

# 2022

PARTNERSHIP OPPORTUNITIES  
CONNECTING YOU WITH PLANET FITNESS FRANCHISEES



**PF Independent**  
FRANCHISEE COUNCIL

# ABOUT THE FRANCHISEE COUNCIL

The PF Independent Franchisee Council (PFIFC) is the national trade association representing Planet Fitness® franchisees. PFIFC members own and operate more than 2,000 locations, ranging from single club operators to franchise groups with more than 100 locations. The organization is dedicated to preserving and enhancing the business interests of all Planet Fitness® franchisees and to collaborating with the franchisor to improve brand equity for all stakeholders.

Partnership is one of the best ways for a business to increase visibility within the PFIFC membership. Help your business be seen by Planet Fitness® decision-makers by:

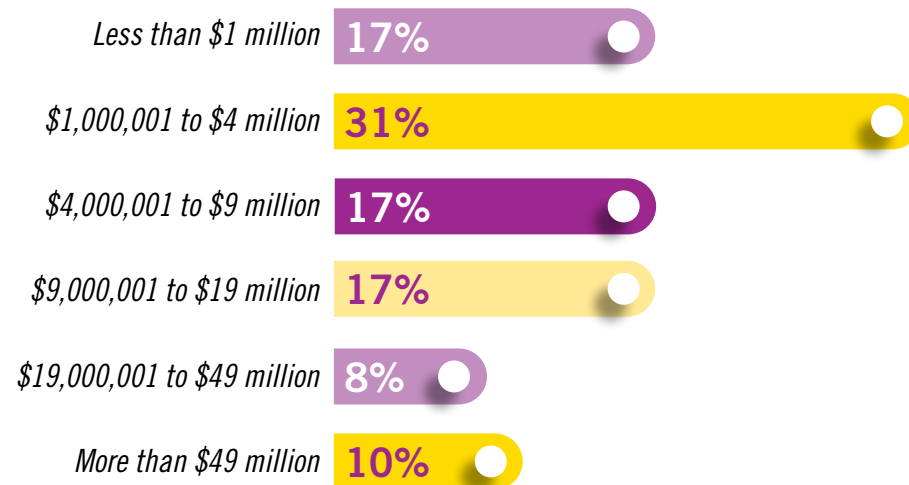
- Becoming an associate member and securing a listing in the annual Products & Services Directory
- Sponsoring or exhibiting at the annual convention
- Advertising in PFIFC's quarterly publication, *Geared Up*
- Reserving digital advertising on the PFIFC website or weekly e-newsletter
- Sponsoring a monthly educational webinar or franchisee town hall

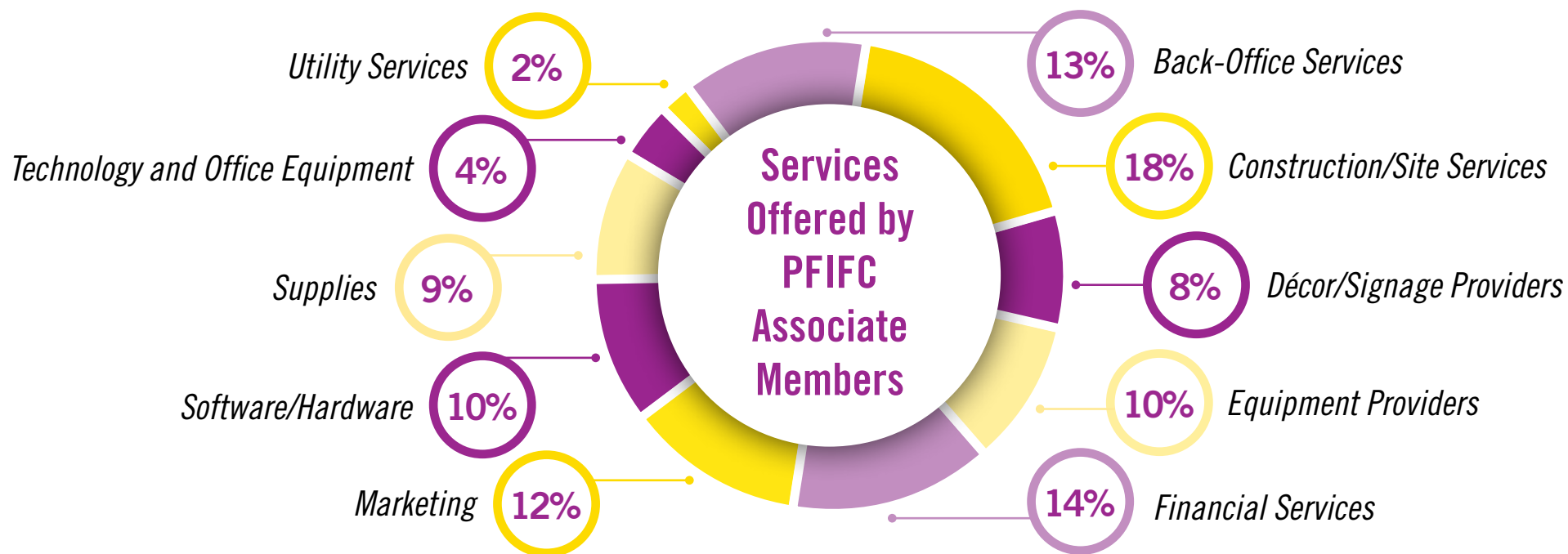
This increased visibility can lead to more networking opportunities to build relationships and develop your business with this growing brand. Contact Ronnae Williams at [ronnaew@pffranchisee.org](mailto:ronnaew@pffranchisee.org) or 678-737-2396 for more information.

