SUPERCHARGE YOUR GROWTH

IHRSA 2019
MARCH 13-16
SAN DIEGO, CA

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.

transactionservices.global

+1 855 202 2932
SURROUND YOURSELF WITH GREATNESS

When we surround ourselves with greatness we see what’s possible. At IHRSA 2019, you will be surrounded by people at the top of their game. The event teems with opportunities to meet like-minded fitness industry professionals eager to make new connections. Whether you’re new to the health and fitness industry, or are a seasoned veteran, IHRSA 2019 is the place to go to meet the right people. Mix and mingle at numerous receptions, breakfasts, and early morning workouts—because this is a meeting for the health and fitness industry, after all.

Here’s just a small sample of the many networking opportunities you can expect:

"MAKING CONNECTIONS" ORIENTATION
Wednesday, March 13 | 7:30am - 8:30am
First-time attendees, or those who haven’t been in a while, are highly encouraged to attend this session. Learn how to navigate your way through IHRSA 2019. Establish your game plan for success, meet like-minded attendees, and make the most of your experience!

"THE FAST TRACK" CONTINENTAL BREAKFAST
Thursday, March 14 | 7:00am - 8:15am
Friday, March 15 | 7:00am - 8:15am
Jump-start your morning breakfast with three concurrent 20-minute presentations per time period. Each is designed to educate early-risers with the best practices on a variety of topics for immediate application in any club.

EVENING NETWORKING RECEPTIONS
Kick back with friends—new and old—at the end of the day at one or more of the following gatherings:
- Opening Welcome Reception
  Wednesday, March 13 | 7:30pm - 9:30pm
  Sponsored by MINDBODY
- Canadian VIP Reception (Canadian attendees)
  Thursday, March 14 | 6:00pm - 7:00pm
  Hosted by the Fitness Industry Council of Canada (FIC)
- Scandinavian Networking Reception
  Thursday, March 14 | 6:00pm - 7:00pm
- Planet IHRSA: The International Attendee Reception
  (International attendees and invited guests)
  Thursday, March 14 | 7:00pm - 9:00pm
  Sponsored by Perfect Gym Solutions S.A.

10th ANNUAL IHRSA WOMEN’S LEADERSHIP SUMMIT
Wednesday, March 13 | 1:00pm - 3:00pm
Sponsored by Club Automation

14th ANNUAL BASH FOR AUGIE’S QUEST
Friday, March 15 | 6:00pm - 11:00pm
The health and fitness industry’s fight to find a cure for ALS (Lou Gherig’s disease) continues at the 14th Annual Augie’s Bash. Join industry veteran Augie Nieto and his wife Lynne as they strive to raise funds for critical ALS research at this inspiring, heartwarming event. There will also be a cocktail reception, silent auction, and awards ceremony.

*RSVP and fee required. Email augiesquest@als.net to purchase tickets or a table.

ENHANCE YOUR EVENT EXPERIENCE WITH THE NEW IHRSA 2019 MOBILE APP! (available Feb 2019)
(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, and session locations
- Download session handouts, submit session evaluations and much more!

“IHRSA is by far the best show in our industry. From the fantastic sessions, to the massive Trade Show, to the incredible networking events, it just can’t be beat. If you are going to attend one show a year this has to be it.”
– Chris Stevenson, Stevenson Fitness
IHRSA Member Since 2011
There are few people as energizing and inspiring as Australia’s most sought after futurist, Chris Riddell. A renowned strategist and global trend spotter for businesses and leaders in today’s disrupted world, Riddell is responsible for architecting the corporate digital strategies behind brands such as Whiskas, Pedigree, Wrigley, Starburst, Masterfoods, Snickers and Maltesers under MARS Incorporated in Australia and New Zealand.

As a globally recognized speaker on digital, Riddell’s unique blend of storytelling, immersive video, and exciting dialogue have transformed the keynote platform. Riddell’s award-winning events are highly acclaimed for leaving audiences energized and inspired.

In Future Customer 2020, Riddell reveals why good is no longer good enough. He explains that now more than ever if you wish to thrive in business you must have a deeper understanding of your customer and plan for the day after tomorrow. Riddell shows how to create hyper personalized, truly connected customer experiences through the use of crafted storytelling, technology, and frictionless experiences.

Serendipity, passion, community and trust are the new currencies — Riddell will show you how to bring them to your business.

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

Award-winning CNN commentator, Co-Founder of Inspire52, and best-selling author and entrepreneur, Mel Robbins is a beloved presenter known for keeping it real. Robbins’ provocative opinions, brutal honesty, and raw, hilarious delivery make for engaging, evocative conversations that can relax any audience and welcome them right in.

In her presentation, Robbins, a well-known authority on leadership and life change, shares the tremendous power of making five-second decisions. Drawing from her compelling, deeply relatable international bestseller, The 5 Second Rule, Robbins will demonstrate how this rule has helped people, teams, and businesses around the world change for the better.

Robbins will reveal how to change behavior, take smart risks, bring out the best in a team, and create the results we covet at work and in life. Through audience interaction, she will then reveal how you can use The 5 Second Rule to achieve your goals.

You will leave her presentation feeling inspired, empowered, and ready to take action.
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

As the Founder of the Non-Obvious Company, Rohit Bhargava is a leading authority on marketing, trends, and innovation. He has spent over 15 years advising large organizations on digital and marketing strategies and is widely considered one of the world’s most entertaining and original keynote speakers on marketing disruption and innovation. Bhargava is a Wall Street Journal best-selling author of five books on topics as wide ranging as the future of business, building a human brand with personality, and why leaders always eat left handed.

In his entertaining, often hilarious, highly actionable talk, Bhargava reveals the five secrets of building trust among employees and customers, and what it takes to stand out as genuine in an increasingly skeptical world. Attendees will learn how to communicate more authentically by combining the principles of powerful storytelling with the smart application of digital tools.

Bhargava’s empowering keynote not only shows what’s possible when you operate with greater integrity and transparency, it gives you a roadmap to make it happen for yourself.

DENISE LEE YOHN
Author and Brand Expert
“The Fusion Formula: Brand + Culture = Results”
Saturday, March 16 | 11:30am - 12:30pm
Sponsored by Gympass

For over a decade, Denise Lee Yohn has been the go-to expert on brand leadership for national media outlets. A regular contributor to Harvard Business Review, Forbes, and FOX Business TV, Yohn is an in-demand speaker, renown consultant, and influential writer. Her expert, personal, and inspiring keynotes deliver fresh perspectives that have motivated business leaders worldwide to build great brands and exceptional organizations.

In her incredibly inspiring, highly actionable presentation, Yohn shows how to infuse your culture with your core brand values and how to align employees with your brand identity, so that you may produce a healthy organization and a valuable brand.

