

SUPERCHARGE YOUR GROWTH

IHRSA
MARCH 13-16
SAN DIEGO, CA **2019**



38th Annual IHRSA International Convention & Trade Show



RUNNING YOUR GYM SHOULDN'T BE A WORKOUT

Whether it's managing new member sign-ups or processing membership payments, the day-to-day business of keeping your gym in shape shouldn't raise a sweat.

*With **Clubware™** and **Links Modular Solutions™** your billing and payments processing is integrated into your software platform, which means you're all set to achieve your personal best.*

Let us show you how TSG can increase your revenue. Visit our booth at IHRSA to meet our Executive team and receive a quick demo of our solutions. For more information on our event schedule, visit us at [transactionservices.global/events](https://www.transactionservices.global/events).



KEYNOTE PRESENTATIONS

At IHRSA 2019 we've lined up the biggest names in business and technology. All work across multiple industries and are inspired thinkers and leaders, like all IHRSA headliners.



CHRIS RIDDELL

Digital Technology Expert and Futurist

"Future Customer 2020"

Wednesday, March 13 | 10:30am - 12:00pm

Sponsored by Myzone



MEL ROBBINS

Author and Entrepreneur

"The 5 Second Rule: Achieve Breakthrough Performance in Your Career & Life"

Thursday, March 14 | 8:30am - 9:45am

Sponsored by Technogym



ROHIT BHARGAVA

Author and Innovation & Marketing Expert

"Be More Trusted in a Skeptical World"

Friday, March 15 | 8:30am - 9:45am

Sponsored by Matrix Fitness



DENISE LEE YOHN

Author and Brand Expert

"The Fusion Formula: Brand + Culture = Results"

Saturday, March 16 | 11:30am - 12:30pm

Sponsored by Gympass

Additional event information is available at ihrsa.org/convention.

SIMULTANEOUS TRANSLATION

All keynote sessions and select education sessions will be translated into Portuguese, Russian and Spanish. In addition, select keynote and education sessions will be translated into Chinese (Sponsored by ChinaFit) and Japanese.



DISCOVER THE LATEST IN EQUIPMENT AND TECHNOLOGY!

The **IHRSA International Trade Show** is *the place* for health club operators to discover the newest and best fitness technology the world has to offer.

MORE THAN 400 EXHIBITORS come from around the globe to showcase their products and services in a vibrant, high-energy environment that you won't want to miss.

Be the first to see and try out the latest strength and cardio equipment — many of which will be making their debut on the Trade Show floor — and check out the newest models of your favorite machines.

- Try out the latest cardio and strength machines equipped with the most advanced digital electronics and ergonomic designs.
- See live demos of club management software, locker room amenities, retention technologies, and more.
- Experience the latest group exercise class trends with an Early Morning Workout taught by the industry's leading instructors, right on the show floor.

EXERCISE CLASSES!

IHRSA 2019 would not be complete without the very best workout opportunities. Convention and Trade Show attendees can participate on Thursday and Friday morning in cutting-edge, trend-setting exercise programming.

High-energy classes from Balanced Body, JumpSport, Les Mills International, Merrithew, STRONG by Zumba, and WaterRower will offer creative programming and top-notch equipment that sets IHRSA apart from any other industry show. More classes will be added as the event gets closer.

For updates, visit ihrsa.org/convention.

TRADE SHOW HOURS

THURSDAY, MARCH 14

10:00am-6:00pm
Trade Show

FRIDAY, MARCH 15

6:30am-8:30am
Early Morning Workout

10:00am-5:00pm
Trade Show



THANK YOU Sponsors!



