

Dear Prospective IDEA Assistant:

Thank you for your interest in the IDEA Assistant Program. Our assistants are vital to the success of each IDEA event. And being an assistant is a fantastic opportunity to be involved "behind the scenes" at an IDEA event. IDEA Assistants are asked to work a 4-6-hour shift each day of the event and in exchange, are allowed to attend sessions and event activities when not working. Therefore, this is basically a Work-Study program.

For each event, there is a SETUP shift in which the assistants work 1-2 days prior to the event, a REGISTRATION shift where veteran assistants work Attendee, Exhibitor and Presenter Registration. Finally there is the actual Event shift where assistants work as Room Monitors and Operations assistants. As an IDEA Assistant you will receive the same benefits and giveaways as an event attendee. Assistants attend sessions on a space available basis, waiting in the standby line for each class. Sometimes sessions are full and the "stand-bys" are turned away. However, our events have many options and excellent session choices during each time block and it is rare that an assistant is unhappy with the experience.

The selection of IDEA Assistants is based on the following criteria. IDEA members are given priority over non-members – we highly encourage you to become a member before applying. (Non-members are chosen if additional assistants are needed – they will not be able to request special shifts). Additional merit is given to individuals who have previously volunteered for IDEA, however new applicants are always welcomed and needed. Lastly, applications are prioritized in the order that they are received.

Please review the enclosed fact sheet for more information. If you are interested in becoming an IDEA Assistant for any of the upcoming events, fill out the attached application and mail or fax it to Dana Rucci. If you are interested in applying for more than one event, please copy the application and send a second application.

Upon receiving an application, it will go on file here at the IDEA office. **Applicants will be notified whether or not they have been accepted as soon as possible and always before the advanced discounted registration date. At that time, you will have an opportunity to accept or decline the position offered.**

You may want to keep this letter for future reference. If you have any questions regarding the program, please call me at (800) 999-4332 ext. 248 or better yet, email at ruccid@ideafit.com. I hope that you will choose to become part of Team IDEA by assisting at an IDEA event.

Sincerely,

Dana Rucci-Hillstrom
Program Manager

IDEA ASSISTANT PROGRAM--FACT SHEET

1. IDEA Assistants must be able to work all days of an event. Unfortunately, it is not possible for part-time IDEA Assistants.
2. IDEA Assistants work 4-6 hour shifts each day. IDEA Assistant hours alternate between morning and afternoon shifts.
3. When not working a shift, IDEA Assistants are allowed to attend sessions on a space-available basis. Every effort is made to allow IDEA Assistants into the sessions of their choice. Assistants wait in Standby line and enter the room after scheduled attendees are in.
4. Due to scheduling conflicts, it may not be possible for IDEA Assistants to pre-register for pre-event workshops or to take certification exams. Please check with Program Manager before registering for these events.
5. IDEA Assistants are responsible for their own accommodations and expenses. There will be a **roommate list available through IDEA Member Services, at (858) 535-8979, ext. 7**, for those IDEA Assistants desiring roommates at the hotel. Ask member services to note on the roommate list that you are an IDEA Assistant.
6. IDEA Assistants receive all giveaways and attend all social events.
7. There will be a MANDATORY IDEA ASSISTANT MEETING preceding each event. The exact time and location will be announced in follow-up correspondence. All IDEA Assistants must attend this training meeting. (The only exceptions will be the assistants working SETUP shifts.) This is where you will receive your training, registration materials and IDEA Assistant uniform.
8. IDEA Assistants should leave their days completely free of outside events (i.e., work, school, classes). It is extremely difficult to have the energy to work as an IDEA Assistant, participate in events and continue to work your regular workload.
9. Due to last-minute cancellations by accepted IDEA Assistants, guaranteed schedules cannot be given out prior to the event.
10. IDEA Assistants do not pay for the event registration!
11. **Acceptance to the Assistant Program will be mailed to you two weeks prior to the early-bird deadline published in each event brochure** (generally, 6 weeks to 2 months before the event date). However, every effort is made to get these out sooner.

Note: SETUP shift Assistants will work 2 days prior to start of event and REGISTRATION assistants will start day before each event.

IDEA ASSISTANT APPLICATION

PLEASE CIRCLE EVENT FOR WHICH YOU ARE APPLYING:

(Note: If you are applying for more than one event, please copy this application. Use one application per event.)

2011 World August 10-14 Los Angeles, CA	2011 Inner IDEA La Jolla, CA October 6-9
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NAME _____ **Member #** _____ **NOT A MEMBER** _____

Note: IDEA members will be chosen over nonmembers and will be given priority in shift requests.

OTHER NAMES BY WHICH YOU MIGHT BE LISTED IN OUR RECORDS _____

ADDRESS _____

CITY _____ STATE/PROVINCE _____ ZIP/POSTAL _____

COUNTRY _____

FAX NUMBER (all applicants outside of US must include fax): _____

PHONE: CELL _____ **HOME** _____

E-mail address _____

Number of years in Fitness-related field: _____

Area of Interest in Fitness (Personal Training, Step, Pilates, Management): _____

HAVE YOU VOLUNTEERED FOR IDEA BEFORE? YES: _____ NO: _____

IF YES, what was your most recent event? And what was your assignment?

WOULD YOU LIKE TO BECOME A CAPTAIN? _____

Captain selection criteria: at least 5 years Assistant experience, IDEA member, shown leadership qualities and timely application.

ARE YOU INTERESTED IN SETUP SHIFT? Yes _____ No _____ **ARE YOU INTERESTED IN REGISTRATION SHIFT?** Yes _____ No _____

Do you have retail experience? Yes _____ No _____ Customer Service Experience? Yes _____ No _____

Do you have physical limitations in regards to lifting and carrying objects? Yes _____ No _____

IS THERE A SPECIFIC AREA OR JOB YOU WOULD LIKE TO WORK?

PERSONAL REFERENCE: (Name, relationship, phone number and/or e-mail address)

Please send application to: IDEA Attn: Dana Rucci
 10455 Pacific Center Court
 San Diego, CA 92121-4339
 or **FAX** (858) 535-8234

or e-mail: drucci@ideafit.com