Based on her new book, FUSION: How Integrating Brand and Culture Powers the World’s Greatest Companies, Yohn shares the secrets behind the world’s greatest organizations and lays out the leadership playbook for achieving the brand-culture fusion needed to improve competitiveness, create measurable value for customers and employees, and future-proof a business.

Forget everything you think you know about workplace culture. You don’t need perks and parties. You need engaged employees who produce the right results and help you build a great brand. Denise Yohn will show you how.
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.

EXERCISE CLASSES!

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

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.
EXHIBITOR PRODUCT & SERVICE CATEGORIES

These are just some of the categories of exhibitors that you can expect to see at the IHRSA 2019 International Trade Show in San Diego:

Aquatic / Pools & Supplies
Architects / Facility Designers / Construction / Decor
Associations / Certification / Educational Organizations
Audio / Video Equipment / Music
Climbing Walls / Structures
Computer Software / EFT Billing & Collections
Consultants: Sales / Marketing / Promotions / Training / Personnel
Equipment Cleaning / Maintenance / Repairs
Fitness Equipment / Fitness Accessories
Fixtures / Furniture / Lighting / Lockers
Flooring / Courts / Mats / Sports Surfaces
Food & Beverage / Nutritional Products / Supplements / Services
Group Exercise / Programming / Instruction
Health Clubs / Gyms / Franchises
Insurance
Laundry
Leasing & Financing
Locker Room Amenities / Towels
Medical & Rehabilitation Equipment
Pilates / Stretching / Yoga
Publications / Magazines / Publishing
Security / Locks
Spa Services / Skin Care / Massage Equipment
Sporting Goods / Apparel / Pro Shop
Steam / Sauna
Tanning
Technology / Internet / Programming
Testing / Heart Rate Monitors / AEDs / Body Composition / First Aid
Youth Fitness

A SPECIAL THANK YOU!

IHRSA would like to acknowledge Twin Oaks Software for enhancing the attendee experience in San Diego by sponsoring a Relaxation Station, designed to assist attendees as they navigate the expansive Trade Show floor and to unwind after a good workout.
Exercise Programming

Exercise programming is open to all attendees. The high-energy classes listed below offer the most innovative programs and top-notch equipment in the industry. More will be added as the event gets closer.

Visit ihrsa.org/convention for updates.

THURSDAY, MARCH 14
6:30am-7:30am

STOTT PILATES The Fitness Circle Flex Workout
Merrithew Faculty
Sponsored by Merrithew

Good things come in small packages, and this is definitely the case with the Fitness Circle Flex. Discover how this double-handled, smaller-sized resistance ring can pack a punch in your fitness routine. This full-body workout targets arms, legs and core and leaves you feeling revitalized and energized for the day to come. The first 50 participants receive a Free Pilates & Yoga Mat and a Fitness Circle Flex.

Take Barre to New Heights!
Tracey Mallet
Sponsored by JumpSport

Take your barre classes to new heights with internationally acclaimed presenter Tracey Mallett as she delivers a high-intensity, low-impact barre workout that combines the cardio and instability benefits of a trampoline with the toning effects of barre. This unique fusion of modalities delivers a total-body sculpting experience that also improves endurance and balance, while increasing circulation. The ballet barre is attached to your personal trampoline to activate the lower body and core for highly dynamic instability training that is a true blend of Pilates, dance, yoga and cardio.

7:30am-8:30am

HIIT the Circuit - powered by Balanced Body
Helen Vanderburg, Commercial Fitness Education Programs Manager, Balanced Body
Sponsored by Balanced Body

Circuit workouts are the buzz! Keep your circuit classes fresh with inspiring new circuit formats, unique exercises and portable equipment. Using the Balance Body programming system, experience different types of circuit formats to take back to your clients. Learn the secret to planning and delivering successful circuit classes for maximum success!

Battle of the Bounce!
Krista Popowych, Director of Education, JumpSport Fitness
Andrea Peña, Studio Owner, Choreographer, & Instructor, FIT 7/8
Karen Molina, Choreographer, & Instructor, FIT 7/8
Sponsored by JumpSport

What do you get when North meets South? A bounce explosion! Join Canadian fitness maverick and award-winning presenter Krista Popowych and bounce leaders of Mexico, Andrea Peña and Karen Molina creators of RUSH from “FIT 7/8”. We promise a high-energy, rhythm-paced full body workout. After you experience a Latin spiced up rhythm explosion, get serious with some hard core training that is cutting-edge and fun. The FitnessTrampoline is a highly versatile exercise tool and JumpSport continues to be the leader in this arena. Get ready for a bounced up battle that is sure to inspire!

WaterRowr Crew Conditioning
Ken Weichert, Director of Education, WaterRower
Sponsored by WaterRower

WaterRower Crew Conditioning with Irene McCormick, Amanda Mercer and Sgt Ken is an extremely exciting five-event athletic challenge with WaterRower races and playful partner-assisted exercises, all designed to show you how team-building games will help you double your strength and stimulate your soul. Make your test today your testimony tomorrow!

FRIDAY, MARCH 15
6:30am-7:30am

Pilates Strong powered by Balanced Body
Helen Vanderburg, Commercial Fitness Education Programs Manager, Balanced Body
Sponsored by Balanced Body

Recharge your mat Pilates class with the Balanced Body Pilates Strong training. Create overload and muscle development through an innovative and integrated approach to strength training. With the use of small portable equipment such as bands and balls, take your Pilates or strength classes to the next level. With the movement precision of Pilates and the principles of training build a STRONG body!

7:30am-8:30am

STOTT PILATES Targeting Fascia with the Resistance Loop
Merrithew Faculty
Sponsored by Merrithew

Training the neuromyofascial web can be done in a variety of ways. Using the Resistance Loop, experience a workout that allows you to target specific myofascial continuities with a series of full-body exercises. Discover a workout that results in a stronger, more resilient and flexible body, while encouraging the sense of tensegrity throughout. The first 50 participants receive a free Pilates & Yoga Mat and a Resistance Loop.

STRONG 30: Stop Counting the Reps. SYNC to the Beat.
Alex McLean, AFAA, NASM, ACE, STRONG by Zumba Master Trainer, STRONG by Zumba
Sponsored by STRONG by Zumba

STRONG 30 is a revolutionary 30-minute high-intensity workout led by music to motivate you to crush your ultimate fitness goals. Stop counting the reps. Start training to the beat. STRONG 30 combines body weight, muscle conditioning, cardio, plyometric and explosive moves like high knees, burpees, and jumping jacks all SYNCed to original music. If you’ve got 30-minutes, you’ve got time to blitz this high-intensity workout experience with us.
THANK YOU Sponsors!
EDUCATIONAL FORMATS TO MATCH YOUR LEARNING STYLE

Recognizing that everyone learns differently, IHRSA 2019 offers educational opportunities in a variety of interactive formats — in addition to the traditional seminars offered throughout the four-day event. Among these offerings are:

IGNITE!
In this fast-paced, 75-minute event, 15 speakers get 5 minutes a piece to share personal and professional insights on a whole host of topics ranging from the informative and enlightening to the humorous and fun.