WEDNESDAY, MARCH 13 • SCHEDULE-AT-A-GLANCE

IHRSA 2019
MARCH 13-16 | SAN DIEGO, CA

	EQUIPMENT/ FACILITIES	FITNESS PROGRAMMING	LEADERSHIP	MEMBER RETENTION	PERSONAL TRAINING	SALES & MARKETING	STAFFING/LEGAL	STRATEGY & FINANCE	TECHNOLOGY	WELLNESS & COMMUNITY PROGRAMMING
6:00am - 7:00am	Networking Walk, Fitness Business Podcast #FBPFamily Meet Up • Sponsored by The Fitness Business Podcast									
7:30am - 8:30am	"Making Connections" Orientation									
9:00am - 10:15am Education Sessions	Six Consumer Factors Influencing Today's Fitness Trends		The Challenge of Change	This is a Service Business - Are You Serving?	From Club Door to Gym Floor: Blueprint to Increase Personal Training Revenue	The Next Generation Sales Process		Six Consumer Factors Influencing Today's Fitness Trends The 5 Drivers of Competitive Advantage for Health Club Business Models	Chatbots, Artificial Intelligence and Virtual Reality: Essentials For Your Business!	Keeping Kids Active – Steps to Creating Youth Programs
10:30am - 12:00pm	KEYNOTE SESSION & AWARD PRESENTATION: "Future Customer 2020", Chris Riddell, Digital Technology Expert and Futurist • Sponsored by Myzone									
1:00pm - 3:00pm	10th Annual Women's Leadership Summit • Sponsored by Club Automation									
1:30pm - 2:45pm Education Sessions	Strategies from Industry Leaders: Why Recovery is Vital for Successful Health Clubs <i>Sponsored by Hydromassage</i> Differentiation 101: Finding Success by Going Green in a Crowded Fitness Market <i>Sponsored by SportsArt</i>	Mind-Body Training: Are You Capitalizing on this Hot Trend? <i>Sponsored by Balanced Body</i> Why Member Engagement is the Only Metric that Matters (and How Technology is the Key that Unlocks It) <i>Sponsored by Trainerize</i>	Winning In The Fitness Industry: Lessons From 50 years of Club Management <i>Sponsored by Les Mills International</i>	Why Member Engagement is the Only Metric that Matters (and How Technology is the Key that Unlocks It) <i>Sponsored by Trainerize</i>		Reimagining Club Memberships with Artificial Intelligence <i>Sponsored by Club Automation</i> Search, Social, Mobile: How to Make Your Business Shine Online <i>Sponsored by MINDBODY</i>			Why Member Engagement is the Only Metric that Matters (and How Technology is the Key that Unlocks It) <i>Sponsored by Trainerize</i> Reimagining Club Memberships with Artificial Intelligence <i>Sponsored by Club Automation</i> Search, Social, Mobile: How to Make Your Business Shine Online <i>Sponsored by MINDBODY</i>	Keeping Members Inspired and Accountable with Wellness Programming <i>Sponsored by American Council on Exercise</i>
3:15pm - 4:15pm Education Sessions/ Roundtable/ Fireside Chat	Innovate to Renovate: Top Design Trends in Club Design	Generating Increased Ancillary Income	Leading by Design - Not by Default Performance Management Best Practices and Handling Terminations to Reduce Risk	Member Onboarding Strategies to Drive Revenue & Retention	Creating Value Focused Coaches: Converting Small Group Training Prospects to Clients	What You Don't Know Can Hurt: How Interviews, Secret Shopping & Buyer Personas are the Backbone of Health Club Success	Legal Issues Impacting the Fitness Workplace Performance Management Best Practices and Handling Terminations to Reduce Risk	Club Business Metrics: The Importance of Data Analytics in Understanding Key Performance Indicators	Club Business Metrics: The Importance of Data Analytics in Understanding Key Performance Indicators	Differentiating Your Club by Improving the Fitness-Wellness-Medical Continuum Leading the Way Towards a Culture of Exercise for ALL
4:45pm - 5:30pm Education Sessions/ Roundtable/ Fireside Chat		Differentiating Your Club by Improving the Fitness-Wellness-Medical Continuum Elevate, Celebrate and Motivate: Redefining Group Fitness Success	Implementing Ideal Pay Practices	A 90 Day Journey: Onboarding for Long-Term Retention		A New Approach in Fitness Sales	Implementing Ideal Pay Practices Welcome Desk Bootcamp: Onboarding and Engaging Your Front Line Staff	Finding the Blue Ocean: Differentiating Your Club from All the Others	Digital Solutions for Analog Problems	Boomers & Beyond: Embrace the Opportunity
4:45pm - 6:00pm			22nd Annual IHRSA ILC Summit (ILC Members and invited guests) <i>Sponsored by ABC Financial</i>					22nd Annual IHRSA ILC Summit (ILC Members and invited guests) <i>Sponsored by ABC Financial</i>		
7:30pm - 9:30pm	Opening Welcome Reception • Sponsored by MINDBODY									

