



FitnessTech *Conference Track and Exhibit*

SHAPING THE FUTURE



WHAT:

FitnessTech,
a Conference Track
plus four days of exhibits

WHERE:

2014 International CES
in Las Vegas

WHEN:

January 7-10, 2014



THE GLOBAL STAGE FOR INNOVATION

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Say goodbye to Digital Couch Potatoes. Today there are hundreds of ways to use technology to make your workouts and outdoor activities more fun, safer and more effective. Whether you're summiting K2, taking a leisurely bike ride, diving the deep seas, or just watching your caloric intake, fitness has gone high-tech. This premiere event, embedded within the 2014 International CES®, will focus exclusively on the newest innovations and tools for the sports enthusiast and spotlight key trends impacting the multi-billion dollar Sports, Fitness and Outdoors market.

What can you expect to see:

- Fitness monitors – from pedometers, to fat burn meters and more
- GPS systems designed for the outdoor life
- High-tech outdoor clothing from solar
- Specialty gadgets for skiing, diving, boating, biking and more
- Webcams for the active enthusiast
- The World of Wii Fitness
- Apps, website and plugins to aid your journey
- Meet the celebs of the outdoor world
- iPod fitness plugins
- Personal screen viewers
- UnderWATER Photo equipment
- Safety and rescue equipment
- And much, much more

At FitnessTech, we take an in-depth look at the newest products and potential for the burgeoning sports enthusiast market. This half-day Conference Track will bring together CE industry speakers, athletes and enthusiasts, retailers and distributors, medical personnel and policy makers who all contribute to the conversation and share the trends for consumer electronics and lifestyle products geared towards the active individual.

Conference sessions will include:

- Size and Scope of the Fitness Market
- Digital Fitness How-Tos and Demonstrations
- Guest speakers at the peak of their athletic accomplishments
- Sports Gadget Gala
- The Doctor's Report: Rating and Approval/Oversight of the Industry

Together this energetic exhibit area will attract tens of thousands of attendees who are looking for solutions and products targeted at specific lifestyle markets—making this a must-see TechZone at the 2014 CES.

Living in Digital Times is the creator of technology lifestyle shows including: Digital Health Summit, Silvers Summit, HigherEdTECH, MommyTech and Kids@Play Summits. In total we occupy more than 30,000 sq feet of show floor space at CES.

CES brings 150,000 technology-committed attendees, along with 5,000 media and analysts into Las Vegas. Living in Digital Times directs them to the best products for a specific lifestyle.



FitnessTech

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Sponsor Costs and Benefits



	PLATINUM	GOLD	SILVER	BASIC	POD
Cost	\$36,000	\$24,000	\$12,000	\$10,000	\$7,500
Exhibit Space Size	20 x 30	20 x 20	10 x 20	10 x 10	6' turnkey
Advertising in Program Book	Full Page	Full Page	1/2 Page	Listing	Listing
Size of Banner in Conference Room	8' x 10'	8' x 10'	4' x 5'		
Invites to Networking Party	8	6	4	2	1
Participation on Conference Panel	✓	✓			
Listing in CES Print and Online Directories	✓	✓	✓	✓	✓
Listing on Sports & Fitness Tech Website	✓	✓	✓	✓	✓
Participation at the LIDT Press Conference	✓	✓	✓		
Swag Bag Participation	✓	✓	✓		
Access to Show Floor Meeting Room	✓	✓	✓		
Demo Spots on LIDT Stage on Show Floor	4	3	2	1	



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