EDUCATION SESSIONS
IHRSA 2019 education sessions are organized by track so you can pick and choose the seminars that best match your interests and needs.

NETWORKING ROUNDTABLES
Facilitated by a moderator, roundtable discussions provide you the chance to connect with peers, share knowledge, and present ideas on a range of mission-critical topics in an informal setting. The opportunity to network with club operators from around the world is one of the most requested IHRSA Convention activities each year.

EDUCATION SEMINARS PRESENTED BY ASSOCIATE MEMBERS
Learn about new products and services, and then take them for a ‘test-drive’ on the Trade Show floor. Supplier Seminars, presented by IHRSA Associate members exhibiting at the Trade Show, allow you to dig deeper into the programs and products that can increase success in your club.

FIRESIDE CHATS — NEW FOR 2019!
IHRSA’s Fireside Chats are interactive, problem solving sessions where industry influencers meet in intimate settings and take a deep dive into the most pressing issues clubs encounter. Receive group advice on overcoming challenges and the support you need to stay focused on the goal ahead. Limited seating.

CONTINUING EDUCATION CREDITS (CECs)
The following organizations will be offering CECs at IHRSA 2019. Visit ihrsa.org/convention for a complete schedule of activities.

- Athletics & Fitness Association of America (AFAA)
- American Council on Exercise (ACE)
- The Cooper Institute (CI)
- International Fitness Professionals Association (IFPA)
- National Academy of Sports Medicine (NASM)
- National Council on Strength & Fitness (NCSF)
- National Exercise & Sports Trainers Association (NESTA)
- National Federation of Professional Trainers (NFPT)
- National Strength & Conditioning Association (NSCA)
The education programming schedule and social events noted in this brochure are subject to change. Please visit ihrsa.org/convention for updates, schedule changes, and new offerings.

## WEDNESDAY, MARCH 13

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>6:00am - 7:00am</td>
<td>Networking Walk</td>
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<td>Fitness Business Podcast #FBPFamily</td>
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<td>Meet Up</td>
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<td>Chantal Brodrick, Fitness Business Coach, Active Management, and Host, The Fitness Business Podcast, AUSTRALIA</td>
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<td>Sponsored by The Fitness Business Podcast</td>
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<td>7:30am - 8:30am</td>
<td>“Making Connections” Orientation</td>
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<td>Moderated by Nicole Johnson, Director of U.S. Club Membership, IHRSA</td>
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<td>Learn how to navigate your way through IHRSA 2019.</td>
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<td>This session will help you establish your game plan for success, meet like-minded attendees, and make the most of your experience!</td>
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<td>9:00am - 10:15am</td>
<td>Education Sessions</td>
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<td>The Challenge of Change</td>
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<td>Jan Spaticchia, Chairman &amp; CEO, énergie Group, UNITED KINGDOM</td>
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<td>This is a Service Business — Are You Serving?</td>
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<td>Mark Miller, COO, Merritt Clubs</td>
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<td>Maria Miller, Regional Manager, Merritt Clubs</td>
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<td>From Club Door to Gym Floor: Blueprint to Increase Personal Training Revenue</td>
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<td>Michael Cunico, National Fitness Manager, Fitness First Australia, AUSTRALIA</td>
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<td>The Next Generation Sales Process</td>
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<td>Scott Gillespie, President, Saco Sport &amp; Fitness</td>
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<tr>
<td>10:30am - 12:00pm</td>
<td>Keynote Session &amp; Award Presentation</td>
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<td>Future Customer 2020†</td>
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<td>Chris Riddell, Digital Technology Expert, and Futurist</td>
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<td>Sponsored by Myzone</td>
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<td>1:00pm - 3:00pm</td>
<td>10th Annual Women’s Leadership Summit</td>
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<td>Sponsored by Club Automation</td>
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<td>1:30pm - 2:45pm</td>
<td>Education Sessions</td>
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<td>Several IHRSA 2019 sponsors are offering presentations to share their story, provide industry insights and further educate participants. These interactive sessions will provide participants with pertinent information to continue a dialogue with the sponsors during the Trade Show.</td>
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<td>Keeping Members Inspired and Accountable with Wellness Programming</td>
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<td>Moderated by Cedric Bryant, Ph.D., FACSM, Chief Science Officer, American Council on Exercise</td>
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<td>Greg Degnan, M.D., Medical Director, ACAC Fitness and Wellness</td>
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<td>Panel Discussion Moderated by Chanin Cook, Director, Marketing, Balanced Body</td>
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<td>Reimagining Club Memberships with Artificial Intelligence</td>
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<td>Delphine Carter, Director of Partnerships, Daxko</td>
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<td>Strategies from Industry Leaders: Why Recovery is Vital for Successful Health Clubs</td>
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<td>Steve Capezzone, CEO, Healthtrax International</td>
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<td>Winning in The Fitness Industry: Lessons From 50 Years of Club Management†</td>
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<td>Phillip Mills, Managing Director, Les Mills International</td>
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<td>Search, Social, Mobile: How to Make Your Business Shine Online</td>
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<td>Amanda Patterson, Vice President of Corporate and Brand Marketing, MINDBODY</td>
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<td>Differentiation 101: Finding Success by Going Green in a Crowded Fitness Market</td>
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<td>Tammy Polenz, Founder &amp; Partner, Vedas Fitness</td>
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<td>Dallas and Christy Neil, Owners, The Source</td>
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<td>Ricky Buoncore, Partner, Vedas Fitness</td>
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† Simultaneously translated into Chinese (Sponsored by ChinaFit), Japanese, Portuguese, Russian and Spanish
WEDNESDAY, MARCH 13 • SCHEDULE-AT-A-GLANCE

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

- 6:00am - 7:00am
  - 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

- 7:30am - 8:30am
  - Winning in the Fitness Industry: Lessons From 50 years of Club Management Sponsored by Les Mills International
  - Why Member Engagement is the Only Metric that Matters (and How Technology is the Key that Unlocks It) Sponsored by Trainerize
  - Reimagining Club Membership with Artificial Intelligence Sponsored by ClubAutomation