## Size of PFIFC Ownership Groups



## Members' Budgets





### Your Audience

**Owner/CEO**  
**32%**



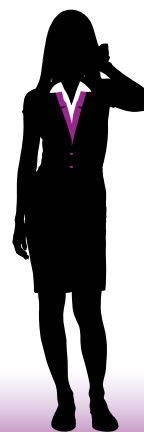
**C-Level Executive**  
**21%**



**Director/Vice President**  
**34%**



**Manager**  
**11%**



**Other**  
**2%**



# PFIFC FRANCHISEE CONVENTION OPPORTUNITIES

The PFIFC Franchisee Convention is our annual member event. The convention is filled with educational general sessions, breakout sessions, entertaining networking events and a lively trade show. This is a premier opportunity to network with franchisees and gain valuable insight from subject-matter experts on the PF® brand and the fitness industry. Booths and sponsorships are available exclusively to our Associate Members.



## 2022 PFIFC Franchisee Convention May 10-13 | The Boca Raton | Boca Raton, Florida

### Exhibitor Booths

8'x10' Inline \$4,500

8'x10' Foyer \$4,500

8'x10' Corner \$5,000

16'x20' Island \$16,000

Additional Attendee Registration \$350





# CONVENTION SPONSORSHIPS

Choose from a  
wide selection of  
Convention  
Sponsorships!



## Events

*Board and Committee Dinner,  
Opening Night Cocktail Party,  
Trade Show, Closing Night Event,  
Sessions*



## And More

*Keynote Speaker, Signage, Mobile  
App, Sessions, Registration Desk,  
Photo Op, Wi-Fi, Email Blasts*



## Food and Beverage

*Breakfast, Coffee Break, Snack Breaks*



## Items

*Welcome Basket, Room Drop, Polos, Registration Bags,  
Logoed Key Cards, Lanyards, Registration Bag Snacks, Water  
Bottles, Notebooks, Earbuds, Mugs*

# Showcase your products and services to Planet Fitness

## Print Advertising



PFIFC publications are a great avenue to reach the PF® franchisee community. *Geared Up*, a quarterly, four-color print magazine, is distributed to all PFIFC members, which make up more than 90% of all franchised clubs.



The annual Products & Services Directory is a resource that franchisees keep and refer to throughout the year to find the businesses that support their organization. A company listing in both *Geared Up* and the

Products & Services Directory is included with your PFIFC associate membership. Complement your company listing with an advertisement to enhance your exposure. Please see the Advertising Specifications on page 9 for more detail on print and digital ad specifications.

Ads must be paid for and submitted by published artwork deadline. Space is not guaranteed, and payment may be forfeited if artwork is submitted after the published deadline. Print publication guaranteed special positions are an additional 10%.

	1 ISSUE	2 ISSUES	3 ISSUES	4+ ISSUES
Full Page	\$2,700	\$2,400	\$2,100	\$1,800
Half Page	\$1,900	\$1,600	\$1,300	\$1,000
1/4 Page Horizontal	\$1,100	\$1,000	\$900	\$800
1/4 Page Vertical	\$1,000	\$900	\$800	\$700

COVER WRAP	BACK COVER	INSIDE FRONT COVER	INSIDE BACK COVER	COVER SHEET	ADVERTORIAL
\$2,900	\$2,900	\$2,800	\$2,800	\$1,500	\$1,500

ISSUE	RESERVATION DEADLINE	ARTWORK DEADLINE	PUBLICATION DATE
2022 – Issue 1	Jan. 18	Jan. 25	March
2022 – Issue 2	April 19	April 26	June
2022 – Products & Services Directory	June 7	June 17	August
2022 – Issue 3	July 19	July 26	September
2022 – Issue 4	Oct. 25	Nov. 1	December

Digital Advertising

Website

Further your connection with PF® franchisees by advertising on the PFIFC website, [www.pffranchisee.org](http://www.pffranchisee.org). You can purchase a skyscraper advertisement on the PFIFC website for as little as \$350/month (see full pricing in the table to the right), and you have unlimited opportunities to submit new or updated ads throughout the year.

