



# The Health, Fitness And Wellness Network In Asia-Pacific.

*2019 – 2021  
Development Plan*

[www.thefitsummit.com](http://www.thefitsummit.com)

# OUR COMPANY



FIT Summit is a b2b events company, based in Singapore.

We undertake three key activities:



## HOST A SERIES OF EVENTS

- CEO-Level Summits & Exhibitions
- Award Dinners
- Networking Receptions



## ACT AS INDUSTRY AMBASSADORS & CONNECTORS

- Supporting Sponsor Marketing Activities
- Promoting New Industry Developments
- Connecting Partners & Prospects



## PRODUCE & DISTRIBUTE EXCLUSIVE CONTENT

- Business Leader Interviews
- Market Insights
- Industry Surveys

We generate revenue through three channels:



Event sponsorship and exhibition sales



Event ticket sales



Online advertising



# OUR VISION, OUR GOALS

FIT Summit is the business-to-business network Asia-Pacific's health, fitness and wellness industry.

We connect brand owners and managers to technology, equipment providers, insurers, investors and corporate wellness, to discuss market trends, industry challenges and new business opportunities.

## MISSION STATEMENT

*"To be the leading network for connecting and engaging the health, fitness and wellness community to new business, investment and technology."*

## Goals:

- ✓ To be recognised as one of the world's leading health, fitness and wellness communities
- ✓ To assist governments ministries and agencies promote new health, fitness and wellness initiatives
- ✓ To defragment our industry and be a catalyst for collaboration, knowledge sharing and growth
- ✓ To partner companies to ensure their employees are benefiting from new breakthroughs in health, fitness and wellness
- ✓ To facilitate new investment into our industry
- ✓ To promote Asia as a global centre of excellence for health, fitness and wellness.
- ✓ To help industry deliver new innovative services, solutions and products into the marketplace

# OUR VALUES

## VALUES

We pride ourselves on four key values



### COMMUNITY

We are committed to nurturing, connecting and engaging a network of business leaders and entrepreneurs to passionately work towards a common purpose – working together, inclusively, to make people’s lives positively better.



### INTEGRITY

Our personal conduct, business relationships, transactions and practices, will meet the highest standards of ethical behavior and sound corporate governance. We will never jeopardize the trust placed in us, nor the integrity of the industry we proudly represent.



### GROWTH

To focus consistently on facilitating personal development and business development. Giving executives the ability to better grow their companies and our industry. We champion innovation and progress to ensure our industry unlocks its full potential.



### KNOWLEDGE

Continuous sharing of knowledge, promoting the awareness, education and understanding of, new trends, concepts, thinking, practices and technologies, each of which impact the future of health, fitness and wellness.

# OUR GROWTH STRATEGY

## GROWTH STRATEGY

We will grow our business via four key avenues



### NEW MARKETS

We will build out our presence with events in Bangkok, Shanghai, Jakarta, Manila and in time the Middle East, to grow our global community.



### PARTNERSHIPS

We will develop new partnerships with large international companies, government ministries and industry authorities ensuring transformational growth in size, reputation and influence.



### EXHIBITION

We will scale up our exhibitions in Singapore and Hong Kong to transition into a 'confex' business model. We will unlock significant growth potential by growing our flagship events, not launching new events.



### DIGITAL CONTENT

We will create new digital content – more frequent interviews, reports, analysis and market insights – to solidify our position as an important industry influencer and contributor.



# WHY PARTNER FIT SUMMIT

**Companies partner us for three key reasons:**

- 1 Thought Leadership
- 2 Business Development
- 3 Connectivity

They benefit from:



Unparalleled networking with health, wellness and fitness business leaders



Enhancing their market visibility, profile, connectivity and reputation



Accessing new clients, strategic partners and investors



Meeting a universe of suppliers and solutions providers



Insights into emerging market trends, concepts and technologies



Knowledge sharing and expert advice on how to grow their company/brand



Inspiration from successful entrepreneurs, boutique brands and start-ups



Learning new marketing, sales and business development strategies



A world leading platform to share their thought leadership with their peers & prospects

# OUR NETWORK REACH



Our database contains

# 6000

executives globally.