- 9:00am - 10:15am
  - Mind-Body Training: Are You Capitalizing on this Hot Trend? Sponsored by Hydromassage
  - Winning in the Fitness Industry: Lessons From 50 years of Club Management Sponsored by Les Mills International
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10:30am - 12:00pm Education Sessions

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1:00pm - 3:00pm Education Sessions

- 1:30pm - 2:15pm
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  - Winning in the Fitness Industry: Lessons From 50 years of Club Management Sponsored by Les Mills International
  - Why Member Engagement is the Only Metric that Matters (and How Technology is the Key that Unlocks It) Sponsored by Trainerize
  - Reimagining Club Membership with Artificial Intelligence Sponsored by ClubAutomation

- 2:15pm - 3:00pm
  - Mind-Body Training: Are You Capitalizing on this Hot Trend? Sponsored by Hydromassage
  - Winning in the Fitness Industry: Lessons From 50 years of Club Management Sponsored by Les Mills International
  - Why Member Engagement is the Only Metric that Matters (and How Technology is the Key that Unlocks It) Sponsored by Trainerize
  - Reimagining Club Membership with Artificial Intelligence Sponsored by ClubAutomation

3:15pm - 4:15pm Education Sessions/Roundtable/Fireside Chat

- 3:15pm - 4:15pm
  - Innovate to Reinvent: 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

- 4:15pm - 5:00pm
  - 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
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  - 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

- 5:00pm - 5:45pm
  - 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
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  - Club Business Metrics: The Importance of Data Analytics in Understanding Key Performance Indicators

4:45pm - 6:00pm Education Sessions/Roundtable/Fireside Chat

- 4:45pm - 5:30pm
  - 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
  - Differentiating Your Club by Improving the Fitness-Wellness-Medical Continuum
  - Boomers & Beyond: Embrace the Opportunity

- 5:30pm - 6:15pm
  - 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
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  - 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
  - Differentiating Your Club by Improving the Fitness-Wellness-Medical Continuum
  - Boomers & Beyond: Embrace the Opportunity

4:45pm - 6:00pm

22nd Annual IHRSA ILC Summit (ILC Members and invited guests) Sponsored by ABC Financial

7:30pm - 9:30pm Opening Welcome Reception • Sponsored by MINDBODY

10:30am - 12:00pm 10th Annual Women’s Leadership Summit • Sponsored by Club Automation
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Equipment/Facilities</th>
<th>Fitness Programming</th>
<th>Leadership</th>
<th>Member Retention</th>
<th>Personal Training</th>
<th>Sales &amp; Marketing</th>
<th>Staffing/Legal</th>
<th>Strategy &amp; Finance</th>
<th>Technology</th>
<th>Wellness &amp; Community Programming</th>
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<tr>
<td>6:30am - 8:30am</td>
<td>Exercise Classes</td>
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<td>“The FAST Track” Continental Breakfast</td>
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<td>11:45am - 1:00pm</td>
<td>Ignite!</td>
<td>Industry Leadership Council (ILC) Meeting (ILC Members and invited guests)</td>
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<td>2:00pm - 3:00pm</td>
<td>Education Sessions/Roundtable/Fireside Chat</td>
<td>In-house Boutique Studios: A Program-Driven Design Case Study</td>
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<td>Education Sessions/Roundtable/Fireside Chat</td>
<td>Leadership Excellence in Club Business</td>
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<td>3:30pm - 5:30pm</td>
<td>Latin American Forum</td>
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<td>5:00pm - 6:00pm</td>
<td>California Club Operators Meeting</td>
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<tr>
<td>6:00pm - 7:00pm</td>
<td>Canadian VIP Reception. Hosted by the Fitness Industry Council of Canada (FIC) &amp; Scandinavian Networking Reception</td>
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<td>7:00pm - 9:00pm</td>
<td>Planet IHRSA: The International Attendee Reception (International Attendees &amp; Invited Guests) • Sponsored by Perfect Gym Solutions S.A.</td>
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### FRIDAY, MARCH 15 • SCHEDULE-AT-A-GLANCE

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<th>6:30am - 8:30am</th>
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<td>8:30am - 9:45am</td>
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</tr>
<tr>
<td>10:00am - 11:30am</td>
<td>23rd Annual IHRSA Financial Panel</td>
</tr>
<tr>
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<td>1:30pm - 2:30pm</td>
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</tr>
<tr>
<td>3:00pm - 4:00pm</td>
<td>&quot;Member Center&quot; Networking Roundtable</td>
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<tr>
<td>6:00pm - 11:00pm</td>
<td>14TH ANNUAL BASH FOR AUGIE’S QUEST (Pre-Registration &amp; Donation Required – email <a href="mailto:augiesquest@als.net">augiesquest@als.net</a>)</td>
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</tbody>
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### EQUIPMENT/FACILITIES
- Equipment
- Facilities

### FITNESS PROGRAMMING
- Fitness Programming

### LEADERSHIP
- Leadership

### MEMBER RETENTION
- Member Retention

### PERSONAL TRAINING
- Personal Training

### SALES & MARKETING
- Sales & Marketing

### STAFFING/LEGAL
- Staffing
- Legal

### STRATEGY & FINANCE
- Strategy
- Finance

### TECHNOLOGY
- Technology

### WELLNESS & COMMUNITY PROGRAMMING
- Wellness
- Community Programming

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### Important Dates
- **FRIDAY, MARCH 15**
- **TRADE SHOW**
- **14TH ANNUAL BASH FOR AUGIE’S QUEST** (Pre-Registration & Donation Required – email augiesquest@als.net)
SATURDAY, MARCH 16 • SCHEDULE-AT-A-GLANCE

<table>
<thead>
<tr>
<th>Time</th>
<th>9:00am - 10:00am Education Sessions</th>
<th>10:15am - 11:15am Education Sessions</th>
<th>11:30am - 12:30pm Keynote Session</th>
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</thead>
<tbody>
<tr>
<td>9:00am - 10:00am</td>
<td>9-Box Management: Setting Your Team Up for Success</td>
<td>The Universal Truths to Becoming an Effective Leader</td>
<td>SEEKING NEW INSIGHTS: BENCHMARKING THE PRACTICES OF OTHER INDUSTRIES</td>
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<tr>
<td>9:15am - 10:15am</td>
<td>5-Step Digital Retention Strategy</td>
<td>Building an Unbeatable Brand</td>
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<tr>
<td>9:30am - 10:30am</td>
<td>The Essential Digital Marketing Workshop for Fitness Business Success</td>
<td>The Ultimate Fitness Sales System</td>
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<tr>
<td>9:45am - 10:45am</td>
<td>9-Box Management: Setting Your Team Up for Success</td>
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“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
Why Member Engagement is the Only Metric that Matters (and How Technology is the Key that Unlocks It)
Sharad Mohan, Founder & CEO, Trainerize
Sponsored by Trainerize
[ MR, T, SS ]