News You Can Use

News You Can Use (NYCU) is a compilation of weekly news articles that is emailed to our members to keep them informed of news with their fellow franchisees, the brand, competitors, the fitness industry, economic and government updates and more. Purchasing a banner ad in NYCU ensures you will have weekly exposure to our members as they stay current on timely industry updates.

Pressing News Sponsor Spotlight

Pressing News is our new monthly membership communication outlining updates our members need to stay in-the-know. These updates highlight the progress our Board of Directors, committees and internal staff are making on behalf of the PF brand. To be featured in our Sponsor Spotlight, submit a one-minute or less video highlighting your business purpose and value you provide for franchisees.

Sponsored E-blasts

Stand out in our members’ inboxes with a sponsored e-blast from your company with a dynamic message, engaging images or an embedded video (maximum length of one minute). PFIFC will send your tailored message to a targeted audience who specialize in your business area, including accounting and finance, operations, technology, human resources, marketing and development professionals in the PF franchise community.

DIGITAL AD	MONTHLY	QUARTERLY	HALF YEAR
Website Small Skyscraper	\$350	\$945	\$1,750
NYCU Full Banner	\$350	\$945	\$1,750
Pressing News Sponsor Spotlight Video	\$1,500	\$3,000	
Sponsored E-blast (single email)	\$1,500		

Meeting Sponsorship Opportunities

Business partners may sponsor an educational webinar for PFIFC members. Sponsors may develop and present educational content to members on a webinar hosted and marketed by PFIFC.

Quarterly, PFIFC hosts multiple town halls attended by professionals in various areas of the business, including club operations, marketing, HR, accounting/finance and store development/real estate/construction. Business partners looking to promote their products or services to segmented departments within PF ownership groups may select a town hall sponsorship. Limited webinar and town hall sponsorship opportunities are available. Contact Ronnae Williams at 678-737-2396 or [ronnaew@pffranchisee.org](mailto:ronnaew@pffranchisee.org) for more information.

-  **In-person Board or Committee Meeting,**  
includes meal and 30 min. presentation . . . . . **\$5,000**
-  **Virtual Board Meeting Sponsorship,**  
includes 20 min. presentation . . . . . **\$3,000**
-  **Webinar,**  
includes up to 60 min. presentation . . . . . **\$4,000**
-  **Virtual Town Hall,**  
includes up to 10 min. presentation . . . . . **\$2,000**

# MARKETING BUNDLES



**PLATINUM \$31,500**



**GOLD \$23,500**

<b>Associate Membership</b>	2022 Associate Membership	2022 Associate Membership
<b>Convention Booth</b>	One 8'x10' corner booth, including one registration	One 8'x10' corner booth, including one registration
<b>Convention Registration</b>	Registration for up to three additional attendees	Registration for up to two additional attendees
<b>Convention Sponsorship</b>	Ability to select one level 4 sponsorship item for the 2022 PFIFC Convention	Ability to select one level 3 sponsorship item for the 2022 PFIFC Convention
<b>Convention Signage</b>	Recognition on 2022 PFIFC Convention sponsor signage and event mobile app	Recognition on 2022 PFIFC Convention sponsor signage and event mobile app
<b>Print Advertising</b>	<ul style="list-style-type: none"> <li>• One cover-page ad in each 2022 issue of <i>Geared Up</i></li> <li>• One cover-page ad in 2022 Products &amp; Services Directory</li> <li>• One cover-wrap ad around 2022 <i>Geared Up</i> or Directory issue of your choice – first come, first served</li> <li>• One advertorial in 2022 <i>Geared Up</i> issue of your choice (800 words or less)</li> </ul>	<ul style="list-style-type: none"> <li>• One full-page ad in each 2022 issue of <i>Geared Up</i></li> <li>• One half-page ad in 2022 Products &amp; Services Directory</li> <li>• One cover-wrap ad around 2022 <i>Geared Up</i> or Directory issue of your choice – first come, first served</li> <li>• One advertorial in 2022 <i>Geared Up</i> issue of your choice (800 words or less)</li> </ul>
<b>Digital Advertising</b>	Full banner ad in weekly News You Can Use for 12 months	Full banner ad in weekly News You Can Use for six months
<b>Logos</b>	Platinum Sponsor and PFIFC Associate Member logos to use on marketing materials	Gold Sponsor and PFIFC Associate Member logos to use on marketing materials
<b>Pre-Convention Mailing</b>	Complimentary pre-Convention mailing to all PFIFC members (not to exceed 2 lbs.)	





