



Experience the **MOVE**ment



2023 Exhibitor Prospectus

July 9–12, 2023 • Los Angeles, CA • ideafit.com/world

v.2-01052023

INTRODUCTION

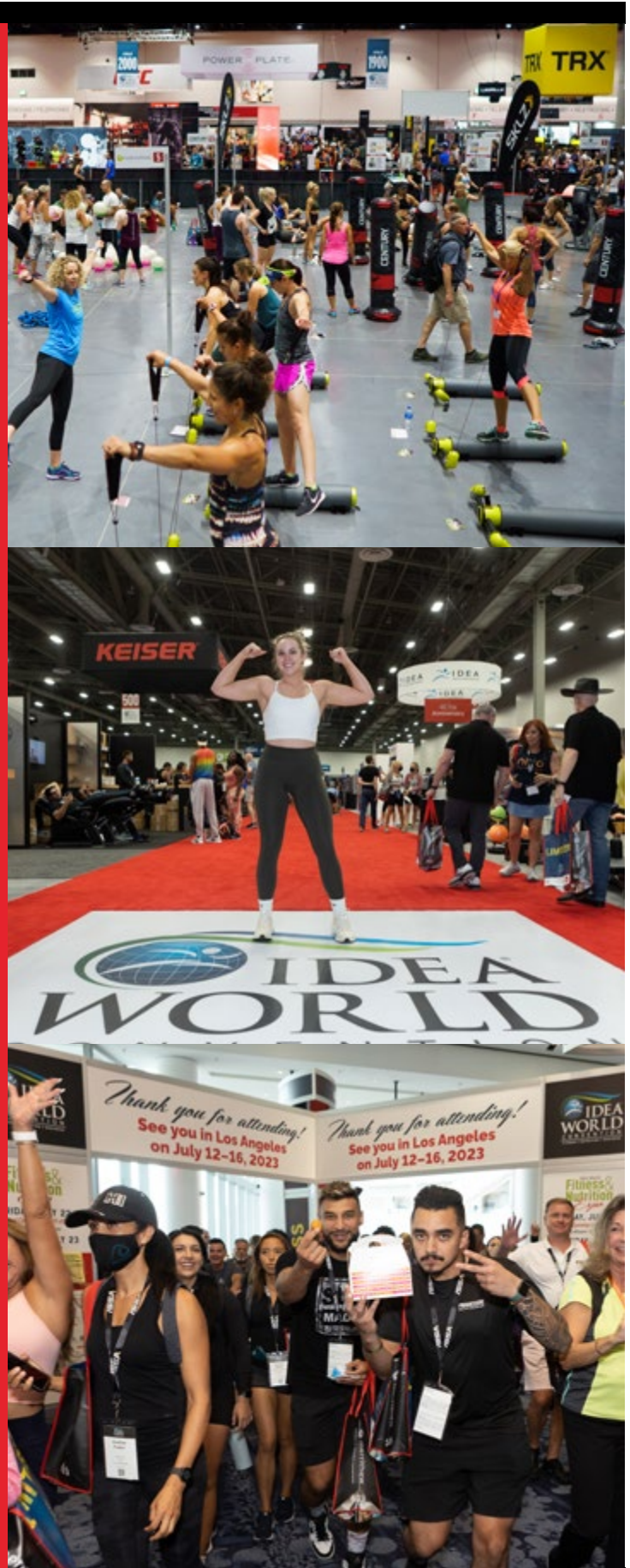
Dear Exhibitor:

IDEA World Convention is THE industry event of the year! More than 10,000 of the most elite fitness, business, wellness and nutrition professionals gather at this annual convention for the single largest meeting of 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, which is why they attend IDEA World every year.

Exhibiting at IDEA World is like being invited to the most influential, powerful party you've ever attended because everyone you meet has the ability to grow your brand. That's why 75% of exhibitors and sponsors return year after year for this unprecedented opportunity!

We invite you to reserve your exhibit space and explore all the available sponsorship opportunities that were created to give you unique exposure to this key audience of decision makers and influencers. Each year, sponsorships sell out quickly, so don't miss your chance to secure your spot and be part of this amazing community that has the power to grow your brand in 2023 and beyond!