3:15pm - 4:15pm | Education Sessions
Leading by Design – Not by Default†
Brent Darden, CEO, Brent Darden Consulting
[ L ]

Legal Issues Impacting the Fitness Workplace
Franklin Wolf, J.D., Attorney, Fisher Phillips
[ LG ]

Member Onboarding Strategies to Drive Revenue & Retention
Aaron Moore, J.D., Director of Operations, VIDA Fitness
[ MR ]

Creating Value Focused Coaches: Converting Small Group Training Prospects to Clients
Sheldon McBee, Personal Training Director, Universal Athletic Club
[ PT ]

What You Don’t Know Can Hurt: How Interviews, Secret Shopping & Buyer PERSONAS are the Backbone of Health Club Success
Meredith DeAngelis, CMO, Village Health Clubs & Spas
Jay Feitlinger, Founder & CEO, StringCan Interactive
[ S-M ]

Performance Management Best Practices and Handling Terminations to Reduce Risk
Meredith DePersia, SPHR, Vice President of Human Resources, Active Wellness
[ S, L ]

Club Business Metrics: The Importance of Data Analytics in Understanding Key Performance Indicators
Timothy Bainton, Founder, Blue Chip Sports Management
[ S-F, T ]

Leading the Way Towards a Culture of Exercise for ALL
Moderated by Catherine Carty, UNESCO Chair in Inclusive PE, Sport, Fitness & Recreation, IRELAND
Kilian Fisher, International Public Policy Advisor, IHRSA, IRELAND
[ W-CP]
THURSDAY, MARCH 14

6:30am - 7:30am | Exercise Classes
LES MILLS GRIT- High Intensity Interval Training
Nikki Snow, Group Fitness Manager and Instructor, Chicago Athletic Clubs
Sponsored by Les Mills International
[ EC ]

STOTT PILATES The Fitness Circle Flex Workout
Merrithew Faculty
Sponsored by Merrithew
[ EC ]

Take Barre to New Heights!
Tracey Mallett, AFAA, BASI, PMA, CSN, Owner, bootybarre
Sponsored by JumpSport
[ EC ]

7:00am - 7:15am | “The FAST Track” Continental Breakfast
“The Fast Track” learning concept is intended to jump-start your morning breakfast with three concurrent 20-minute presentations per time period. Each is designed to educate early-risers with the best practices on a variety of topics for immediate application in any club.

7:00am - 7:20am
Trends in Club Design
[ F ]

Obstacle Course Racers: A New Revenue Stream
[ FP ]

Brand Growth in a Digital World
[ S-M ]

7:40am - 8:00am
Capitalizing on Boutique Fitness
[ F-P, S-F ]

Member Service in the Social Media Age
[ MR ]

A Corporate Wellness Revolution: Creating a Strong and Sustainable ROI
[ W-CP ]

7:30am - 8:30am | Exercise Classes
HIIT the Circuit - powered by Balanced Body
Helen Vanderburg, Commercial Fitness Education Programs Manager, Balanced Body
Sponsored by Balanced Body
[ EC ]

Battle of the Bounce!
Krista Popowycz, Director of Education, JumpSport Fitness
Andrea Pena, Studio Owner, Instructor & Choreographer, FIT 7/8
Karen Molina, Instructor & Choreographer, FIT 7/8
Sponsored by JumpSport
[ EC ]

WaterRower Crew Conditioning
Ken Weichert, Director of Education, WaterRower
Sponsored by WaterRower
[ EC ]

8:30am - 9:45am | Keynote Session & Award Presentation
The 5 Second Rule: Achieve Breakthrough Performance in Your Career & Life
Mel Robbins, Author & Entrepreneur
Sponsored by Technogym
[ L, S, S-F ]

11:30am - 12:45pm | IGNITE!
Moderated by Pam O’Donnell, Vice President - Member Experience & Development, IHRSA
IGNITE! is a fast-paced, 75-minute event where selected speakers prepare 20 slides, each shown for 15 seconds, giving all presenters 5 minutes of fame. IGNITE! presenters share their personal and professional insights on a host of wide-ranging topics that can be informative, enlightening, humorous, or just plain fun! To become an IGNITE! presenter, simply complete the brief application at ihrsa.org/ignite by December 14, 2018.

11:45am - 1:00pm | Industry Leadership Council (ILC) Meeting
Industry Leadership Council Members and guests are invited to talk about public policy opportunities to encourage physical activity as well as to discuss other risks and opportunities for the club industry. For more information about the ILC, contact Meredith Poppler at mpoppler@ihrsa.org.

2:00pm - 3:00pm | Education Sessions
In-house Boutique Studios: A Program-Driven Design Case Study
Jim Worthington, President, Newtown Athletic Club
Hervey Lavoie, President, Ohlson Lavoie Collaborative
[ F, FP ]

Driving Talent, Service & Culture
Panel Discussion moderated by Brent Darden, CEO, Brent Darden Consulting
Don Allen, Director, Territory Development, Orangetheory Fitness
Adrian Antigua, General Manager, Gainesville Health and Fitness
Shawn Stewart, COO, O2 Fitness Clubs
[ L ]

‡ Simultaneously translated into Portuguese, Russian and Spanish
The Member Experience — It's Your Competitive Edge‡
Chris Stevenson, Owner, Stevenson Fitness
[ MR ]

Making it BIG in Small Group Training
Ryan McKenzie, Consultant and Coach, Training with Ryan
[ PT ]

World Class Branding
Jarod Cogswell, General Manager, ClubSport
[ S-M ]

Market & Consumer Changing Dynamics
Bill McBride, President & CEO, Active Wellness
[ S-F ]

Drive Member Retention, Community Involvement & Membership Growth With Community Events
Andrew Barranco, Regional Operations and Aquatics Manager, Merritt Clubs
[ W-CP, MR, S-M ]

2:00pm - 3:00pm | Networking Roundtable
Status Matters: Independent Contractor vs Employee
Moderated by Todd Scherwin, Regional Managing Partner - Los Angeles, Fisher & Phillips LLP
NOTE: This session will have limited seating to ensure full interaction between the moderator and all participants.
[ LG ]

2:00pm - 3:00pm | Fireside Chat
Sales Mastery: Tips, Tactics & Strategies to Long-Term Success
Facilitated by Mark Miller, COO, Merritt Clubs
NOTE: This session will have limited seating to ensure full interaction between the facilitator and all participants.
[ S-M ]

