCE IN THE INDUSTRY

YEARS

15+ 49%

8-15 22%

4-7 14%

0-3 15%

PERSONAL TRAINER
Independent Contractor/Sole Practitioner

38%

PERSONAL TRAINER
Employee

21%

**CLUB OWNER/
FACILITY MANAGER**

14%

**GROUP FITNESS
INSTRUCTOR**

11%

WELLNESS PROFESSIONAL

8%

**PERSONAL TRAINING
DIRECTOR/MANAGER**

8%



THE IDEA AUDIENCE AND EVENTS

65%+

are likely to purchase from a sponsor selling products/services at this event.

89%+

rate IDEA Personal Trainer Institute as their first event choice or in the top 3 for all industry events.

63%+

have an annual income greater than \$75,000.

DIGITAL REACH



275K Fitness Professionals **200K** Email Subscribers
200K Social Media Engagement **87k+** Facebook likes
40k+ Instagram followers

CORE SPONSOR

20 available

Your sponsorship will include all the entitlements listed below:

✓	Tabletop Package	(1) 6' table, 2 chairs, linen and a wastebasket
✓	Emails	1 pre-event or 1 post-event dedicated attendee email
✓	Printed Brochure Ad	Half-page event brochure ad (*only available through September 3, 2021)
✓	Email Logo Recognition	Company logo recognition in event email footer
✓	Conference Guide Logo Recognition	Company logo recognition in the conference guide
✓	Event Website Logo Recognition	Company logo with hyperlink on the event website
✓	Offer Coupons	Offer an event coupon for attendees (discounts or giveaways)
✓	Raffle Prize	Offer an attendee raffle prize
✓	Event Registrations	2 free event registrations



ADDITIONAL SPONSORSHIP OPPORTUNITIES

Enhance the attendee experience and expand your reach with these additional opportunities:

Sponsored Lunch Seminar 2 available	Friday or Saturday • 12:35–1:35pm <ul style="list-style-type: none"> Conduct a lunch seminar/panel for attendees on a mutually agreed upon topic. This would include a time slot for a speaker/panelists while attendees eat lunch (boxed lunch included in sponsorship).
Hydration Sponsor	<ul style="list-style-type: none"> Supply your product (beverage only) in each session room for all event days. Sponsor responsible for shipping product and distribution of product. Corkage fees will apply.
Refuel Sponsor	<ul style="list-style-type: none"> Supply your product (food only) in each session room for all event days. Sponsor responsible for shipping product and distribution of product. Corkage fees will apply.
Sponsored Morning Workout 4 available	(2) Friday and (2) Saturday • 7:00–7:45am <ul style="list-style-type: none"> Lead attendees in a workout of your choice, with your presenter(s). Tabletop package during load-in, workout and load-out. Table located in the sponsor marketplace and can be used for networking or handing out marketing material. (Tabletop hours: 6:30–8:15am on the day of your workout only).
Sponsored Lunch Workout 2 available	Friday or Saturday • 12:45–1:30pm <ul style="list-style-type: none"> Lead attendees in a workout of your choice, with your presenter(s). Tabletop package during load-in, workout and load-out. Table located in the sponsor marketplace and can be used for networking or handing out marketing material. (Tabletop hours: 12:15–2:00pm on the day of your workout only).
Attendee Bag Sponsor	<ul style="list-style-type: none"> Logo added to the co-branded attendee bag distributed at attendee registration on-site (IDEA to provide bag).
Name Badge Lanyards	<ul style="list-style-type: none"> Customize the official meeting lanyards with your company logo (sponsor to print and provide).
Product Placement	
Morning Coffee Break Product Placement	Friday or Saturday <ul style="list-style-type: none"> Offer your company's food or beverage product. Place branding around the event space during the function (provide and work with IDEA on what's approved in the location).
Networking Happy Hour Product Placement	<ul style="list-style-type: none"> Offer your company's food or beverage product. Place branding around the event space during the function (provide and work with IDEA on what's approved in the location).
Apparel Sponsor (Staff Uniforms)	<ul style="list-style-type: none"> Provide IDEA staff (10 units) with pants, shirts and jackets to be worn at all times while working. Pop-up store in registration area (optional).
Support Staff T-Shirt Sponsor	<ul style="list-style-type: none"> Provide IDEA support staff (150 units) with co-branded t-shirts to be worn at all times while working.
Attendee Welcome Bag Product Placement	<ul style="list-style-type: none"> Provide your company's product (no marketing inserts) in the attendee welcome bag (700 units).



Contact Sales Director **HEIDI ROTE** at **858-652-4283** or via email at hrote@OutsideInc.com to find out more about IDEA Personal Trainer Institute.