



**FUNCTIONAL**  
AGING SUMMIT

---

**2023**

## Functional Aging Summit | Sponsorship Opportunities

Successful participation for vendors at the Functional Aging Summit is directly related to the level of activity of that vendor. Active companies will almost certainly have better results than passive companies. FAI has developed a sponsorship program designed to help vendors maximize value with the lowest possible cash outlay.

### Premiere Sponsor \$7,500 Limit 1

- Your corporate logo on all print advertising, website, all brochures, and mailings, identified as a Premiere Sponsor
- Premiere Double Booth (2 booths) in the EXPO area (*upgrade to a triple for an additional \$500*)
- 5 minutes on stage before each morning keynote
- Website link from the functionalagingsummit.com site and the functionalaginginstitute.com site
- Recognition through FAI social media outlets
- Opportunity to write an advertorial for one FAI email based newsletter, one per event/newsletter
- Opportunity for a pre or post-event webinar
- One mass email blast (*per event*) sent to all of our email database customers with your company's information under an FAI Heading\* (\*required by email company)
- 2 Main Conference sessions or workshops showcasing your products and or programming with in-room signage (*Sponsor pays presenter, hotel and travel fees, and sessions must be pre-approved by FAI*).
- Option to offer a pre-conference event (*pre-approved by FAI*)
- Option to offer (*at an additional cost*) a co-branded summit t-shirt to each attendee

### Workout Sponsor \$1,500

- Provide equipment and instructor for morning workout sessions (*2 each morning*)
- Signage, logo placement, ID as a workout sponsor, stage recognition

### Elite Sponsor \$3,000 Limit 3

- Your corporate logo on all print advertising, website, all brochures, and mailings, identified as an elite sponsor
- Premiere Single Booth in the EXPO area (*upgrade to a double for an additional \$500*)
- On stage promotion and recognition by the emcee each day
- Website link from the functionalagingsummit.com site and the functionalaginginstitute.com site
- Recognition through FAI social media outlets
- Opportunity to write an advertorial for one FAI email based newsletter, one per event/ newsletter.
- One mass email blast sent to all of our email database customers with your companies information under an FAI heading\* (\*required by email company)
- 2 Main Conference sessions or workshops showcasing your products and or programming (*Sponsor pays presenter, hotel and travel fees. Sessions must be preapproved by FAI*)

### Expo Sponsor \$1,200

- Your corporate logo on all print advertising, website, all brochures, and mailings, identified as an Expo Sponsor
- Premiere Single Booth in the EXPO area (*upgrade to a double for an additional \$500*)
- Website Link from the functionalagingsummit.com site



"We've been perfecting the Summit for 5 years in a row now to ensure that the Functional Aging Summit will help provide both the attendees and exhibitors grow their businesses."

Dan Ritchie  
President of FAI

## All Sponsorships Include

- One 8' x 10' area
- One draped table
- One site security during non-exhibit hours

- Listing in the onsite expo program guide/map
- One free pass to the main conference

### Breakfast Social Sponsor \$2,500

- Your corporate logo on all print advertising, website, all brochures, and mailings identified as the breakfast social sponsor
- Premiere Single Booth in the EXPO area (upgrade to a double for an additional \$500)
- Website Link from the functionalagingsummit.com site
- 5 min stage time before evening social
- Signage with your name and logo during the social
- Assist with raffle giveaways during social

### Education Sponsor \$2,000 **Limit 6-8**

- Your corporate logo on all print advertising, website, all brochures, and mailings, identified as an Education Sponsor
- Premiere Single Booth in the EXPO area (*upgrade to a double for an additional \$500*)
- Website Link from the functionalagingsummit.com site
- 1 Main Conference session or workshop showcasing your products and or programming (*Sponsor pays presenter, hotel and travel fees. Sessions must be pre-approved by FAI.*)

### Evening Social Sponsor \$2,000

- Your corporate logo on all print advertising, website, all brochures, and mailings identified as the evening social sponsor
- Premiere Single Booth in the EXPO area (upgrade to a double for an additional \$500)
- Website Link from the functionalagingsummit.com site
- 5 min stage time before evening social
- Signage with your name and logo during the social
- Assist with raffle giveaways during social

### Equipment Sponsor

**No Fee;** provide equipment for all workshop sessions during the conference

---

- Your corporate logo on all print advertising, website, all brochures, and mailings, identified as an Education Sponsor
- Premiere Single Booth in the EXPO area (*upgrade to a double for an additional \$500*)
- Website Link from the functionalagingsummit.com site
- 1 Main Conference session or workshop showcasing your products and or programming (*Sponsor pays presenter, hotel and travel fees. Sessions must be pre-approved by FAI.*)

# Functional Aging Summit

## About The Event

---

Our event is the only one in the fitness industry focused on training, marketing and growing a business focused on the Boomer and Senior clientele.