3:30pm - 4:30pm | Education Sessions
Leadership Excellence in Club Business
Carrie Kepple, Owner, Styles Studios Fitness
[ L, S-F ]

Building Retention by Building Brand Ambassadors with Members and Staff
Deborah Heisler, M.Ed., Director of Operations East Coast, Active Wellness
[ MR ]

Outside the Box: A 20/20 Approach to Marketing
Shannon Malooly, Sales and Marketing Director, The Claremont Club
[ S-M ]

Build Your Dream Team
Ashley Selman, Founder & Owner, Evolution Trainers
[ S ]

From Surviving to Thriving: Successfully Outmaneuvering Industry Disruption
Annick-Isabelle Marcoux, Founder & Managing Partner, LangLeven Group
Farid Mheir, CTO, LangLeven Group
[ S-F ]

Lessons from the Boutiques: Generating Growth & Retention by Creating Communities within Your Community‡
Michele Melkerson-Granryd, General Manager, Castle Fitness
[ S-F, MR, S-M ]

Disruptive Innovation: Capitalizing on Wearables
Jeffrey Cooper, Sr Manager Business Development, Samsung Electronics America
[ T ]

‡ Simultaneously translated into Portuguese, Russian and Spanish
Embed Behavior Change into your Health Club
Allison Flatley, Industry Consultant
Jason Reinhardt, Owner & Founder, Go M.A.D. Fitness, LLC.
[ W-CP]

3:30pm - 4:30pm | Networking Roundtable
Maximizing Personal Training Revenue
Moderated by Derek Gallup, EVP of Fitness, New Evolution Ventures
NOTE: This session will have limited seating to ensure full interaction between the moderator and all participants.
[ PT ]

3:30pm - 4:30pm | Fireside Chat
Strategy Based on Trends
Facilitated by Bill McBride, President & CEO, Active Wellness
NOTE: This session will have limited seating to ensure full interaction between the facilitator and all participants.
[ S-F ]

3:30pm - 5:00pm | Canadian Forum
Moderated by Scott Wildeman, President, FIC/Senior VP of Fitness and Operations, International Fitness Holdings, CANADA
David Patchell-Evans, Founder & CEO, Goodlife Fitness
Chris Smith, CEO & President, Steve Nash Fitness World & Sports Club
Nathalie Lacombe, Fitness Industry Consultant & Coach, Independent
Katherine MacKeigan, Executive Director, Alberta Fitness Leadership Certification Association
Maureen Hagan, President of Program Innovation, Goodlife Fitness & canfitpro
Sponsored by Fitness Business Canada Magazine
[ L, S-F ]

3:30pm - 5:30pm | Latin American Forum
Hosted by Jacqueline Antunes, Director of Latin America, IHRSA
Moderated by Guillermo Vélez, Founder and Owner, Mercado Fitness, ARGENTINA
NOTE: This session will be presented in Portuguese & Spanish
Sponsored by Fitness Brasil and Mercado Fitness

5:00pm - 6:00pm | California Club Operators Meeting
Moderated by Helen Durkin, J.D., Executive Vice President of Public Policy

6:00pm - 7:00pm | Canadian VIP Reception
Hosted by the Fitness Industry Council of Canada (IFIC)

6:00pm - 7:00pm | Scandinavian Networking Reception

7:00pm - 9:00pm | Planet IHRSA: The International Attendee Reception
Sponsored by Perfect Gym Solutions S.A.
International Attendees & Invited Guests

FRIDAY, MARCH 15

6:30am - 7:30am | Exercise Classes
Pilates Strong powered by Balanced Body
Helen Vanderburg, Commercial Fitness Education Programs Manager, Balanced Body
Sponsored by Balanced Body
[ EC ]

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

7:00am - 8:15am | “The FAST Track” Continental Breakfast
“The Fast Track” learning concept is intended to jump-start your morning breakfast with three, concurrent 20-minute presentations per time period. Each is designed to educate early-risers with the best practices on a variety of topics for immediate application in any club.

7:00am - 7:20am
Maximizing Profits with Small Group Training
[ FP ]
Tweet, Like, Follow: #SocialMediaR-roundUp
[ S-M, T ]
HR Basics: What Every Club Manager Must Know
[ S, LG ]

7:40am - 8:00am
Creating Loyalty and Retention in the Tennis and Fitness Industry
[ FP, MR ]
Leading By Example: Best Practices to Successful Leadership
[ L ]
Survival Strategies: Compliance, Legal Liabilities & Employment Laws
[ LG ]

“IHRSA is a gathering of all the latest and greatest ideas, technology, and influences that can be found in the health and fitness industry. IHRSA leaves us more inspired and connected to those who share this passion to better others through our practice.”
– Dylan Schoening, Woodside Health & Tennis Club
IHRSA Member Since 2006

For the latest updates and to register: ihrsa.org/convention • 800-228-4772 (US/Canada) • +1 617-951-0055 (international)
7:30am - 8:30am | Exercise Classes
STOTT PILATES Targeting Fascia with the Resistance Loop
Merrithew Faculty
Sponsored by Merrithew [ EC ]

STRONG 30: Stop Counting the Reps.
SYNC to the Beat
Alex McLean, AFPA, NASM, ACE, STRONG by Zumba Master Trainer, STRONG by Zumba
Sponsored by STRONG by Zumba [ EC ]

Dynamic Kicking Drills for Kickbox Fitness Professionals
Mr. Kevin Hudson, ACE GFI, Director of Fitness and Kickboxing Education, 9Round Franchising LLC
Sponsored by 9Round Fitness [ EC ]

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 [ L, MR, S-M ]

10:00am - 11:30am | 23rd Annual IHRSA Financial Panel
Industry Insights: Growth, Trends, and the Future
Panel Discussion Moderated by Rick Caro, President, Management Vision, Inc.
[ S-F, L ]

10:00am - 5:00pm | TRADE SHOW

11:00am - 12:00pm | Education Sessions
Developing a Detailed Business Plan: The First Step to a Successful Club Design
Bruce Carter, Owner, Optimal Design Systems International
[ F ]

High Performance Habits of Fitness Business Leaders
Chantal Brodrick, Fitness Business Coach, Active Management, and Host, The Fitness Business Podcast, AUSTRALIA
[ L ]

Customer Lifecycle 2.0‡
Jose Teixeira, Operations Director, Solinca Health & Fitness SA, PORTUGAL
[ MR ]

Putting the ‘Personal’ Back into Personal Training
Katrina Cochrane, Regional Master Coach, Australian Institute of Fitness, AUSTRALIA
[ PT ]

Setting Your Sales Team Up for Success
Kathy Arena, Membership Director, Waverly Oaks Club Tara Wislocki Jensen, Marketing Consultant, Waverley Oaks Club
[ S-M ]

