



SPONSOR PROSPECTUS

EXCLUSIVE SPONSORSHIP OPPORTUNITIES



MARCH 6-7, 2021

2021 IDEA® Personal Trainer Institute Virtual INTRODUCTION

DEAR FUTURE SPONSOR

The IDEA Personal Trainer Institute is the event of the year for personal trainers and fitness business owners who are looking to obtain the knowledge, tools and strategies they need to take their careers and businesses to the next level. Nowhere else can they find the most cutting-edge programs and equipment and the latest research in fitness and nutrition. This event is an action-packed opportunity for fitness, wellness, business and nutrition brands to introduce their products to an elite group of fitness professionals.

The IDEA Personal Trainer Institute will be held virtually March 6 and 7, and we can't wait to work with you to serve the personal trainer and fitness business owner population via this powerful and far-reaching medium. Staying true to our mission—to Inspire the World to Fitness®—we are kicking off our second high-quality virtual event with a commitment to showcase your brand to the most influential people impacting personal training worldwide.

The digital space allows you to more effectively connect with a larger global audience in a shorter amount of time. Our virtual event is designed to maximize sponsors' visibility through a thoughtfully curated education program and special events.

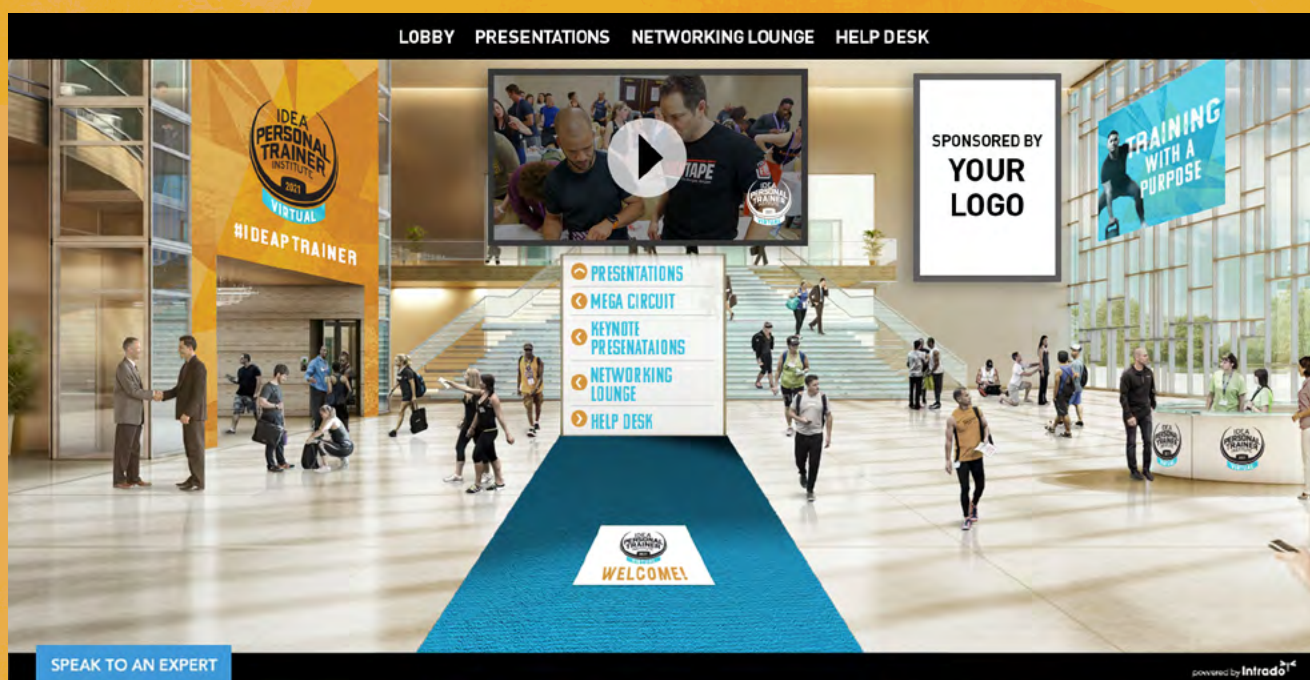
Over the course of two days, the brightest minds in the industry will deliver exclusive, top-level live education sessions on topics such as training science, training techniques, program design, business and marketing, nutrition, behavior change and how to navigate industry challenges. IDEA Personal Trainer Institute also offers interactive networking activities, digital marketing opportunities and enhanced lead generation data. These entitlements provide guaranteed exposure, ensuring that sponsors are highlighted to their utmost potential.

Please take this opportunity to reserve your sponsorship and position your brand in front of the most passionate group of **PERSONAL TRAINERS** and **FITNESS BUSINESS OWNERS/MANAGERS** in the industry. All major sponsorship packages sold out in 2020, and we anticipate that 2021 packages will sell quickly, too. Sponsorship packages are limited, so be sure to reach out to your Brand Strategist today!