In addition to marketing to our database we also leverage the following channels for industry connectivity and distribution of content:



LinkedIn



Instagram



Various Media Partnerships

## We Divide Our Community Into Three Key Elements



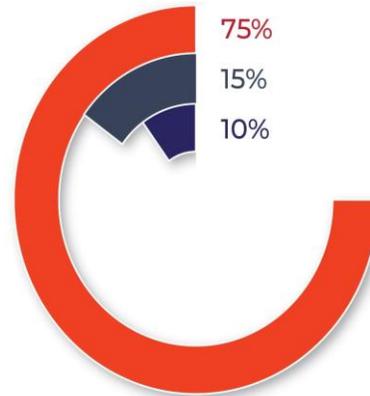
1 Health, Fitness & Wellness Brands



2 Corporate Wellness & Insurance



3 Investors



## OUR NETWORK

- **BRANDS: 75%**  
Founder, CEO, COO, CFO, VP, Managing Director, General Manager, Director, Regional Head
- **CORPORATE WELLNESS & INSURANCE: 15%**  
VP/Director/Head of HR, Benefits, Health, Wellness, Engagement
- **INVESTORS: 10%**  
CIO, Managing Director, Portfolio Manager, Fund Manager, Investment Manager

# OUR NETWORK DEMOGRAPHICS

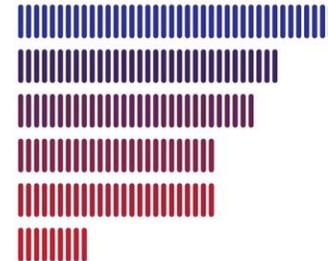
## Our community includes business leaders from

- Multinational gyms & health clubs
- Franchise gyms & health clubs
- Boutique fitness & wellness studios
- Technology providers
- Equipment manufacturers/distributors
- Apparel providers
- Nutrition providers
- Healthcare providers
- Corporate wellness providers
- Corporate HR (employee benefits, wellness, engagement)
- Fitness & sporting events
- Government ministries & agencies
- Investment firms
- Consultancy firms
- Insurers



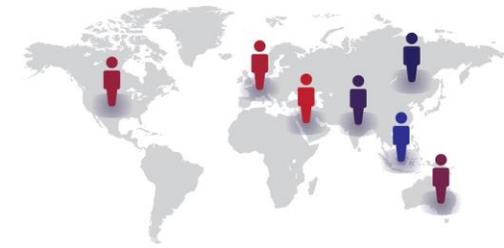
SUMMIT ATTENDEES BY INDUSTRY (%)

- 39% - Gyms, Health Clubs & Clinics
- 16% - Corporate Health & Wellness
- 12% - Technology (Apps, Software, Wearables)
- 11% - Equipment, Apparel & Accessories
- 10% - Investment Firms
- 4% - Government, Industry Authorities & Regulators
- 3% - Nutrition, Supplements and Health Products
- 3% - Fitness, Wellness & Sports Events
- 2% - Consultants/Advisors



SUMMIT ATTENDEES BY JOB TITLE (%)

- 25% - CEO/COO/CFO/Founder
- 20% - EVP/SVP/VP
- 18% - Managing Director, GM
- 17% - Director
- 17% - Senior Managers
- 3% - Influencers



SUMMIT ATTENDEES BY LOCATION (%)

- 45% - South East Asia
- 24% - North Asia
- 10% - South Asia
- 9% - Australia & NZ
- 5% - North America
- 5% - Middle East
- 3% - Europe

# INDUSTRY PARTNERS

Our industry sponsors, committee members and speakers represent the most influential brands, market makers, innovators and investors in Asia-Pacific



# GOVERNMENT, NONPROFIT & ASSOCIATION PARTNERS



We work with a wide of industry associations, nonprofits, government ministries and agencies to promote new investment in health, fitness and wellness.



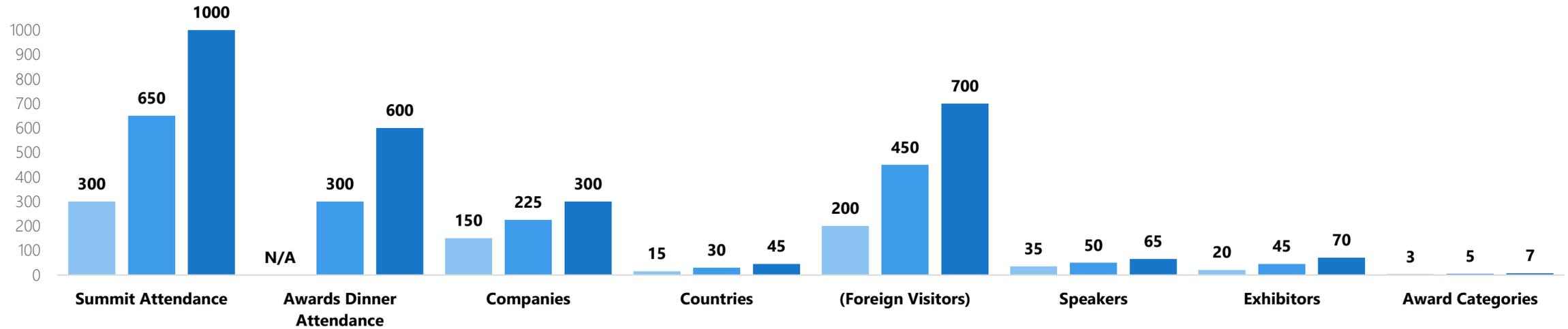
As part of our 2019-2021 Development Plan we will pursue future partnerships with:



# DEVELOPMENT PLAN 2019-2021 = SINGAPORE



## World Health, Fitness & Wellness Summit & Awards (Singapore)



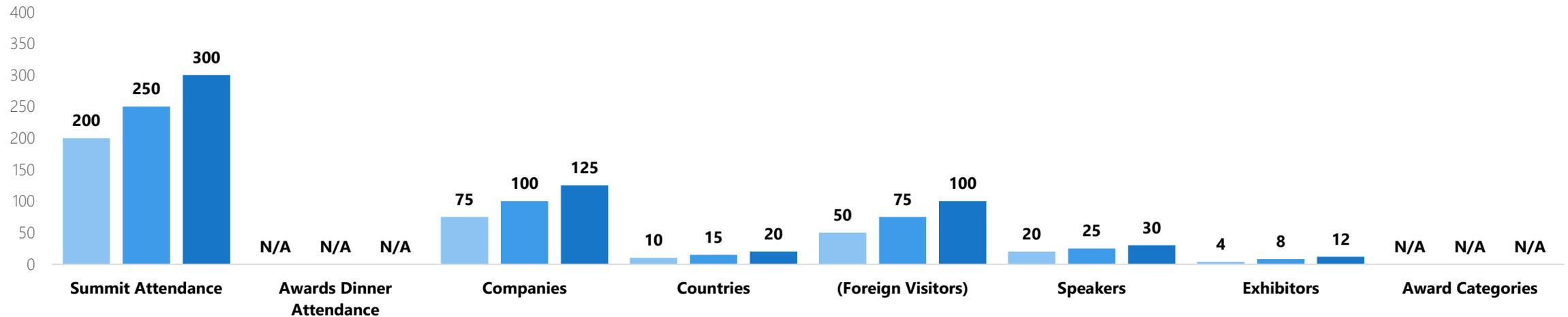
(Numbers)	2019	2020	2021
<b>Summit Attendance</b>	300	650	1000
<b>Awards Dinner Attendance</b>	N/A	300	600
<b>Companies</b>	150	225	300
<b>Countries</b>	15	30	45
<b>(Foreign Visitors)</b>	200	450	700
<b>Speakers</b>	35	50	65
<b>Exhibitors</b>	20	45	70
<b>Award Categories</b>	3	5	7
<b>Format</b>	1 Day Plenary Conference. Awards Reception. Exhibition.	1.5 Day Plenary Conference. Workshops. Awards Dinner. Exhibition	2 Day Plenary Conference. Streams. Workshops. Awards Dinner. Exhibition.