THURSDAY, MARCH 14 • SCHEDULE-AT-A-GLANCE

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	EQUIPMENT/ FACILITIES	FITNESS PROGRAMMING	LEADERSHIP	MEMBER RETENTION	PERSONAL TRAINING	SALES & MARKETING	STAFFING/LLEGAL	STRATEGY & FINANCE	TECHNOLOGY	WELLNESS & COMMUNITY PROGRAMMING
6:30am - 8:30am	Exercise Classes									
7:00am - 8:15am "The FAST Track" Continental Breakfast	Trends in Club Design	Obstacle Course Racers: A New Revenue Stream Capitalizing on Boutique Fitness		Member Service in the Social Media Age		Brand Growth in a Digital World		Capitalizing on Boutique Fitness		A Corporate Wellness Revolution: Creating a Strong and Sustainable ROI
8:30am - 9:45am	KEYNOTE SESSION & AWARD PRESENTATION: "The 5 Second Rule: Achieve Breakthrough Performance in Your Career and Life", Mel Robbins, Author and Entrepreneur • Sponsored by Technogym									
10:00am - 6:00pm	TRADE SHOW									
11:30am - 12:45pm "Member Center" Networking Roundtable									Club Technology: Trends, Opportunities & Threats	
11:30am - 12:45pm	IGNITE!									
11:45am - 1:00pm			Industry Leadership Council (ILC) Meeting (ILC Members and invited guests)							
2:00pm - 3:00pm Education Sessions/ Roundtable/ Fireside Chat	In-house Boutique Studios: A Program-Driven Design Case Study	In-house Boutique Studios: A Program-Driven Design Case Study Group X Logistics: Winners vs Warriors	Driving Talent, Service & Culture	The Member Experience - It's Your Competitive Edge	Making it BIG in Small Group Training	World Class Branding Drive Member Retention, Community Involvement & Membership Growth With Community Events Sales Mastery: Tips, Tactics & Strategies to Long-Term Success	Status Matters: Independent Contractor vs Employee	Market & Consumer Changing Dynamics		Drive Member Retention, Community Involvement & Membership Growth With Community Events
3:30pm - 4:30pm Education Sessions/ Roundtable/ Fireside Chat			Leadership Excellence in Club Business Canadian Forum	Building Retention by Building Brand Ambassadors with Members and Staff Lessons from the Boutiques: Generating Growth & Retention by Creating Communities within Your Community	Maximize Personal Training Revenue	Outside the Box: A 20/20 Approach to Marketing Lessons from the Boutiques: Generating Growth & Retention by Creating Communities within Your Community	Build Your Dream Team	Leadership Excellence in Club Business From Surviving to Thriving: Successfully Outmaneuvering Industry Disruption Strategy Based on Trends	Disruptive Innovation: Capitalizing on Wearables	Embed Behavior Change into your Health Club
3:30pm - 5:30pm			Latin American Forum					Latin American Forum		
5:00pm - 6:00pm	CALIFORNIA CLUB OPERATORS MEETING									
6:00pm - 7:00pm	CANADIAN VIP RECEPTION Hosted by the Fitness Industry Council of Canada (FIC) & SCANDINAVIAN NETWORKING RECEPTION									
7:00pm - 9:00pm	PLANET IHRSA: THE INTERNATIONAL ATTENDEE RECEPTION (International Attendees & Invited Guests) • Sponsored by Perfect Gym Solutions S.A.									

