



Sports, Fitness and the Outdoors **FitnessTech** Summit and Exhibit

SHAPING THE FUTURE

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 will focus exclusively on the newest innovations and tools for the sports enthusiast, and spotlight key trends impacting this multi-billion dollar Sports, Fitness and the Outdoors market.

CONFERENCE: FRIDAY, JANUARY 7

Fitness Tech is a focused lifestyle exhibition and conference embedded within the 2011 International Consumer Electronics Show. This premiere event will focus exclusively on the newest innovations and tools for the sports enthusiast, and spotlight key trends impacting this multi-billion dollar Sports, Fitness and the 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 plug ins
- Personal screen viewers
- UnderWATER Photo equipment
- Safety and rescue equipment
- And much, much more

At the The Fitness Summit conference we take an in-depth look at the newest products and potential for the burgeoning sports enthusiast market. This half-day conference will bring together CE industry speakers, athletes and enthusiasts, retailers and distributors,

medical personal and policy makers who will 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 Industry

Together this energetic expo 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 attraction at the 2011 CES.

Living in Digital Times is the creator of technology lifestyle shows including: Digital Health, Silvers Summit, Higher Ed Tech, Mommy Tech and Kids@Play Summits. In total we occupy more than 25,000 sq feet of showfloor space at CES.

CES brings 110,000 technology committed attendees, along with more than 4,000 journalists into Las Vegas. *Living in Digital Times* directs them to the best products for a specific lifestyle.



FitnessTech

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Sponsorship Opportunities

Fitness Tech Summit Basic: \$7,500

- Turnkey Pod exhibit package
- Two complimentary passes to the WRAP Party
- Official listing in the CES print and online directories and all Fitness Tech Summit exhibitor and conference materials
- Company logo/link on the Fitness Tech Summit website
- Fitness Tech Summit press, marketing, and public relations outreach

Fitness Tech Summit Plus: \$10,000

- 10ft x 10ft exhibit space
- Four complimentary passes to the WRAP Party
- Official listing in the CES print and online directories and all Fitness Tech Summit exhibitor and conference materials
- Company logo/link on the Fitness Tech Summit website
- Fitness Tech Summit press, marketing, and public relations outreach

Fitness Tech Summit Silver Sponsor: \$12,000

- 10ft x 20ft exhibit space
- Six complimentary passes to the WRAP Party
- Opportunity to participate in the swag bag
- Half-page B/W ad in Fitness Tech Summit program book
- Content on website: interview with your management or a blog entry
- Official listing in the CES print and online directories and all Fitness Tech Summit exhibitor and conference materials
- Company logo/link on the Fitness Tech Summit website
- Opportunity to participate at the Fitness Tech Summit Press Conference
- Opportunity to hang a 4ft tall x 5ft wide banner at Fitness Tech Summit (banner provided by the exhibitor)

Fitness Tech Summit Gold Sponsor: \$24,000

- 20ft x 20ft exhibit space
- Eight complimentary passes to WRAP Party
- Opportunity to participate in the swag bag
- Full-page color ad in the Fitness Tech Summit program book
- Thank you mention at the breakfast
- Shared access to the 10ft x 10ft meeting room in exhibit area
- Official listing in the CES print and online directories and all Fitness Tech Summit exhibitor and conference materials
- Company logo/link on the Fitness Tech Summit website
- Opportunity to participate at the Fitness Tech Summit Press Conference
- Opportunity to be on a panel at the Fitness Tech Summit Conference
- Opportunity to hang a 8ft tall x 10ft wide banner at the Fitness Tech Summit (banner provided by the exhibitor)

Fitness Tech Summit Platinum Sponsor: \$36,000

- 30ft x 30ft exhibit space
- Ten complimentary passes to the WRAP Party
- Opportunity to participate in the swag bag
- Full-page Color ad in the Fitness Tech Summit program book
- Thank you mention at the opening of the conference
- Shared access to the 10ft x 10ft meeting room
- Official listing in the CES print and online directories and all Fitness Tech Summit exhibitor and Conference materials
- Company logo/link on the Fitness Tech Summit website
- Opportunity to speak at the Conference
- Opportunity to participate at the Fitness Tech Summit Press Conference
- Opportunity to hang a 8ft tall x 10ft wide banner at the Fitness Tech Summit (banner provided by the exhibitor)