# DEVELOPMENT PLAN 2019-2021 = HONG KONG



## Asia Health, Fitness & Wellness Summit (Hong Kong)



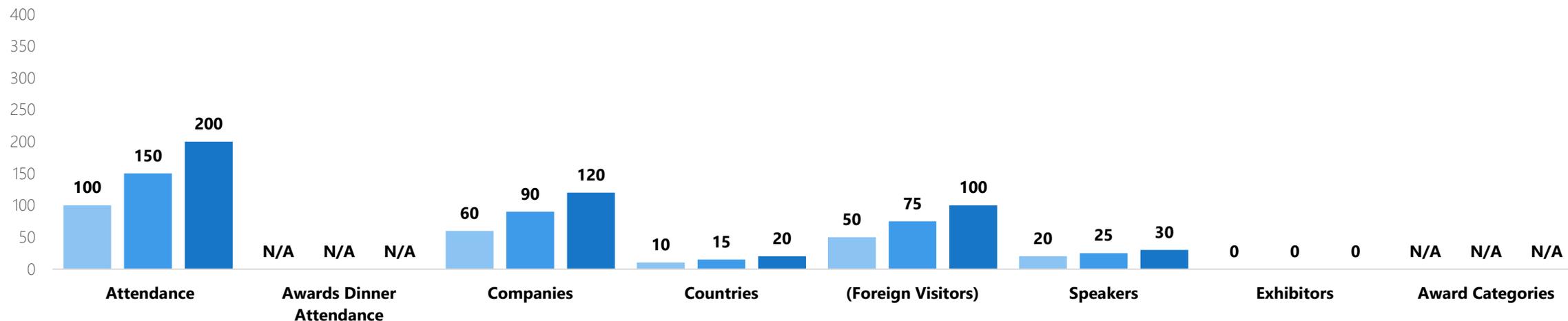
(Numbers)	2019	2020	2021
Summit Attendance	200	250	300
Awards Dinner Attendance	N/A	N/A	N/A
Companies	75	100	125
Countries	10	15	20
(Foreign Visitors)	50	75	100
Speakers	20	25	30
Exhibitors	4	8	12
Award Categories	N/A	N/A	N/A
Format	1 Day Plenary Conference. Reception. Exhibition	1 Day Plenary Conference. Workshops. Reception. Exhibition	1 Day Plenary Conference. Streams. Reception. Exhibition



# DEVELOPMENT PLAN 2019-2021 = INDONESIA (BALI)



## Fitness & Wellness Retreat (Indonesia/Bali)



(Numbers)

Attendance

Awards Dinner Attendance

Companies

Countries

(Foreign Visitors)

Speakers

Exhibitors

Award Categories

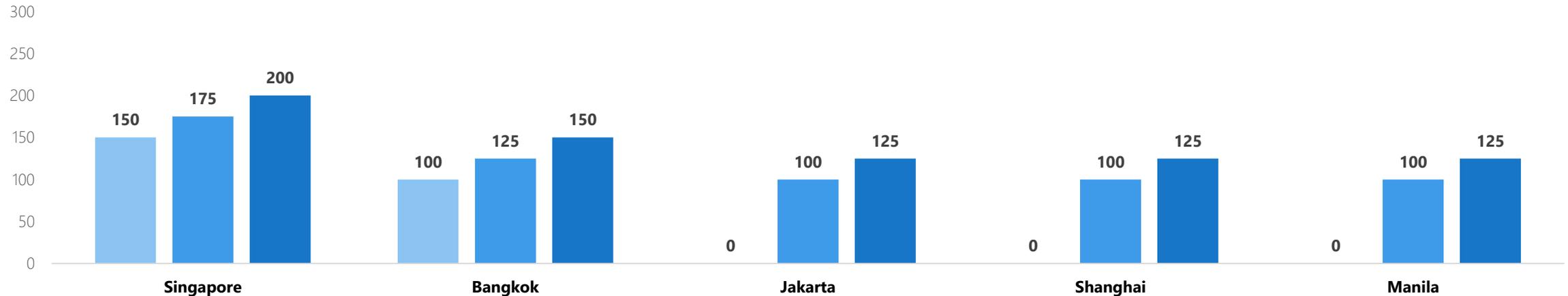
	2019	2020	2021
Attendance	100	150	200
Awards Dinner Attendance	N/A	N/A	N/A
Companies	60	90	120
Countries	10	15	20
(Foreign Visitors)	50	75	100
Speakers	20	25	30
Exhibitors	N/A	N/A	N/A
Award Categories	N/A	N/A	N/A

2 Day Conference (Morning Conference + Workshops + Fitness Classes + Wellness Sessions)    2 Day Conference (Morning Conference + Workshops + Fitness Classes + Wellness Sessions)    2 Day Conference (Morning Conference + Workshops + Fitness Classes + Wellness Sessions)



# DEVELOPMENT PLAN 2019-2021 = NETWORKING RECEPTIONS

## Standalone Evening Networking Receptions (Across Asia)



(Numbers)	2019	2020	2021
Singapore	150	175	200
Bangkok	100	125	150
Jakarta	N/A	100	125
Shanghai	N/A	100	125
Manila	N/A	100	125

# DEVELOPMENT PLAN 2019-2021 = OTHER OPPORTUNITIES

New Summits



Middle East Summit 2020 (Abu Dhabi or Dubai)

Managed Events



Third Party Provider of Event Management/Operations

Digital Content



Creation and monetisation of an annual market report

Webinars



Delivery of web based education/business seminars



## CONTACT US

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