FRIDAY, MARCH 15 • SCHEDULE-AT-A-GLANCE

IHRSA 2019
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	EQUIPMENT/ FACILITIES	FITNESS PROGRAMMING	LEADERSHIP	MEMBER RETENTION	PERSONAL TRAINING	SALES & MARKETING	STAFFING/LEGAL	STRATEGY & FINANCE	TECHNOLOGY	WELLNESS & COMMUNITY PROGRAMMING
6:30am - 8:30am	Exercise Classes & Early Morning Workout									
7:00am - 8:15am "The FAST Track" Continental Breakfast		Maximizing Profits with Small Group Training Creating Loyalty and Retention in the Tennis and Fitness Industry	Leading By Example: Best Practices to Successful Leadership	Creating Loyalty and Retention in the Tennis and Fitness Industry		Tweet, Like, Follow: #SocialMediaRoundUp	HR Basics: What Every Club Manager Must Know Survival Strategies: Compliance, Legal Liabilities & Employment Laws		Tweet, Like, Follow: #SocialMediaRoundUp	
8:30am - 9:45am	KEYNOTE SESSION & AWARD PRESENTATION: "Be More Trusted in a Skeptical World", Rohit Bhargava, Author and Innovation & Marketing Expert • Sponsored by Matrix Fitness									
10:00am - 11:30am			23rd Annual IHRSA Financial Panel					23rd Annual IHRSA Financial Panel		
10:00am - 5:00pm	TRADE SHOW									
11:00am - 12:00pm Education Sessions/ Roundtable/ Fireside Chat	Developing a Detailed Business Plan: The First Step to a Successful Club Design		High Performance Habits of Fitness Business Leaders Developing a Culture for Success	Customer Lifecycle 2.0	Putting the 'Personal' Back into Personal Training	Setting Your Sales Team Up for Success	Employee Engagement is Not Enough: The Secret Ingredient to an Exceptional Team	Delivering Your Vision Developing a Detailed Business Plan: The First Step to a Successful Club Design Developing a Culture for Success	Consumer Driven Wellbeing and Digital Disruption <i>Sponsored by Perfect Gym Solutions S.A.</i>	Making Connections: Insight to Developing Community Partners
1:30pm - 2:30pm Education Sessions/ Roundtable/ Fireside Chat		Group Ex Done Right: Essential Ingredients for Packed Classes	The Best Ideas Win: Creating an Innovative Business Environment REX Talks: Best Practices to Increase Revenue & Profitability	Do You Want a Membership Base or a Tribe? Creating a Culture of Service Excellence	Teaching your Trainers to Sell, Service & Thrive	Driving Revenue: Five Steps to the Marketing Funnel Selling Value to a Complicated Digital Marketplace	Putting the Right People on the Bus and Getting There Together	Do You Want a Membership Base or a Tribe? REX Talks: Best Practices to Increase Revenue & Profitability*		Fitness Programming for Children and Adults with Special Needs
3:00pm - 4:00pm "Member Center" Networking Roundtable				Driving Member Loyalty						
6:00pm - 11:00pm	14TH ANNUAL BASH FOR AUGIE'S QUEST (Pre-Registration & Donation Required – email augiesquest@als.net)									

SATURDAY, MARCH 16 • SCHEDULE-AT-A-GLANCE

IHRSA 2019

MARCH 13-16 | SAN DIEGO, CA

	EQUIPMENT/ FACILITIES	FITNESS PROGRAMMING	LEADERSHIP	MEMBER RETENTION	PERSONAL TRAINING	SALES & MARKETING	STAFFING/LEGAL	STRATEGY & FINANCE	TECHNOLOGY	WELLNESS & COMMUNITY PROGRAMMING
9:00am - 10:00am Education Sessions			9-Box Management: Setting Your Team Up for Success	5-Step Digital Retention Strategy		The Essential Digital Marketing Workshop for Fitness Business Success	9-Box Management: Setting Your Team Up for Success	Seeking New Insights: Benchmarking the Practices of Other Industries	The Essential Digital Marketing Workshop for Fitness Business Success	
10:15am - 11:15am Education Sessions			The Universal Truths to Becoming an Effective Leader	Building an Unbeatable Brand		Building an Unbeatable Brand The Ultimate Fitness Sales System		Disruptors Influencing Fitness Industry Trends		
11:30am - 12:30pm	KEYNOTE SESSION: "The Fusion Formula: Brand + Culture = Results", Denise Lee Yohn, Author and Brand Expert • Sponsored by Gympass									

"The IHRSA Convention did not disappoint. Every day, I experienced inspiration and a jolt of continued reinforcement of the love for the industry we are in. It gave me the time to appreciate the successes of my team and set the direction for the future."

– Sherry Steele, General Manager, Fitness Formula Clubs South Loop
IHRSA Member since 1985