We bring a unique blend and mix of training tactics, business growth tactics and big picture inspiration to our event.

This is not just another fitness event where trainers and instructors learn 27 new ways to do a pushup or burpee!

We are looking at the best programming and training tactics, but also looking at the best marketing tactics, the best sales approach and the best business development approaches.

[functionalagingsummit.com](http://functionalagingsummit.com)



**200+**  
In-person attendees.



## About the Attendees

The attendees at the Functional Aging Summit are currently working with Boomer and Senior clients. About 50% of our attendees are owner/operators for clubs, studios focused on this market. Another 25% of attendees are managers and employees for clubs and studios focused on this market. The remaining 25% of attendees are interested in this marketing, either independent trainers, or considering a business opportunity in this area. Our attendees are engaging and looking for the next great thing in aging and fitness. You will find most of our attendees are primarily focused on serving their clients and community.

## Testimonials from past vendors



"The FAI Summit is our most profitable event of the year. We've been able to build strong relationships with regular attendees there year after year and the social proof from that helps us attract more new visitors to our table. Best of all, FAI, the speakers, staff, and other vendors are all very authentic. It's not a pitch fest and vendor feeding frenzy."

**Nicole Gebhardt**  
*Niche Pressworks Publishing*



"Keiser is committed to the Functional Aging Summit! Brilliant event, with top speakers and a great way to network and learn what our customers are looking for in the future. The quality of the attendee list made it a very easy decision to attend."

**Alastair Watson**  
*Keiser Fitness*

"Attending the FAI Summit is one of the highlights of my year! Getting to hear so many great speakers is very motivating and educational. I also really enjoy meeting other business owners from around the world and sharing ideas on how to grow and make my business better."

