

# WORLD SPINNING® AND SPORTS CONDITIONING CONFERENCE



## SPONSOR PARTNER OPPORTUNITIES

**JUNE 1 - 3, 2018**

MIAMI, FLORIDA  
INTERCONTINENTAL HOTEL

## Celebrating 19 Years of the World Spinning® and Sports Conditioning (WSSC) Conference, the premier event for Spinning and fitness professionals world-wide!

WSSC features a wide variety of workshops and workouts that are designed to empower fitness instructors with knowledge, motivation, coaching, tips, resources and CECs to take their careers to the next level.

Each year, WSSC offers more than 150 sessions from leading industry programs, including Spinning®, Zumba®, Savvier Fitness®, Tabata Bootcamp™, CrossCore®, R.I.P.P.E.D., Peak Pilates® and more that you won't find anywhere else.

WSSC Sponsor Partners have the ability to promote brands, products, and education programs through multiple marketing channels and live on site events.

Our Sponsor Partners receive numerous benefits, including:

- Promotion to more than 150,000 active, healthy and motivated fitness professionals through our network of social media and e-mail channels.
- Access to more than 1,000 annual conference attendees with booth space in "The Square" the event hub where attendees try the latest fitness equipment, shop for apparel and fitness accessories, and learn about the latest education trends.
- Sponsor Partner programming within the WSSC curriculum, offering direct promotion of your program to attendees. When they test it, and try it, they buy it!
- Advertising opportunities in our printed and digital conference promotional materials.

# SPONSOR PARTNER LEVELS

## PLATINUM LEVEL

*Includes all benefits outlined in the Bronze, Silver, and Gold levels, as well as the following:*

- One dedicated e-mail blast (either pre- or post-conference).
- Opportunity to hang company banners or gobo lighting in three places at the conference venue (hanging charges may apply, limited availability).
- *Additional* \$10 in commission for each sponsor discount code used (full-weekend registration only).
- Two *additional* dedicated posts on the conference Facebook page (must secure sponsorship by Jan. 1).
- One *additional* 10' x 10' booth space.

**Your investment: \$3,000**

## GOLD LEVEL

*Includes all benefits outlined in the Bronze and Silver levels, as well as the following:*

- One banner ad in the event mobile app used by all conference attendees during the event.
- One social media giveaway item as part of our conference promotion.
- 1/4 page advertisement in digital and mailed event brochure.
- 1/4 page advertisement in on-site event program.
- Rotating banner advertisement on conference website for one week (date to be mutually agreed upon).
- *Additional* \$20 in commission for each sponsor discount code used (full-weekend registration only).
- Two *additional* dedicated posts on the conference Facebook page (must secure sponsorship by Jan. 1).
- One *additional* 10' x 10' booth space.

**Your investment: \$2,500**

## SILVER LEVEL

*Includes all benefits outlined in the Bronze level, as well as the following:*

- Two dedicated posts on the conference Facebook page (must secure sponsorship by Jan. 1).
- "Vendor Offers" listing on conference website and in on-site conference program coupon book.
- *Additional* \$10 in commission for each sponsor discount code used (full-weekend registration only).
- One free registration to the main event.

**Your investment: \$2,500**

## BRONZE LEVEL

- 10' x 10' booth space in The Square
- Company logo inclusion in all e-mail blasts, and in printed and digital marketing materials.
- Company listing in conference mobile app used by attendees during the event.
- Inclusion in "Meet the Sponsors" e-mail blast sent to all registered attendees.
- Sponsor listing on the conference website.
- Two free stand-by passes to the main event for booth workers.
- \$10 commission for each sponsor discount code used (full-weekend registration only).
- Opportunity to provide one promotional item in the conference goodie bag.
- Opportunity to provide one raffle item in the conference raffle (if applicable).
- Opportunity to sell products on consignment in our conference store (if a booth is not taken).

**Your investment: \$2,000**

## BOOTH ONLY

Reserve a 10' x 10' booth in The Square, where you will have prime access to all conference attendees as they shop in-between education sessions. Please note that purchasing the "booth only" sponsorship does not give you any logo exposure in any conference promotional materials. However, your company will be listed in our conference mobile app used by attendees during the event.

*Your investment: \$1,500*

## PROGRAMMING SPONSOR

As a programming sponsor, you will be given a minimum of four sessions on the conference curriculum to showcase a specific program or product to attendees in an hour and 15 minute workshop or workout format. As an added benefit, you are given the perks of our "Bronze" level sponsorship complimentary. In exchange for these benefits, programming sponsors are responsible for paying all presenter and booth staff fees, hotel, airfare, and other travel expenses for the event.

*Your investment: All presenter fees and travel expenses.*

## INSTRUCTOR TRAINING SPONSOR

As an instructor training sponsor, you will be given a dedicated room complete with projector, screen, and sound system for an entire day to deliver an instructor training for your brand. Attendees will pay a separate fee to take this training, and the revenue collected will be split 50/50 between your company and WSSC. We will promote your workshop as part of the conference marketing materials. Space is limited for this sponsorship.

*Your investment: \$0 with a 50/50 split of registration revenue*

## INDIVIDUAL SPONSORSHIPS

*All sponsorships listed below have a specific cost per item.*

### *\$1,000 Sponsorships*

*Dedicated e-mail blast to conference attendees (pre or post event)*

*Event Party Sponsor*

*Conference Brochure 1/2 page Advertisement*

### *\$500 Sponsorships*

*Conference Brochure 1/4 page Advertisement*

*E-mail blast logo inclusion*

*Attendee Goodie Bag Insert*

### *\$250 Sponsorships*

*Charging Station Sponsor*

*Conference Mobile App Banner Advertisement*

*Energy Break Sponsor*

### *\$100 Sponsorships*

*Thursday Night Ride Backstage Pass Sponsor*

*Dedicated post on WSSC Conference Facebook page (cost per post)*

*To learn more about sponsorship opportunities or to create a custom sponsorship package, please contact Don Delzell at 310-740-8842 or e-mail [ddelzell@maddogg.com](mailto:ddelzell@maddogg.com)*

**WE LOOK FORWARD TO PARTNERING WITH YOU AT THE  
2018 WSSC CONFERENCE!**