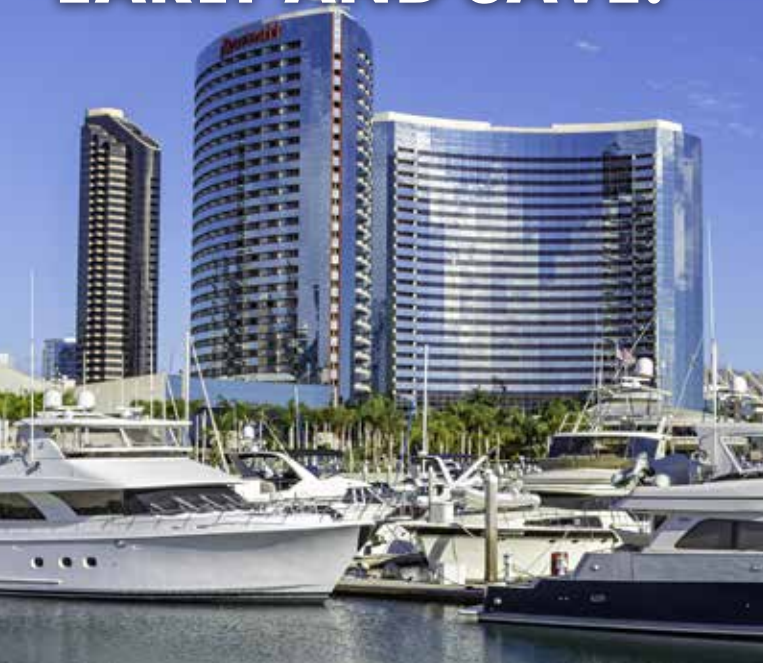


IHRSA
FOUNDATION

KICK OFF IHRSA 2019
with the IHRSA Foundation VIP
Reception on Tuesday, March 12.

Visit ihrsafoundation.org

BOOK YOUR HOTEL EARLY AND SAVE!



To reserve a hotel room, simply call one of IHRSA's official hotels directly and ask for the special IHRSA 2019 discounted room rate. Requests for ten or more guest rooms, suites, hospitality rooms, and meeting space, must be submitted in writing to IHRSA for review and approval by emailing events@ihrsa.org.

IHRSA's discounted hotel rooms will be subject to availability until Friday, February 1, 2019, unless the hotels sell-out prior to this date. Therefore, you are encouraged to place your reservation as early as possible, prior to February 1. After this date the official IHRSA room blocks will be released and the hotels will charge significantly higher rates. All rates are per room, per night; hotels may charge additional fees for rooms with more than two occupants. Special requests should be provided to the reservation agent and are subject to availability at the time of check-in. The hotels noted are all within walking distance of the San Diego Convention Center, the site of IHRSA 2019. Reservations require a one night's deposit per room, a credit card guarantee, and are subject to a 12.7% taxes/fees — be sure to ask the reservation agent about additional fees and the hotel's cancellation policy. If you have questions about the official hotels, please call the IHRSA Message Center at +1 617-316-6796.

BUYER BEWARE!

Don't be fooled by ANY agency claiming to be assisting our attendees with hotel room reservations. IHRSA is working directly with each hotel listed. They are the only organizations recommended by IHRSA to safely provide your credit card information to secure your guest room . . . and their services are FREE!

TRAVEL DISCOUNT

Delta Air Lines will be offering up to a 10% discount on all applicable fares. Your travel dates must take place March 5 - 21, 2019, leaving from any Delta Air Lines city to San Diego International Airport. Reservations and ticketing will be available via Delta's website or by calling Delta's Meeting Network Reservations at 800-328-1111 and refer to Meeting Event Code NY2HA.

HEADQUARTER HOTEL MARRIOTT MARQUIS SAN DIEGO MARINA

Telephone: 800-228-9290 / +1 619-234-1500

Room Rates:

- \$325 Single/Double City View
- \$345 Twin (2 Beds) City or Bay View
- \$355 Single/Double Bay View

INTERCONTINENTAL SAN DIEGO

Telephone: 877-666-3243 / +1 619-501-9400

Room Rates:

- \$299 Single/Double

HARD ROCK HOTEL SAN DIEGO

Telephone: 866-751-7625 / +1 619-702-3000

Room Rates:

- \$295 Single/Double Studio Room
- \$325 Single/Double Hard Rock Suite

OMNI SAN DIEGO HOTEL

Telephone: 800-843-6664 / +1 619-231-6664

Room Rates:

- \$315 Single
- \$340 Double

SPRINGHILL SUITES SAN DIEGO DOWNTOWN/BAYFRONT

Telephone: 888-287-9400 / +1 619-831-0224

Room Rates:

- \$239 Single
- \$264 Double

PENDRY HOTELS SAN DIEGO

Telephone: +1 619-738-7000

Room Rates:

- \$299 Single/Double

HOTEL INDIGO SAN DIEGO GASLAMP QUARTER

Telephone: 877-666-3243 / +1 619-727-4000

Room Rates:

- \$289 Single/Double

MARRIOTT SAN DIEGO GASLAMP QUARTER

Telephone: 800-228-9290 / +1 619-696-0234

Room Rates:

- \$295 Single/Double

THE WESTIN SAN DIEGO GASLAMP QUARTER

Telephone: 888-627-8563 / +1 619-239-2200

Room Rates:

- \$259 Single
- \$279 Double

HILTON SAN DIEGO GASLAMP QUARTER

Telephone: 800-445-8667 / +1 619-231-4040

Room Rates:

- \$308 Single/Double

KIMPTON HOTEL PALOMAR SAN DIEGO

Telephone: 888-288-6601 / +1 619-515-3000

Room Rates:

- \$249 Single/Double

EMBASSY SUITES BY HILTON SAN DIEGO BAY DOWNTOWN

Telephone: 800-362-2779 / +1 619-239-2400

Room Rates:

- \$269 Single/Double

TO REGISTER

The Trade Show is open to all health and fitness industry professionals. All members must be in good standing at the time of the event to receive member rates. Convention registrations are subject to IHRSA membership eligibility standards. † **To register online, visit ihrsa.org/convention (credit card required) or call 800-228-4772 (US & Canada) or +1 617-951-0055 (International).**



REGISTRATION PACKAGE RATES

	REGISTERED BY 11/15/18	REGISTERED BY 1/25/19	REGISTERED AFTER 1/25/19
FULL PACKAGE (4-DAY)			
Non-member	\$950	\$1,050	\$1,150
Member	\$750	\$850	\$950
3-DAY REGISTRATION*			
Non-member	\$845	\$945	\$1,045
Member	\$645	\$745	\$845
2-DAY REGISTRATION*			
Non-member	\$775	\$825	\$900
Member	\$575	\$625	\$700
1-DAY REGISTRATION*			
Non-member	\$625	\$650	\$700
Member	\$425	\$450	\$500
KEYNOTE PLUS**			
Non-member	\$775	\$825	\$900
Member	\$575	\$625	\$700
SINGLE KEYNOTE			
Non-member	\$200	\$225	\$250
Member	\$150	\$175	\$200
TRADE SHOW ONLY			
Non-member	\$50	\$60	\$75
Member	\$0	\$0	\$60



**JOIN IHRSA
TODAY AND
SAVE UP TO
\$200* ON EACH
IHRSA 2019
REGISTRATION.**

Contact IHRSA for more information.

**Discount applies to non-member registration rates.*

REGISTRATION PACKAGE DESCRIPTIONS

	Educational Activities	Keynote	Wednesday Opening Reception	Trade Show (Thursday & Friday)	Exercise Classes (Thursday & Friday)	Early Morning Workout (Friday)
Full Package (4-day)	✓	✓	✓	✓	✓	✓
3-Day Registration*	✓	✓	✓	✓	✓	✓
2-Day Registration*	✓	✓	✓	✓	✓	✓
1-Day Registration*	✓	✓	✓	✓	✓	✓
Keynote Plus**		✓	✓	✓	✓	✓
Single Keynote		✓		✓	✓	✓
Trade Show Only††				✓	✓	✓

**ENHANCE
YOUR EVENT
EXPERIENCE
WITH THE
IHRSA 2019
MOBILE APP!***

(Sponsored by Intenza)



- Connect & Network with Attendees, Speakers, Exhibitors & Sponsors
- Access the live Activity Feed so you don't miss a thing
- Take surveys, post photos and see how high you can rise on the App Leaderboard
- Stay up-to-date on schedules, sessions, locations and much more!

**Available in February 2019*

All prices listed are in US dollars.

*Includes all educational activities, keynotes, and evening social events on the days purchased only.

**Includes all keynotes, the Trade Show, exercise classes and early morning workout.

†IHRSA membership is open to investor-owned fitness, racquet, or athletic facilities which pay property taxes and do not accept tax-deductible contributions for capital or operating costs.

††Includes the Trade Show, exercise classes, early morning workout, and Supplier Seminars.



International Health, Racquet & Sportsclub Association
70 Fargo Street
Boston, MA 02210 USA



REVENUE MANAGEMENT SOLUTIONS

***RUNNING YOUR GYM
SHOULDN'T BE A WORKOUT***

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