We look forward to working with you to amplify your brand and connect you with our powerful and influential community of fitness professionals!

See you there!

IDEA Health & Fitness Association



2021 IDEA® Personal Trainer Institute Virtual

BY THE NUMBERS

THE TOP 5 BENEFITS OF SPONSORING IDEA PERSONAL TRAINER INSTITUTE VIRTUAL

- 1** Direct attendee interaction through virtual networking events and lead generation opportunities
- 2** Digital branding opportunities through event platform, email and social media marketing
- 3** Reach attendees with no travel, space or timing restrictions.
- 4** Savings on company travel, lodging and staffing
- 5** Savings on shipping, delivery and drayage fees

WHO YOU'LL MEET

67%
FEMALE

29%
MALE

4%
OTHER

YEARS OF EXPERIENCE IN THE INDUSTRY

15+ **8-15**
50% **23%**

4-7 **0-3**
13% **14%**



IDEA AUDIENCE AND VIRTUAL EVENTS

45%

IDEA members answered "location" when asked: "What are the reasons why you have never attended an IDEA Personal Trainer Institute event?"

91%

of 2020 Personal Trainer Institute attendees rated the overall value of the event "excellent" or "good"

72%

of attendees believe the sponsors are "extremely important" to "somewhat important" to the overall conference experience

DIGITAL REACH

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

2021 IDEA® Personal Trainer Institute Virtual

SPONSORSHIP OPPORTUNITIES

CORE SPONSOR

\$6,750

6 AVAILABLE

Present 1 branded education session on the program; session topic, length, day and time to be selected by IDEA Programming from your application

- 1 custom google form link to be provided during the session to capture opt-in attendee lead list
- 1 pre-event or 1 post-event email to all registered attendees
- Half Page ad in the digital event brochure
- Conduct a 35-minute educational Hot Topics Huddle Zoom session; link to be provided by sponsor
 - Hot Topic schedule listed on landing page on virtual event platform
 - Hot Topic sessions marketing to registered attendees through email
- Company logo recognition in event emails
- Logo recognition in the conference guide
- Company logo with hyperlink on the event website
- 1 Facebook post to attendee group
- 2 pop-up notifications during virtual event
 - Text box to appear on active user's screen; option to link to a website
- Virtual Swag Bag Participation: Opportunity to offer a discount or product to conference attendees
 - Discount must be 30% or more, or a free product/service
 - Offer will be featured on event microsite and virtual platform for up to 30 days post-event for all registrants
 - Promoted in pre- and post-event emails
 - Ability to link to your website where you can collect contact informationPlease note: It is the sole responsibility of sponsors to set up their swag bag discount code, brand page and all shipments
- Member Perks Participation: Opportunity to offer a discount, free product or service to IDEA members on the Member Perks Page on the IDEA website
 - Available to 275,000 members
 - Offer must be available through June 2021 and promoted in a membership campaign
- Offer an attendee raffle prize at the Networking Happy Hour; logo to be included in "Thank You" slide
- 2 free event registrations

SPONSORED MORNING WORKOUT

\$6,750

4 AVAILABLE: 2 SATURDAY OR 2 SUNDAY (6:15-7:00AM PST)

Lead attendees in a 45-minute workout of your choice with your presenters

- 1 custom google form link to be provided within the session to capture opt-in attendee lead list
- 1 pre-event or 1 post-event to all attendees marketing your session
- Half Page ad in digital event brochure
- Conduct a 35-minute educational Hot Topics Huddle Zoom session; link to be provided by sponsor
 - Hot Topic schedule listed on landing page on virtual event platform
 - Hot Topic sessions marketing to registered attendees through email
- Company logo recognition in event emails
- Logo recognition in the conference guide
- Company logo with hyperlink on the event website
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 - Offer will be featured on event microsite and virtual platform for up to 30 days post-event for all registrants
 - Promoted in pre- and post-event emails
 - Ability to link to your website where you can collect contact informationPlease note: It is the sole responsibility of sponsors to set up their swag bag discount code, brand page and all shipments
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 - Available to 275,000 members
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- 2 free event registrations

SPONSORED AFTERNOON ENERGIZER/ SEMINAR

\$6,750

6 AVAILABLE: 3 SATURDAY (2:15-3:15PM PST) OR 3 SUNDAY (2:20-3:20PM PST)

Lead attendees in a 60-minute energizer workout or lecture-style seminar of your choice with your presenters