We can't wait to see you there!



WHO YOU'LL MEET

IDEA World is the most elite gathering of fitness, business and nutrition pros and experts in the world!



PERSONAL TRAINERS

WHAT THEY WANT

- Find new tools to stay ahead of the game
 - Discover the latest in program design, exercise science and business
 - Reach out to new markets with specialty training
 - Stay current on the latest trends and innovations
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GROUP FITNESS INSTRUCTORS

WHAT THEY WANT

- Maximize current skills—and develop new ones—with new programs
 - Create programs for new target markets
 - Achieve success with innovative class offerings
 - Learn about products and services to grow their business
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CLUB OR STUDIO OWNERS/MANAGERS

WHAT THEY WANT

- Create a sustainable and profitable business
 - Attract and build a high-impact team
 - Sell more memberships, client packages and fitness services
 - Seek ideas to differentiate their business
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NUTRITION/WELLNESS PROFESSIONALS

WHAT THEY WANT

- Get the latest tools and strategies to positively impact clients' health
 - See new trends in the industry
 - Get practical how-tos, case studies and best practices
 - Network with like-minded leaders, brands and peers
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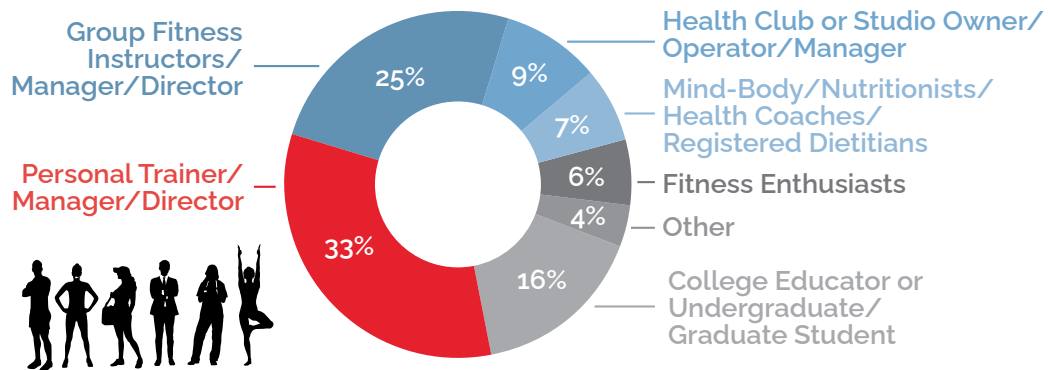


MIND-BODY PROFESSIONALS

WHAT THEY WANT

- Explore new and effective programming
- Discover new tools to help clients become more centered and balanced
- Connect face-to-face with brands/sponsors

BY THE NUMBERS



76% FEMALE



24% MALE

TOP 2 REASONS ATTENDEES VISIT THE EXPO

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

89%

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

96%

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

56%

contribute to the buying process in their business

94%

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'

10' x 10' Booth	\$2,800
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UPGRADES

Prices are per 10' x 10'

Corner Upgrade	\$525
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Peninsula Upgrade	\$1,050
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Island Upgrade Only available for 20' x 20' or larger booths	\$1750
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Premium Upgrade Only available for island upgrade booths	\$200
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Private Showcase Room Requires a booth	<i>Rate varies by size and total days.</i>
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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
- 24-hour security
- 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 11	8:00am–5:00pm
Wednesday, July 12	8:00am–5:00pm
Thursday, July 13	8:00am–5:00pm

EXHIBIT HOURS

Friday, July 14	10:00am–5:00pm
Unopposed by sessions (busiest time)	11:30am–2:00pm
Saturday, July 15	10:00am–5:00pm
Unopposed by sessions (busiest time)	11:30am–2:00pm

EXHIBIT HALL DISMANTLE

Saturday, July 15	5:00–10:00pm
Sunday, July 16	8:00am–3:00pm



SPONSORSHIP OPPORTUNITIES



Opening Ceremonies Sponsor

\$25,000 • 1 available

Get your brand in front of over 3,000 attendees at this must-attend event, where the keynote and the IDEA World Fitness Awards presentation will inspire and motivate attendees. Take advantage of the opportunity to showcase your company's brand to this targeted group of industry professionals.

