IDEA
Fitness Journal
FOR PROFESSIONALS WHO **INSPIRE THE WORLD TO FITNESS**®
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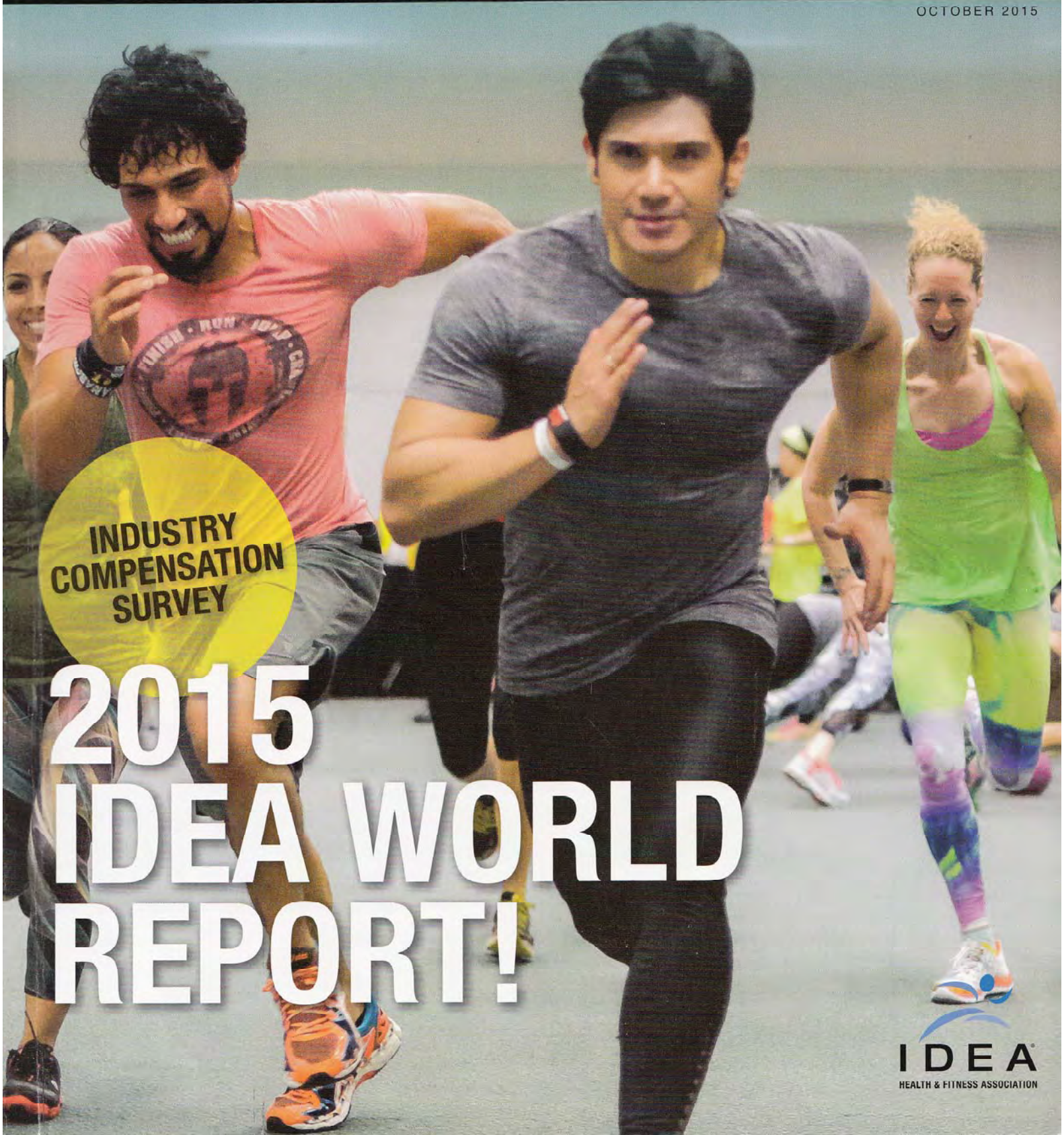

INDUSTRY COMPENSATION SURVEY

2015 IDEA WORLD REPORT!

IDEA
HEALTH & FITNESS ASSOCIATION

IDEA WORLD FITNESS & NUTRITION EXPO

Despite a freakish, out-of-season thunderstorm in Los Angeles on the last day of the Expo, it turned out to be the busiest and most crowded day of the show. All told, nearly 12,000 people passed through the doors over the course of

the Expo's 3 days. This was a huge turnout in what was IDEA World's largest and most diverse trade show to date.

The tagline for the Expo hall should have been "Welcome to the Land of Plenty" or, in the case of exhibitor General Mills, "Land of Plenti," which is how the company showcased its brand-new Yoplait™ Greek Plenti™ yogurt.

With more food vendors than ever (59), the 2015 IDEA World Fitness & Nutrition Expo had a plethora of options for eaters of all kinds. Combine that abundance with apparel, technology, services, programs, education, assessments, brand workouts, equipment, accessories and celebrity book-signings, and it was easy to understand why some attendees stayed in the Expo from opening to closing.