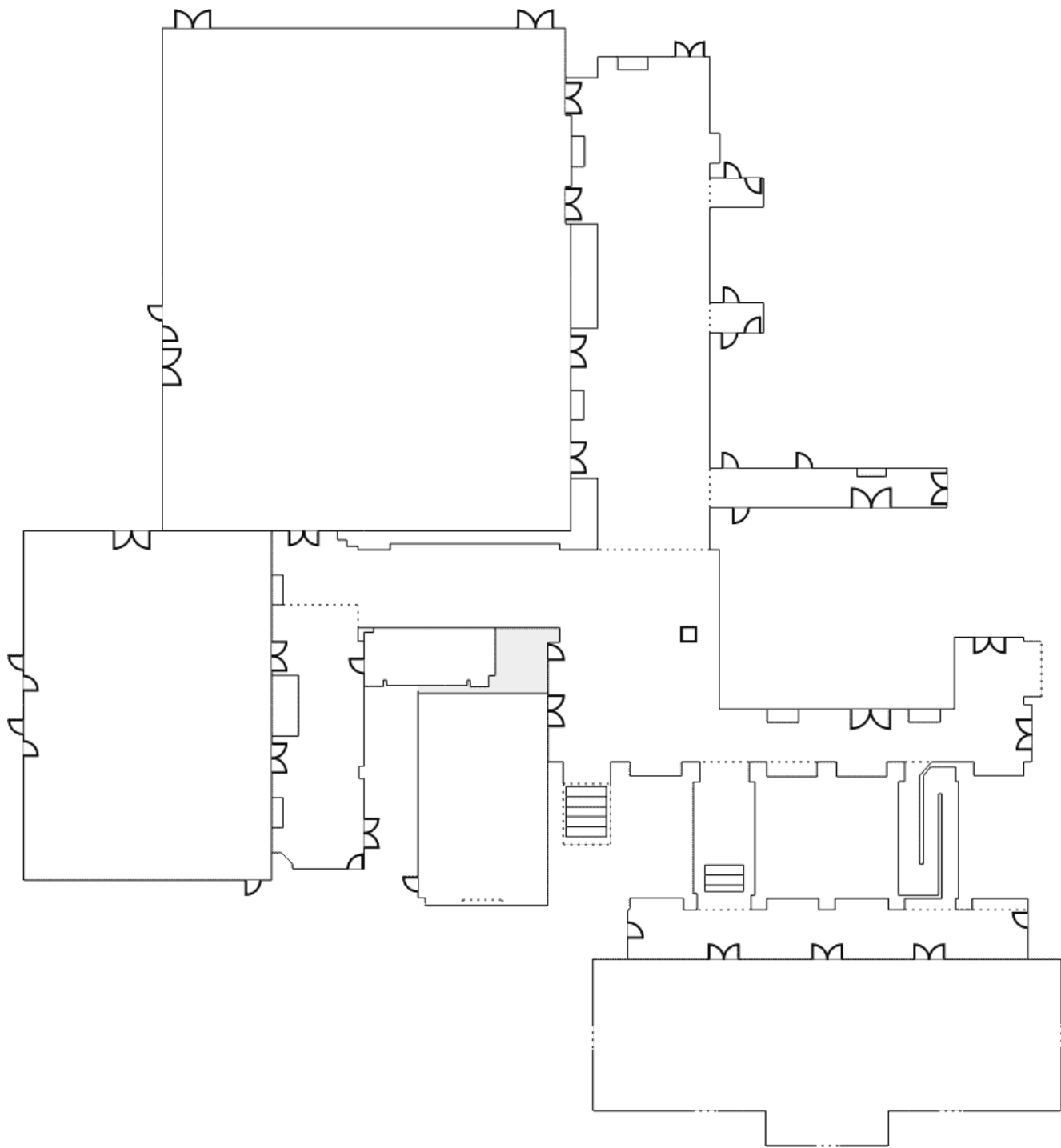
- Dan Horras

"Since its inception, the Functional Aging Summits have delivered a unique and exclusive experience to come together with fitness professionals from all over the world. My business is thriving as a result of the opportunities for networking and knowledge sharing to meet the needs of our maturing clientele."

- Lisa Wright

## Testimonials from past attendees





## Functional Aging Summit | About The Venue

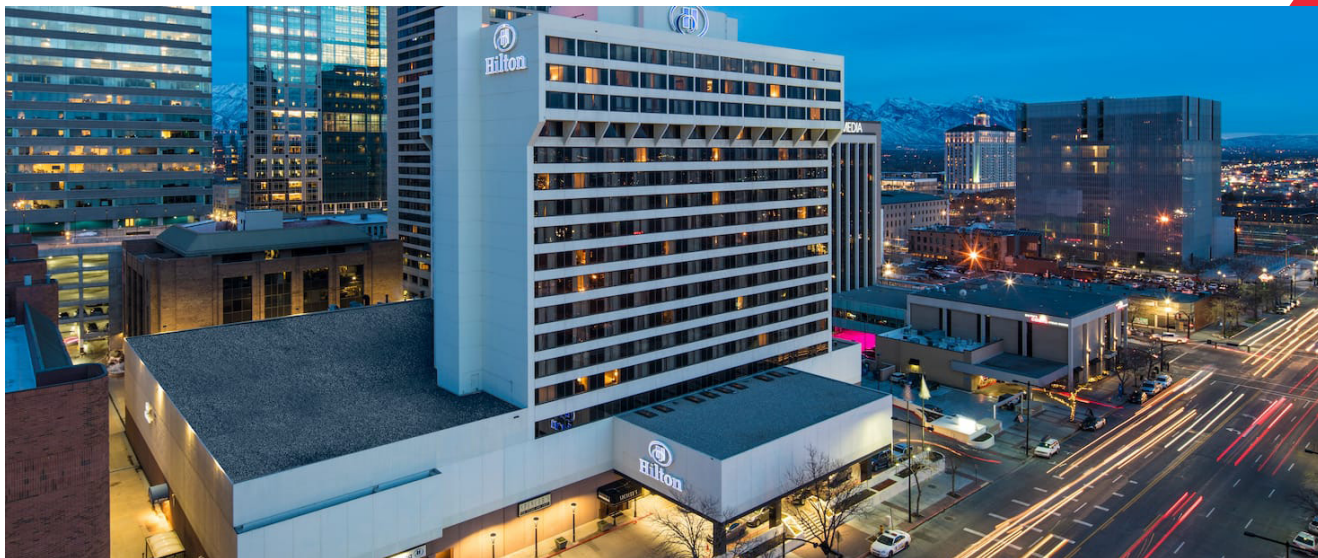


### **Hilton Salt Lake City Center**

255 South West Temple  
Salt Lake City, UT 84101, US

The Functional Aging Summit will be the only event taking place at the venue during this time, making the summit a great opportunity for networking and connections.

In central Salt Lake City, we're a two-minute walk from Salt Palace Convention Center. City Creek Center mall and Temple Square are both within a half-mile of our door. Cottonwood Canyon is 40 minutes away, offering summer hiking, biking, and climbing, as well as winter skiing. Enjoy on-site car rental, Starbucks® coffee, and an indoor pool.