- Mentioned as the Opening Ceremonies Sponsor in: pre-event email marketing to registered attendees, attendee guide handed out on-site, landing page of the IDEA World microsite, daily e-newsletter, slides during the Opening Ceremonies and brochure
- Verbal podium recognition by IDEA during opening general session
- Opportunity to play up to a 60-second video at the general session*
- Five complimentary full-conference registrations
- Marketing piece distributed to attendees via a seat drop (client to provide seat drop)



Welcome Party Title Sponsor

\$15,000 • 1 available

The Welcome Party is the pinnacle event, where everyone comes together to eat, celebrate and party. It attracts over 5,000 attendees, presenters and exhibitors.

- 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, attendee guide handed out on-site, landing page for the Welcome Party on the IDEA World microsite, daily e-newsletter, and brochure
- Logo on the screens in the room for the night
- Three complimentary full-conference registrations



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: *Fitness Journal* ads for solicitations, and announcing finalists and recipients; attendee guide handed out on-site; landing page on the IDEA World microsite; award presentation slides; and brochure
- Verbal podium recognition by IDEA during opening general session
- Option to introduce the IDEA Inspiration Award
- Ability to offer award recipients prize package(s)
- Two complimentary full-conference registrations

* Must be approved by IDEA.



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.

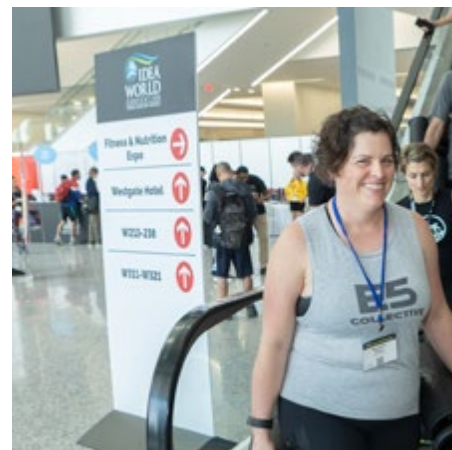
- Mentioned as the Showcase Arena sponsor in pre-event email marketing to registered attendees, attendee guide handed out on-site, landing page on the event microsite, onsite signage, and brochure
- Branding on the arena structure and hanging moss sign
- Brand included as a session in the MEGA Circuit
- 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

MEGA Circuit Music Sponsor

\$2,000 • 1 available

In its fourth year, the IDEA World MEGA Circuit is an exclusive special event, led by top-notch educators who will teach attendees how to put together highly effective circuit training sessions. This is the future of circuit training, integrating up to 20 different innovative products and fitness technologies in four different sessions. In its first year, there were 100 attendees in each session.

- Ability to provide the music for the MEGA Circuit sessions
- Mentioned as the Music Sponsor of the MEGA Circuit in: attendee guide handed out on-site, landing page for the MEGA Circuit on the event microsite, daily e-newsletter and brochure

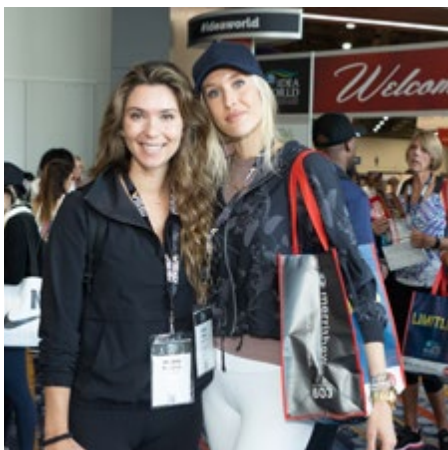


Directional Signage

\$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 12 signs)
- Carpet clings (minimum of 12)
- Small format directional signs (22" x 28")
- Mentioned as the Signage Sponsor in: pre-event email marketing to registered attendees, attendee guide handed out on-site, landing page on the event microsite, onsite signage, and brochure
- Two complimentary full conference registrations