- 1 custom Google form link to be provided within the session to capture opt-in attendee lead list
- 1 pre-event or 1 post-event email to all attendees marketing your session
- Half Page ad in digital event brochure
- Company logo recognition in event emails
- Logo recognition in the conference guide
- Company logo with hyperlink on the event website
- 1 Facebook post to attendee group
- 2 pop-up notifications during virtual event
 - Text box to appear on active user's screen; option to link to a website
- Virtual Swag Bag Participation: Opportunity to offer a discount or product to conference attendees
 - Discount must be 30% or more, or a free product/service
 - Offer will be featured on event microsite and virtual platform for up to 30 days post-event for all registrants
 - Promoted in pre- and post-event emails
 - Ability to link to your website where you can collect contact informationPlease note: It is the sole responsibility of sponsors to set up their swag bag discount code, brand page and all shipments
- Member Perks Participation: Opportunity to offer a discount, free product or service to IDEA members on the Member Perks Page on the IDEA website
 - Available to 275,000 members
 - Offer must be available through June 2021 and promoted in a membership campaign
- Offer an attendee raffle prize at the Networking Happy Hour; logo to be included in "Thank You" slide
- 2 free event registrations

IDEA Personal Trainer Institute Virtual will remain on the virtual event platform for select extended access attendees for a full 12 months. Sessions will be recorded and available on demand for select attendees.

2021 IDEA® Personal Trainer Institute Virtual SPONSORSHIP OPPORTUNITIES

GENERAL SESSION SPONSOR

\$2,250

4 AVAILABLE

*Sponsor an unopposed general session for conference attendees on the official IDEA Personal Trainer Institute Virtual program**

- Ability to have a 60-second video about your brand played before the session starts
- Virtual Swag Bag Participation: Opportunity to offer a discount or product to conference attendees
 - Discount must be 30% or more, or a free product/service
 - Offer will be featured on event microsite and virtual platform for up to 30 days post-event for all registrants
 - Promoted in pre- and post-event emails
 - Ability to link to your website where you can collect contact information
- Member Perks Participation: Opportunity to offer a discount, free product or service to IDEA members on the Member Perks Page on the IDEA website
 - Available to 275,000 members
 - Offer must be available through June 2021 and promoted in a membership campaign
- 2 free event registrations
- Mentioned as a general session sponsor in digital brochure, conference guide and event website

*Sponsors will be given the opportunity to select which general session they would like to sponsor based on the date contract is received.

WELCOME BOX SPONSOR

\$1,500

10 AVAILABLE

- Opportunity to offer a custom package/gift that will be included in a curated welcome box, shipped to attendees pre-event
 - Must provide 250 products/gifts
- Email lead list for attendees that opt-in for a free welcome box
- Inclusion in one pre-event email announcing all the gifts
- Your name mentioned as a Welcome Box provider on the event website
- One shared post on our attendee Facebook page

VIRTUAL SWAG BAG SPONSOR

\$850

20 AVAILABLE

- Virtual Swag Bag Participation: Opportunity to offer a discount or product to conference attendees
 - Discount must be 30% or more, or a free product/service
 - Offer will be featured on event microsite and virtual platform for up to 30 days post-event for all registrants
 - Promoted in pre- and post-event emails
 - Ability to link to your website where you can collect contact information
- Member Perks Participation: Opportunity to offer a discount, free product or service to IDEA members on the Member Perks Page on the IDEA website
 - Available to 275,000 members
 - Offer must be available through June 2021 and promoted in a membership campaign
- Email lead list for attendees that opt-in for the swag bag item
- Inclusion in one pre-event email announcing the swag bag
- Your name mentioned as a Swag Bag Sponsor on the event website
- One shared post on our attendee Facebook page

Please note: It is the sole responsibility of sponsors to set up their swag bag discount code, brand page and all shipments

NETWORKING HAPPY HOUR TITLE SPONSOR

\$3,250

1 AVAILABLE

Ability to offer an attendee raffle prize at the Networking Happy Hour

- Ability to have a 60-second video about your brand played before the Happy Hour begins
- Company logo with hyperlink on the event website
- Logo and recognition on the Happy Hour deck and in the conference guide
- 1 free event registration
- Inclusion in the IDEA Personal Trainer Institute digital brochure
- Promotion of the sponsorship in pre-event attendee email(s)

MEGA CIRCUIT MUSIC SPONSOR

\$2,000

1 AVAILABLE

Provide access to your royalty-free music library for Mega Circuit workout presenters to select a track of their choosing

- Ability to provide the music for the MEGA Circuit workout video
- Lead (1) 5-minute workout which will be included in the MEGA Circuit workout video; content approved by IDEA
- Mentioned as the Music Sponsor of the MEGA Circuit in: conference guide, event website, event emails and digital brochure



Contact
Brand Strategist
HEIDI ROTE
via email at **hrote@pocketoutdoormedia.com**, to find out more about the IDEA Personal Trainer Institute Virtual.