Employee Engagement is Not Enough: The Secret Ingredient to an Exceptional Team
Barbara Mascialino, Group Fitness Director, CentraState Fitness and Wellness
[ S ]

Delivering Your Vision
Melissa Haase, Regional General Manager, Midtown Athletic Clubs
[ S-F ]

Consumer Driven Wellbeing and Digital Disruption
Peter Croft, Chief Strategy Officer, Perfect Gym
Sponsored by Perfect Gym Solutions S.A. [ T, SS ]

11:00am - 12:00pm | Networking Roundtable
Making Connections: Insight to Developing Community Partners
Moderated by Alexandra Black, MPH, RD, LDN, Senior Manager of Health Promotion & Health Policy, IHRSA
NOTE: This session will have limited seating to ensure full interaction between the moderator and all participants.
[ W-CP ]

11:00am - 12:00pm | Fireside Chat
Developing a Culture for Success
Facilitated by Shawn Stewart, COO, O2 Fitness
NOTE: This session will have limited seating to ensure full interaction between the moderator and all participants.
[ L, S-F ]

1:30pm - 2:30pm | Education Sessions
Group Ex Done Right: Essential Ingredients for Packed Classes
Don Murphy, Owner, Gold’s Gym - Newburgh
[ FP ]

The Best Ideas Win: Creating an Innovative Business Environment
Matt Parrott, Ph.D., ACSM H/FD, Senior Director of Business Innovation, Corporate Fitness Works
[ L ]

Do You Want a Membership Base or a Tribe?
Justin Tamsett, Managing Director, Active Management, AUSTRALIA
[ MR, S-F ]

‡ Simultaneously translated into Portuguese, Russian and Spanish
Teaching your Trainers to Sell, Service & Thrive‡
Sherri McMillan, Owner, Northwest Personal Training [ PT ]

Driving Revenue: Five Steps to the Marketing Funnel
Amy Jordan, Vice President of Marketing, Discover Strength [ S-M ]

Putting the Right People on the Bus and Getting There Together
Adrian Antigua, General Manager, Gainesville Health and Fitness
Noah Hastay, Operations Manager, Gainesville Health and Fitness [ S ]

REX Talks: Best Practices to Increase Revenue & Profitability
Facilitated by Eddie Tock, CEO, Rex Roundtables
Larry Conner, President & General Manager, Stonecreek Health Club & Spa
Robert Jackson, Owner, Forma Gyms
Paula Neubert, President & CEO, Greenwood Athletic and Tennis Club
Ralph Raji, VP of Operations & Wellness, Leisure Sports, Inc.
NOTE: This session is from 1:30pm-3:00pm [ S-F, L ]

Fitness Programming for Children and Adults with Special Needs
Presenter to be announced [ W-CP ]

SATURDAY, MARCH 16

9:00am - 10:00am | Education Sessions
5-Step Digital Retention Strategy‡
Paul Bedford, Ph.D., Research Director, Retention Guru, UNITED KINGDOM [ MR ]

The Essential Digital Marketing Workshop for Fitness Business Success
Alan Leach, CEO & Director of Sales and Marketing, West Wood Clubs, IRELAND [ S-M, T ]

9:30am - 10:30am | Education Sessions
The Universal Truths to Becoming an Effective Leader
Luke Carlson, CEO, Discover Strength [ L ]

10:45am - 11:45am | Education Sessions
Building an Unbeatable Brand‡
Paul Brown, CEO, Face2Face Retention Systems, AUSTRALIA [ MR, S-M ]

The Ultimate Fitness Sales System
Elias Scarf, Membership Director, Results Fitness, and Sales & Communications Coach, Results Fitness University [ S-M ]

Disruptors Influencing Fitness Industry Trends
Maureen Hagan, Vice President of Program Innovation and Fitness Development, Goodlife Fitness, CANADA [ S-F ]

11:30am - 12:30pm | Keynote Session
The Fusion Formula: Brand + Culture = Results‡
Denise Lee Yohn, Author, and Brand Expert
Sponsored by Gympass [ L, S-M, MR ]

For the latest updates and to register: ihrsa.org/convention • 800-228-4772 (US/Canada) • +1 617-951-0055 (international)
SPEAKERS/MODERATORS/INSTRUCTORS

Names highlighted in blue identify presenters who are speaking at IHRSA’s Annual International Convention for the first time.

Don Allen, Director, Territory Development, Orangetheory Fitness
Adrian Antigua, General Manager, Gainesville Health & Fitness
Jacqueline Antunes, Director of Latin America, IHRSA
Kathy Arena, Membership Director, Waverley Oaks Club
Timothy Bainton, Founder & CEO, Blue Chip Sports Management
Andrew Barranco, Regional Operations and Aquatics Manager, Merritt Clubs
Paul Bedford, Ph.D., Research Director, Retention Guru, UNITED KINGDOM
Rohit Bhargava, Author, Innovation & Marketing Expert, Keynote
Alexandra Black, MPH, RD, LDN, Senior Manager of Health Promotion & Health Policy, IHRSA
Bret Bondlow, NASM-PES, Owner Compelling Fitness
Chantal Brodrick, Fitness Business Coach & Host, Active Management, The Fitness Business Podcast, AUSTRALIA
Amanda Brown, Youth Director, Newtown Athletic Club
Paul Brown, CEO, Face2Face Retention Systems, AUSTRALIA
Cedric Bryant, Ph.D., FACSM, Chief Science Officer, American Council on Exercise
Ricky Buoncore, Partner, Vedas Fitness
Luke Carlson, CEO, Discover Strength
Rick Caro, President, Management Vision, Inc.
Delphine Carter, Director of Partnerships, Daxko
Bruce Carter, Owner, Optimal Design Systems International
Katrina Cochrane, Regional Master Coach, Australian Institute of Fitness, AUSTRALIA
Jarod Cogswell, General Manager, ClubSport
Larry Conner, President & General Manager, Stonecreek Health Club & Spa
Chanin Cook, Director, Marketing, Balanced Body