Functional Aging Institute



[contact@functionalaginginstitute.com](mailto:contact@functionalaginginstitute.com)



[functionalagingsummit.com](http://functionalagingsummit.com)

**Sponsorship Packet 2023**



## Sponsorship Reservation Form

Date \_\_\_\_\_

## Company Information

Company Name \_\_\_\_\_

Exhibiting As (if different from above) \_\_\_\_\_

Key Contact Name \_\_\_\_\_

Title \_\_\_\_\_

Mailing Address \_\_\_\_\_

City/Province \_\_\_\_\_

State/Country \_\_\_\_\_

ZIP/Postal Code \_\_\_\_\_

Phone \_\_\_\_\_

Cell\* \_\_\_\_\_

E-mail \_\_\_\_\_

Website \_\_\_\_\_

Billing Contact (if different from above) \_\_\_\_\_

Billing E-mail (if different from above) \_\_\_\_\_

*\*By providing your cell number, you are giving Show Management permission to contact you via text or phone regarding emergency situations and onsite Show updates.*

## Exhibit Sponsor Selection

Place an (X) in the  
box next your choice  
of sponsorship:☐ **Premiere Sponsor** \$7,500☐ **Workout Sponsor** \$1,500☐ **Elite Sponsor** \$3,000☐ **Expo Sponsor** \$1,200☐ **Breakfast Social Sponsor** \$2,500☐ **Evening Social Sponsor** \$2,000☐ **Education Sponsor** \$2,000☐ **Equipment Sponsor** NO FEE

## Payment This payment is for Functional Aging Summit Sponsorship\*

## Required Deposit

A 50% deposit is due 14 days from the date above to confirm your booth application. Please check here ( ) if an invoice is required to process this deposit.

## Balance Payment

Balances due must be paid prior to May 12, 2023. Please check here ( ) if an invoice is required to process this payment.

## Preferred Payment Methods

## ACH Transfer

Cross First, 4435 Main Street, Suite 1100, Kansas City, MO 64111

Routing - 101015282 Account - 2012392837

Account Name -FAI

## 3. Credit Card

☐ VISA☐ MasterCard☐ Discover☐ American Express

Card # \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Signature of an authorizing officer: \_\_\_\_\_

Date: \_\_\_\_\_

## Terms

The Functional Aging Summit is produced by the Association of Fitness Studios ("AFS" or "Show Management"). By completing and returning this Reservation Form, the company identified herein ("Exhibitor") is applying for exhibit space at the Functional Aging Summit 2023 (the "Show"). Upon written confirmation of acceptance by Show Management and assignment of booth space, this contract shall become effective and form a binding agreement between Exhibitor and Show Management governing the non-assignable license granted to you to use exhibit space at the Show. The agreement formed incorporates the terms and conditions set forth on this Reservation Form and the Additional Terms and Conditions outlining the terms, conditions, rules, regulations and guidelines set forth in the Exhibitor Services Kit, as well as all additional standards, policies and directives published or provided by Show Management relating to the Show (collectively, the "Agreement").

**Payment Terms** | Fifty percent (50%) of the total fee for the exhibit space is due with 14 days from the date of reservation, indicated above. The balance is due on or prior to May 15, 2023. Applications received on or after May 15, 2023 must be accompanied by 100% of the fees due. Show Management may, at its discretion, release the exhibit space if the deposit(s) are not made in accordance with the payment schedule. Reassignment of exhibit space due to missed or late payment does not relieve exhibitor of its obligations under this Agreement.

**Cancellation and Reduction of Space** | Once this contract is signed and exhibit space is allocated, you are contracted to exhibit. Cancellation requests must be in writing, and agreement by Show Management to any request for cancellation or reduction of space shall be subject to the following fees: **1)** Cancellations and booth downsizes received by April 1, 2023 will be accepted with no penalty. **2)** Cancellations and booth downsizes received on or after May 15, 2023 are subject to a fee equal to 100% of the payments already received from Exhibitor. **3)** If Exhibitor has not set up its booth within two hours of the Show opening and has not contacted Show Management, Show Management reserves the right to reassign or eliminate Exhibitor's booth space. **4)** Cancellations will result in forfeiture of all exhibitor badges.

## Contract Acceptance

By signing below, Exhibitor agrees to abide by the terms and conditions of this Agreement, and hereby represents and warrants that the undersigned is duly authorized to execute this Agreement on behalf of exhibitor.

Name (please print) \_\_\_\_\_ Signature \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_