

#ideapti



SPONSOR PROSPECTUS



MARCH 9-12, 2023 • ALEXANDRIA, VA • [IDEAFIT.COM/PTRAINER](https://ideafit.com/ptrainer)



IDEA® PERSONAL TRAINER INSTITUTE

WHO YOU'LL MEET

ROLE ATTENDEES PLAY IN THE BUYING PROCESS FOR THEIR FACILITIES

35%
are key decision-makers.

12%
contribute 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.

ESTIMATED ATTENDANCE: 600-700

CORE SPONSOR

\$6,500 • 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; sent to 700+ fitness professionals
✓	Printed Brochure Ad	Half-page event brochure ad; only available through October 10, 2022; digital ads may be added to the digital brochure after this date; printed brochure sent to 4,500+ fitness professionals/digital brochure viewed by 3,000+ fitness professionals
✓	Inclusion on the IDEA Member Perks Page	Promote a product or offer a discount on the IDEA Member Perks landing page; available to 12,000+ fitness professionals
✓	IDEA <i>Fitness Journal</i> ad	Full-page ad in a 2023 <i>IDEA Fitness Journal</i> publication (a \$2,500 value); sent to 12,000+ fitness professionals
✓	Logo Recognition in IDEA Member Insights Newsletter	Company logo recognition in the May IDEA Member Insights Newsletter footer; sent to 10,000+ fitness professionals
✓	Email Logo Recognition	Company logo recognition in event email footer; sent to 700+ fitness professionals
✓	Conference Guide Logo Recognition	Company logo recognition in the conference guide; given to 700+ fitness professionals
✓	Event Website Logo Recognition	Company logo with hyperlink on the event website; viewed by 22,000+ fitness professionals
✓	Offer Coupons	Offer an event coupon for attendees (discounts or giveaways)
✓	Raffle Prize	Offer an attendee raffle prize
✓	Event Registrations	2 event registrations (a \$1,098 value)

ADDITIONAL SPONSORSHIP OPPORTUNITIES

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

Sponsored Lunch Seminar FRIDAY OR SATURDAY; 1 HOUR EACH	\$6,000 2 AVAILABLE	<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	\$5,000	<ul style="list-style-type: none"> Supply your product (beverage only) in each session room for all event days. Sponsor responsible for shipping and distribution of product. Corkage fees will apply.
Refuel Sponsor	\$5,000	<ul style="list-style-type: none"> Supply your product (food only) in each session room for all event days. Sponsor responsible for shipping and distribution of product. Corkage fees will apply.
Sponsored Morning Workout (2) FRIDAY AND (2) SATURDAY; 45 MINUTES EACH	\$2,000 4 AVAILABLE	<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) FRIDAY AND (2) SATURDAY; 45 MINUTES EACH	\$2,000 2 AVAILABLE	<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	\$2,000	<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	\$1,000	<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	\$3,000	<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	\$3,000	<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)	\$2,000	<ul style="list-style-type: none"> Provide IDEA staff with pants, shirts and jackets to be worn at all times while working (20 units). Pop-up store in registration area (optional).
Support Staff T-Shirt Sponsor	\$2,000	<ul style="list-style-type: none"> Provide IDEA support staff with co-branded t-shirts to be worn at all times while working (100 units).
Attendee Welcome Bag Product Placement	\$1,500	<ul style="list-style-type: none"> Provide your company's product (no marketing inserts) in the attendee welcome bag (700 units).



Contact Sales Manager **STEVE ROTH** at **858-652-4236**
 or via email at **SROTH@IDEAFIT.COM** to find out more
 about IDEA Personal Trainer Institute.

SEE WHAT IT'S LIKE AT IDEA PERSONAL TRAINER INSTITUTE



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