



FIT // //
BUSINESS
SUMMIT

// // BEIRUT19

SPONSORSHIP
PROPOSAL

ORGANIZED BY PLANET FITNESS MED

EVENT DESCRIPTION

18 & 19 SEPTEMBER 2019
MOVENPICK Hotel Beirut

The FIT BUSINESS Summit features presentations delivered by executives from inside and outside the health club industry, providing thought-provoking commentary on trends shaping the business world.

Attendees network with Fitness Leaders, decision makers and Fitness professionals during focus group discussions, lunches, and evening reception.

- KEYNOTE SPEAKER
- PRODUCT LAUNCH
- FEATURED PERFORMER
- BONUS: INSIDER SECRET

Fit Business Summit is an opportunity to showcase your products and increase market share.

- ACT SOON -

Sponsorship are now 50% full.

ORGANIZED BY **PLANET FITNESS MED**

//SPEAKERS



Christophe Andanson

- President IHRSA France
- President Planet Fitness Group
- CEO Les Mills Euromed

-
- LES MILLS GLOBAL CONSUMER FITNESS SURVEY 2019
 - DISRUPTION AHEAD THE FUTURE OF FITNESS



Nadège Jorand

- CEO JNAD Digital Agency
- Coach Speaker
- Fitness Marketing Consultant

-
- WHAT ARE THE GOLDEN RULES AND MISTAKES TO AVOID WHEN SETTING UP ADVERTISING.
 - WHAT ARE THE TRENDS FOR THE COMING MONTHS AND HOW WILL THIS IMPACT THE FITNESS INDUSTRY?



Steve Tansey

- Head of Research and Learning Development LMUK

-
- INJURY PREVENTION
 - SUCCESSFUL AGING



Daniel Nasr

- CEO Planet Fitness Med
- CEO Impact International
- CEO Les Mills Med

-
- SELLING WITH EVENTS
 - RELATIONSHIP BEYOND MEMBERSHIP



Emma Berry

- Speaker, Mentor ,Writer
- Board Member: Women In Fitness Organization
- Board Member: Kiwis in LA

-
- INNOVATIONS AROUND THE WORLD [VIRTUAL]



Dr. Elias Daniel

- Doctor in Physical Therapy
- Master in Physical Education
- Owner of Dr. Elias Daniel Physical Therapy Center

-
- FEMALE ATHLETE TRIAD SYNDROME

// SPEECHES DAY1-18.09

WHAT ARE THE GOLDEN RULES AND MISTAKES TO AVOID WHEN SETTING UP ADVERTISING - *Nadège Jorand*

Social networking platforms change regularly New orientations of the Facebook Group (Facebook, Instagram, Messenger, Whatsapp) are in progress ...

SELLING WITH EVENTS - *Daniel Nasr*

We all face the challenges of finding effective ways to sell memberships in an increasingly competitive market to savvy consumers. One proven method to help meet your facility's sales targets is to host outstanding events which non-member guests are invited to attend. This is a great way to engage very powerfully with non-members with the result that they sign up readily because they are having such a great time! This session is designed to show you how to promote and host outstanding club events that will not only secure new membership sales but also offer retention wins at the same time.

FEMALE ATHLETE TRIAD SYNDROME - *Dr. Elias Daniel*

The female athlete triad syndrome refers to a constellation of 3 clinical entities: menstrual dysfunction, low energy availability (with or without an eating disorder), and decreased bone mineral density (BMD). This complex disorder was first coined by the American College of Sports Medicine in 1992 after many experts in the field had noticed a pattern among adolescent and young adult female athlete patients. Even though this condition has been described for 2 decades, there is still much debate about how the components of the triad interrelate and how clinicians should manage patients with this complicated condition.

INJURY PREVENTION - *Steve Tansey*

Every person that exercises fears getting that dreaded injury. Every beginner that is new to exercise has an overriding fear of getting an injury when they finally have the motivation to start a new adventure in exercise. As a coach, it is a main responsibility to make sure that everyone from a beginner to an athlete is safe from the injury that is going to take them away from their main goal. Here are some tips and suggestions on how to keep the body going without it breaking down in the end.

DISRUPTION AHEAD THE FUTURE OF FITNESS - *Christophe Andanson*

Competitive industries are evolving faster than we do - Gyms are facing completely new types of competition such as low cost, boutique, bootcamp- style fitness groups and in-house solutions.