Attendee 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)
- Ability to offer a product for placement in the attendee bag
- Sponsor logo on promotional signage at registration
- Two complimentary full conference registrations

Attendee Welcome Bag Product Placement

\$1,500 • 8 available

- Provide your company's product/gift (no marketing inserts) in the attendee welcome bag



Lanyard Sponsor

\$8,000 • 1 available

- Customize the official meeting lanyards with your company logo (provided by sponsor, approved by IDEA); distributed at Attendee Registration on-site

Attendee T-Shirt Sponsor

\$1,500 • 6 available

- Logo added to the co-branded official attendee t-shirt; distributed at Attendee Registration on-site

Official IDEA World Apparel Sponsor

\$3,000 • 1 available

- 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, attendee guide handed out on-site, IDEA World microsite, daily e-newsletter, promotional signage at event, and brochure
- APPAREL MUST ARRIVE AT IDEA OFFICE NO LATER THAN JUNE 2, 2023

Official IDEA World Athletic Footwear Sponsor

\$3,000 • 1 available

- 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, attendee guide handed out on-site, IDEA World microsite, daily e-newsletter, promotional signage at event, and brochure
- FOOTWEAR MUST ARRIVE AT IDEA OFFICE NO LATER THAN JUNE 2, 2023

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.



IDEA App Sponsor **\$10,000 • 1 available**

Extend your reach and co-brand the official mobile app of 2023 IDEA World Convention.

- Mentioned as the Event App Sponsor in: pre-event email marketing to registered attendees, attendee guide handed out on-site, 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



Fitness Technology Wearable Session Sponsor

\$5,000 per • 1 available

- Provide fitness technology wearables to all participants and presenter during an education session on the IDEA World Convention official program
- Conduct a session on the official IDEA World Convention program on a mutually agreed upon topic (session description and presenter name must be submitted no later than Dec. 16, 2022); IDEA will apply for and pay for attendee CECs for the session
- Ability to add your logo on the slides of the sponsored session
- IDEA will promote your session via the following marketing vehicles:
 - Digital event brochure
 - The fitness technology session title and description will be included on the official agenda, education sessions, and presenters pages of the event website

Fitness Technology Sponsored Education Session

\$5,000 per • 1 available

- Conduct an education session on the IDEA World Convention official program on a mutually agreed upon topic (session description and presenter name must be submitted no later than December 16, 2022); IDEA will apply for and pay for attendee CECs for the session
- Ability to add your logo on the slides of the sponsored session
- IDEA will promote your session via the following marketing vehicles:
 - Digital event brochure
 - The fitness technology session title and description will be included on the official agenda, education sessions, and presenters' pages of the event website

Event Refuel Sponsor (Drink)

\$10,000 • 1 available

- Supply your product (beverage only) in session rooms for all event days
- Sponsor responsible for shipping product and distribution of product; corkage fees will apply

Event Refuel Sponsor (Food)

\$10,000 • 1 available

- Supply your product (food only) in session rooms for all event days.
- Sponsor responsible for shipping product and distribution of product; corkage fees will apply

IDEA Fitness Journal Print Ad

\$2,500 full page/

\$1,675 half page

Promote your brand and presence at IDEA World with an ad in the IDEA World Convention issue of our award-winning publication to 52,000 readers. Plus, hundreds of copies will be given away at the convention. Deadline submit an ad is April 1, 2023.

IDEA World Digital Brochure Ads

\$2,000 full-page/\$1,000 half-page

Promote your brand in the 2023 IDEA World digital brochure, seen by over 100,000 fitness professionals.

Pre/Post-Event Emails

\$1,500

9 pre-event/9 post-event emails to attendees only.

Promotional Seminar

\$3,500 per

- Session advertised in: official agenda, attendee guide handed out on-site, 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 one headset microphone and sound system for playing music via a standard MP3 player connection
- Deadline to submit is June 1, 2023

Session Signage Sponsor*

\$500 per session

- Place up to four pop-up banners (maximum dimensions of 48" x 98" each) in a session room

* Only available to companies with branded educational programming on the IDEA schedule.

To learn more about sponsorship opportunities, please contact:

STEVE ROTH, SALES MANAGER

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