Of the 300 exhibitors, 125 were at IDEA World Fitness for the first time, and they were busy fielding questions, giving out samples, testing new gear and programs, and sharing information. They also gave away prizes, including a BASIS fitness and sleep tracker from Intel®, grass-fed organic beef jerky from Laura's Lean Beef®, protein pancake mixes from Pumped Up® Pancakes, and a Bounz Fit® mini trampoline and workout DVD.

For one new exhibitor, this was its first-ever expo as a company. According to Bobby Macauley, working in sales for plant-based supplement company Skoop of Boulder, Colorado, "The Expo gave us a chance to share our products with people who not only truly understand them and will share them with their world, but who can also ask us the tough questions about our products to keep us sharp and ensure that we are formulating the best possible line of products.

"Getting to interact with thousands of fitness professionals at the IDEA World Fitness & Nutrition Expo allowed us to get a bead on the industry as a whole. From power lifters, to Zumba® dancers, to a Karate master, we really got to learn about every segment of the fitness industry. And we gave away every last sample that we brought, which was awesome!"

Returning vendors also greeted enthusiastic shoppers. Upon entering the hall, people were immediately drawn into the excitement at the Reebok booth, where they enjoyed free workouts (and selfie sticks), with a few lucky participants in Reebok's social media contest garnering custom-made Pump shoes. Right next door, Pilates aficionados were swarming the Merrithew™ booth, eager to learn about new ZEN-GA™ and barre programs and participate in the in-booth workouts.

Some companies drew visitors with unusual offerings—refillable ice wraps for the shoulder, back and knee from HYPERICE™; herbal tea tonics from TEAONIC; the outdoor bike–elliptical trainer ElliptiGO; a Core Stix® workout for older adults; personal fitness and nutrition plans based on your DNA, from Sport Potential; a brain-sensing meditation headband from Muse™; a large selection of white and yellow fitness apparel from Montreal's Lolë®; and Intel®'s new Recon Jet™ wearable tech glasses for sports enthusiasts. Those glasses might go perfectly with Athos fitness apparel, which measures muscle activity, heart rate and respiration, all in real time, using a removable processor.

For some extra-deluxe real-time respiration, Expo hall visitors headed to the eXertainment stage, or to the IDEA World Main Stage, where they could either learn more about specific brands or work out with performers during mini workouts or demos. Celebrity trainer Jillian Michaels, at the main stage, packed in a super-animated crowd that a clicker tallied at 582 people—and with her motivational message and moves, she got them pumped! Also on the main stage, sharing the best of their product knowledge, were Quest Nutrition™, Soyfoods, Athos and celebrity trainer Harley Pasternak, MSc, to name just a few.

A lot of whooping and whistling, plus sweaty, smiling faces were spotted at the eXertainment stage, both on and off the stage. Among the many performances were Jumping® Fitness, LaBlast® Dance Fitness, Walk Productions, WERQ Dance Fitness, Kettlebell AMPD, Bombay Jam®, The Bootybarre™, U-Jam Fitness®, BollyX and Bootie Camp Yoga®. Where else could you get more than 35 companies showcasing their latest moves for FREE?!

- The line between personal training and group fitness is getting narrower. Many classes at IDEA World were perfect for large or small groups, with presenters functioning more as a coach than a "follow me" teacher who needed to cue.
- For years, naysayers have said that step is moribund, yet at World it was in full bloom, from Kari Anderson's "Smooth Groove Step" (which had choreography lovers drooling) to "R.I.S.E. On Up—Reinvented Interval Step Experience" and "Step Revival" (where attendees were cheering and clapping) to "Small Group Step Training" (which included tubes and timed intervals). Not only is step being taught as a straightforward cardio class; it's also being incorporated into partner, strength, core and boot camp programs.
- Dance is *en pointe,* with something for anyone wanting to shake their groove thang.
- Cycling keeps rollin' along, with HIIT, power, speed, stages and technology (both wearable and equipment-based) as staples for those who love indoor cycle workouts.
- Equipment is more varied and ubiquitous than ever, from leather weighted balls that look like mini beanbag chairs, to flexible bars and slacklines, to sand ropes and vibrating foam rollers. Everywhere you looked, participants were lifting, pulling, dragging, throwing, kicking, punching, bouncing, pushing and sharing portable equipment suitable for large and small groups.

As to trends, John Sinclair, fitness director of Midtown Athletic Club in Weston, Florida, sees a future in interactive environments for personal training, group personal training and group exercise. "Interaction between coach and client creates a more lasting connection that will transform the experience and make the client want more. Fitness pros need to be humble enough to ask clients what they find fun, as we can then tap into an endless number of activities that match their aspirations."

Mind-Body's Mainstream Agenda

It wasn't too long ago that any mind-body oriented offering was considered outside the realm of "standard" fitness. Today the