// SPEECHES DAY2-19.09

GLOBAL CONSUMER FITNESS SURVEY 2019 - *Christophe Andanson*

The fitness industry continues rapid expansion and is changing. Fast. In the face of changing consumer forces, insights into exerciser's preferences and motivations are critical. To help you stay ahead, we have recently completed the largest global consumer fitness survey to date. Compiled by Qualtrics, the study was conducted over 22 countries and 13 languages, with 16,000 people surveyed. The insights in this presentation come from this global research.

INNOVATIONS AROUND THE WORLD [VIRTUAL] - *Emma Berry*

Thinking about the Fitness Business and the ways to Innovate, by discovering the megatrends of fitness, the new technologies in the industry, top notch business models, Sales and Retention operation and a variety of clubs' designs.

SUCCESSFUL AGING - *Steve Tansey*

Successful aging results from a fit between personal capacities and environmental demands. Individuals are proactive in selecting and shaping their environments in accordance with personal goals, needs, and capacities in order to obtain positive

RELATIONSHIP BEYOND MEMBERSHIP - *Daniel Nasr*

On the day, we'll be discussing the current key trends and drivers in the industry, and then offering a number of different strategies to turn these into opportunities for your club to grow into a more profitable, resilient business. So if you'd like to learn more about a whole range of subjects, from engaging existing members to effective club marketing, make sure you attend this session. MEMBER RETENTION: THE FACTS. Typical fitness facilities lose %50 of their memberships a year. %33 of members stop attending by month 3.

WHAT ARE THE TRENDS FOR THE COMING MONTHS AND HOW WILL THIS IMPACT THE FITNESS INDUSTRY? - *Nadège Jorand*

New orientations of the Facebook Group (Facebook, Instagram, Messenger, Whatsapp) are in progress ...

/// SCHEDULE

Day 1

- 09:00 • Welcoming
- 10:00 • **WHAT ARE THE GOLDEN RULES AND MISTAKES TO AVOID WHEN SETTING UP ADVERTISING** - *Nadège Jorand*
- 11:00 • Sponsor Networking Coffee & Tea Break
- 11:30 • **SELLING WITH EVENTS**
Daniel Nasr
- 12:30 • **FEMALE ATHLETE TRIAD SYNDROME**
Daniel Nasr
- 13:00 • Sponsor Networking Luncheon
- 14:00 • **INJURY PREVENTION**
Steve Tansey
- 15:00 • Sponsor Networking Coffee & Tea Break
- 15:30 • **DISRUPTION AHEAD THE FUTURE OF FITNESS** - *Christophe Andanson*
- 16:30 • Questions and Answers

Day 2

- 09:00 • Welcoming
- 10:00 • **GLOBAL CONSUMER FITNESS SURVEY 2019** - *Christophe Andanson*
- 11:00 • Sponsor Networking Coffee & Tea Break
- 11:30 • **INNOVATIONS AROUND THE WORLD**
Emma Barry
- 12:15 • **SUCCESSFUL AGEING**
Steve Tansey
- 13:15 • Sponsor Networking Luncheon
- 14:00 • **RELATIONSHIP BEYOND MEMBERSHIP**
Daniel Nasr
- 15:00 • Sponsor Networking Coffee & Tea Break
- 15:30 • **WHAT ARE THE TRENDS FOR THE COMING MONTHS AND HOW WILL THIS IMPACT THE FITNESS INDUSTRY?** - *Nadège Jorand*
- 16:30 • Questions and Answers