Jeffrey Cooper, Sr Manager Business Development, Samsung Electronics America
Peter Croft, Chief Strategy Officer, Perfect Gym
Michael Cunico, National Fitness Manager, Fitness First Australia, AUSTRALIA
Brent Darden, CEO, Brent Darden Consulting
Meredith DeAngelis, CMO, Village Health Clubs & Spas
Greg Degnan, M.D., Medical Director, ACAC Fitness and Wellness
Meredith DePersia, SPHR, Vice President of Human Resources, Active Wellness
Helen Durkin, J.D., Executive Vice President of Public Policy, IHRSA
Guillermo Escobedo, Principal, Jackson Lewis P.C.
Rudy Fabiano, AIA, Principal, Fabiano Designs
Jay Feitlinger, Founder & CEO, StringCan Interactive
Kilian Fisher, International Public Policy Advisor, IHRSA, IRELAND
Allison Flatley, Industry Consultant, IHRSA
Tim Forrest, President & Founder, Zone Fitness Clubs
Derek Gallup, EVP of Fitness, New Evolution Ventures
Scott Gillespie, President, Saco Sport & Fitness
Kate Golden, Director, People & Fitness Operations, Newtown Athletic Club
Lisa Gorsline, President and General Manager, Corpus Christi Athletic Club
Kristen Green, Executive General Manager, Aquafit, AUSTRALIA
Melissa Haase, Regional General Manager, Midtown Athletic Clubs
Maureen Hagan, Vice President of Program Innovation and Fitness Development, Goodlife Fitness, CANADA
Noah Hastay, Operations Manager, Gainesville Health & Fitness
Deborah Heisler, M. Ed. Director of Operations East Coast, Active Wellness
Fred Hoffman, M. Ed., Owner, Fitness Resources, FRANCE
Marisa Hoff, General Manager, Stevenson Fitness
Robert Jackson, Owner, Forma Gyms
Nicole Johnson, Director of U.S. Club Membership, IHRSA
Amy Jordan, Vice President of Marketing, Discover Strength
Carrie Kepple, Owner, Styles Studios Fitness
Vladislav Khartukov, General Manager, Encore Fitness, RUSSIA
Hervey Lavoie, President, Ohlson Lavoie Collaborative
Frank Lawrence, CEO, Little Rock Athletic Club
Alan Leach, CEO & Director of Sales and Marketing, West Wood Clubs, IRELAND
Denise Lee-Yohn, Author and Brand Expert, Keynote
Daniel Maia, Expansion & Sales Director, Solinca Health & Fitness, PORTUGAL
Tracey Mallett, AFAA, BASI, PMA, CSN, Owner, bootybarre
Shannon Maloloy, Sales and Marketing Director, The Claremont Club
Annick-Isabelle Marcoux, Founder & Managing Partner, LangLeven Group, CANADA
Barbara Mascialino, Group Fitness Director, CentraState Fitness and Wellness
Sheldon McBee, Personal Training Director, Universal Athletic Club
Bill McBride, President & CEO, Active Wellness
Kevin McHugh, COO, The Atlantic Club, Inc.
Ryan McKenzie, Consultant and Coach, Training with Ryan
Sherri McMillan, Owner, Northwest Personal Training
Michele Melkerson-Granryd, General Manager, Castle Hill Fitness
Farid Mheir, CTO, LangLeven Group, CANADA
Mark Miller, COO, Merritt Clubs
Maria Miller, Regional Manager, Merritt Clubs
Phillip Mills, Managing Director, Les Mills International, NEW ZEALAND
Sharad Mohan, Founder & CEO, Trainerize, CANADA
Karen Molina, Choreographer & Instructor, FIT 7/8, MEXICO
Aaron Moore, J.D., Director of Operations, VIDA Fitness
Don Murphy, Owner, Gold’s Gym – Newburgh
Christy Neil, Owner, The Source
Dallas Neil, Owner, The Source
Paula Neubert, President & CEO, Greenwood Athletic and Tennis Club
Dori Nugent, Group Fitness Director, Club La Maison
Pam O’Donnell, Vice President - Member Experience & Development, IHRSA
Bryan O’Rourke, CEO & CSO, Integerus, LLC & Gold’s Gym of Houston
Matt Parrott, Ph.D., ACSM H/FD, Senior Director of Business Innovation, Corporate Fitness Works
Amanda Patterson, Vice President of Corporate and Brand Marketing, MINDBODY
Andrea Peña, Studio Owner, Choreographer & Instructor, FIT 7/8, MEXICO
Tammy Polenz, Founder and Partner, Vedas Fitness
Krista Popowych, B.HKin, Director of Education, JumpSport Fitness, CANADA
Ralph Rajs, VP of Operations & Wellness, Leisure Sports, Inc
Jason Reinhardt, Owner & Founder, Go M.A.D. Fitness, LLC
Chris Riddell, Digital Technology Expert & Futurist, Keynote, AUSTRALIA
Mel Robbins, Author & Entrepreneur, Keynote
Elias Scarr, Membership Director and Sales & Communications Coach, Results Fitness & Results Fitness University
Ashley Seilman, Founder & Owner, Evolution Trainers
Jan Spathicia, Chairman & CEO, énergie Group, UNITED KINGDOM
Chris Stevenson, Owner, Stevenson Fitness
Shawn Stewart, COO, O2 Fitness Clubs
Justin Tamsett, Managing Director, Active Management, AUSTRALIA
Jose Teixeira, Operations Director, Solinca Health & Fitness, PORTUGAL
Stephen Tharrett, Co-Founder, Club Intel
Doris Thews, ACE, AFAA, Vice President of Group Fitness, Team Training and Innovation, VASA Fitness
Eddie Tock, CEO, Rex Roundtables
Helen Vanderburg, Commercial Fitness Education Programs Manager, Balanced Body, CANADA
Guillermo Vélez, Founder and Owner, Mercado Fitness, ARGENTINA
Ken Weichert, Director of Education, WaterRower
Scott Wildeman, Sr. VP Fitness and Operations, President, World Health/Spa Lady, Fitness Industry Council of Canada, CANADA
Tara Wislocki Jesen, Marketing Consultant, Waverley Oaks Club
Franklin Wolf, J.D., Attorney, Fisher Phillips
Michele Wong, Vice President of Operations, Active Wellness
Jim Worthington, President, Newtown Athletic Club
March 15, 2019
San Diego
Convention Center
AugiesQuest.org/Bash

Presented by

Cure ALS
Augie’s Quest
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/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/go2019 (credit card required) or call 800-228-4772 (US & Canada) or +1 617-951-0055 (International).

REGISTRATION PACKAGE RATES

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<th>REGISTRATION PACKAGE DESCRIPTION</th>
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REGISTRATION PACKAGE DESCRIPTIONS

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<th>Keynote</th>
<th>Wednesday Opening Reception</th>
<th>Trade Show (Thursday &amp; Friday)</th>
<th>Exercise Classes (Thursday &amp; Friday)</th>
<th>Early Morning Workout (Friday)</th>
<th>Supplier Seminars</th>
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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.
Kick off IHRSA 2019 with the IHRSA Foundation VIP Reception on Tuesday, March 12. For more information visit ihrsafoundation.org.

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

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.

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.

RUNNING YOUR GYM SHOULDN’T BE A WORKOUT

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