/// EVENT PURPOSE

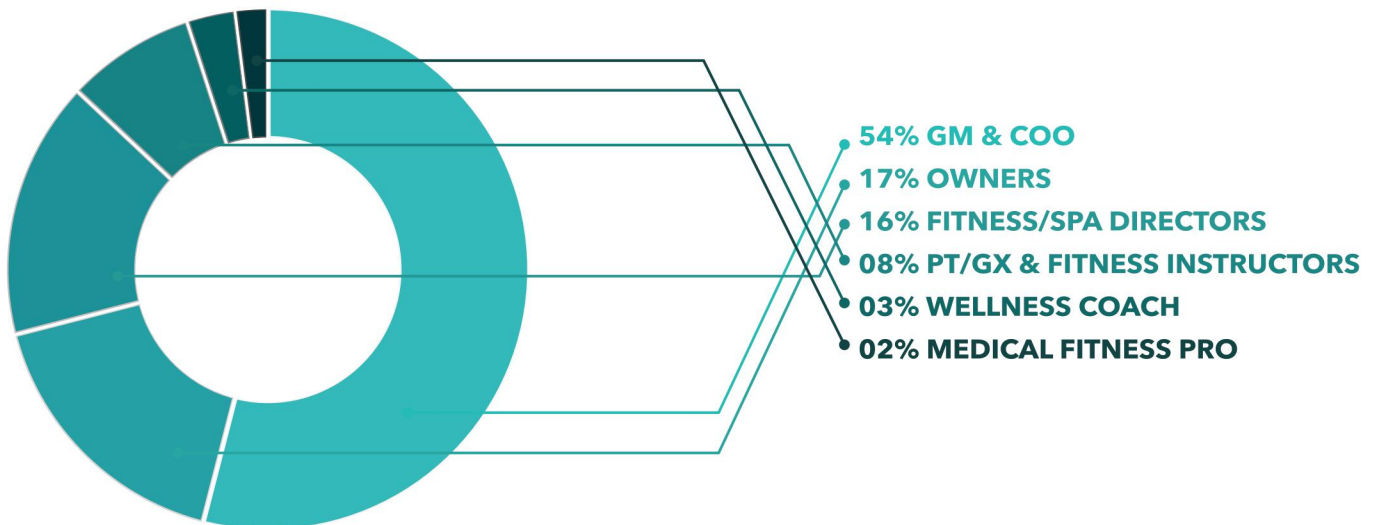
The Fit Business Summit started because of the need of awareness and consistency in the Fitness and Health Field in our region. We decided the best way to solve this problem is to launch our First annual Fit Business Summit 2019. We have come a long way, but we still need your support. Your generous contribution will make from this event a success.

SPONSORSHIP PACKAGES

PLATINUM	GOLD	SILVER
Naming Rights to the event		
Live plugs in opening & closing speech		
Brand promotion on Swag		
4 VIP Tickets	2 VIP Tickets	
Booth Space 4.5m ²	Booth Space 3m ²	
Printing on (Flyers, Banners, Invitations, Flags)	Printing on (Flyers, Banners, Invitations, Flags)	Printing on (Flyers, Banners, Invitations, Flags)
Electronic Collateral (Web, Email, Video, Social Media)	Electronic Collateral (Web, Email, Video, Social Media)	Electronic Collateral (Web, Email, Video, Social Media)
15 Promotional Codes	10 Promotional Codes	5 Promotional Codes
VALUE OF PLATINUM \$1050 [TILL 5 SEP. 2019]	VALUE OF GOLD \$790 [TILL 5 SEP. 2019]	VALUE OF SILVER \$590 [TILL 5 SEP. 2019]
VALUE OF PLATINUM \$1200 [AFTER 5 SEP. 2019]	VALUE OF GOLD \$900 [AFTER 5 SEP. 2019]	VALUE OF SILVER \$675 [AFTER 5 SEP. 2019]

FEATURE YOUR PRODUCTS AT FIT BUSINESS SUMMIT TODAY!

ATTENDEE PROFILE



/// TERMS & CONDITIONS

This FIT BUSINESS SUMMIT Sponsorship Contract (the "Contract") states the terms and conditions that govern the contractual agreement between _____ having its principal place of business at _____ (the "Sponsor"), and Planet fitness Med (the "Host") who agrees to be bound by this Agreement.

WHEREAS, the Host is conducting Fit Business Summit, on 18 & 19 September (the "Event"); and WHEREAS, the Sponsor agrees to sponsor the Event according to the terms and conditions herein. NOW, THEREFORE, In consideration of the mutual covenants and promises made by the parties hereto, the Company and the Sponsor (individually, each a "Party" and collectively, the "Parties") covenant and agree as follows:

EVENT HOST

Sponsorship Proposal

This document is private, confidential, and contain valuable information that is for privileged individuals only.

PLANET FITNESS MED

info@planetfitnessmed.com

+96170107310

Contribution

The total contribution provided by the Sponsor is _____, to be paid in full by 07 September 2019.

Term/Termination

This Contract will terminate automatically upon completion of TERMINATION DATE OR MILESTONE.

Changes/Cancellations

Any changes made to this Contract must be made in writing and signed by all parties. If the Event is canceled, refunds are insert term(s).

Sponsor Signature: _____ Date: _____

Event Host Signature: _____ Date: _____