### SILVER \$14,500

2022 Associate Membership

One 8'x10' inline booth, including one registration

Registration for up to one additional attendee

Ability to select one level 2 sponsorship item for the 2022 PFIFC Convention

Recognition on 2022 PFIFC Convention sponsor signage and event mobile app

- One half-page ad in each 2022 issue of *Geared Up*
- One quarter-page vertical ad in 2022 Products & Services Directory
- One advertorial in 2022 *Geared Up* issue of your choice (800 words or less)

Website small skyscraper ad for six months

Silver Sponsor and PFIFC Associate Member logos to use on marketing materials



### BRONZE \$10,500

2022 Associate Membership

One 8'x10' inline booth, including one registration

Registration for one additional attendee

Ability to select one level 1 sponsorship item for the 2022 PFIFC Convention

Recognition on 2022 PFIFC Convention sponsor signage and event mobile app

- One quarter-page vertical ad in each 2022 issue of *Geared Up*
- One quarter-page vertical ad in 2022 Products & Services Directory

Website small skyscraper ad for three months

Bronze Sponsor and PFIFC Associate Member logos to use on marketing materials

# ADVERTISING SPECIFICATIONS

## Print Ad Resolution

If bitmap images (scans, photos, etc.) are placed, the end resolutions should be high enough to maintain quality. CMYK and grayscale images should be between 300 and 400 DPI. Lower resolution may result in pixelated edges.

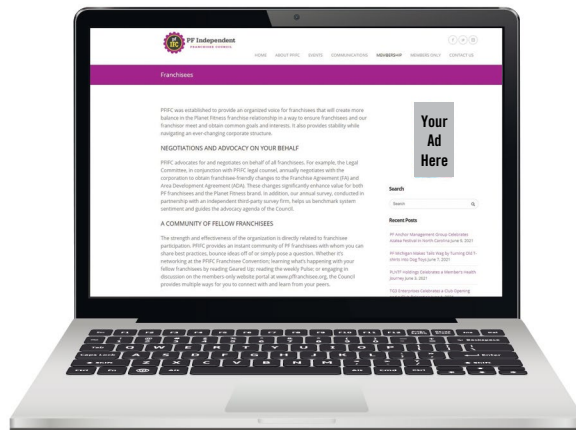
Excessive resolution causes much larger file sizes and processing times. Solid black-and-white “line art” images should be free of screen patterns and have an end resolution of between 600 and 1,200 DPI. Line art images (such as a logo) will produce an undesirable half-toned edge if they have been provided in “grayscale.” Instead, please provide line art in a “1-bit color” black-and-white format.

Failure to meet the above standards may result in additional costs and may cause unpredictable reproduction. Effort will be made to notify clients of any problems detected in their files, and they will be given an opportunity to send corrected files or incur charges at prevailing rates.

## Digital Ad Specifications

The following image files are acceptable for website banner ads: GIF, JPG and PDF. When submitting your file, you may provide a URL to hyperlink the banner ad graphic.

If you have questions regarding file requirements or design specifications, please contact Ronnae Williams at 678-737-2396 or [ronnaew@pffranchisee.org](mailto:ronnaew@pffranchisee.org). PFIFC has final approval on all advertising submissions and may adjust file sizes if needed.



## Print Ad Specifications

Cover Wrap Bleed 17.25" x 5.25"	Full Page Bleed 8.75" x 11.25"
Cover Wrap Trim Size 17" x 5"	
Full Page No Bleed 7.957" x 10.5"	Cover Sheet Bleed 8.75" x 11.25" Leave 4.25" x 2" blank space in upper right corner for address
	½ Page Horizontal 7.5" x 5"
½ Page Vertical 3.5" x 10"	¼ Page Horizontal 4.75" x 3.5"
	¼ Page Vertical 3.5" x 4.75"

All advertisements must be provided in a digital format at the correct ad size. If providing a full-page ad with bleed, please include 0.125" bleed around all edges, as well as trim marks.

Acceptable ad formats: high-resolution PDF, high-resolution JPEG, TIF, EPS, AI and PSD files.

All color type and images must be CMYK with “spot color” deselected. For best solid black reproduction, it is recommended to use only pure black, not a CMYK mix of inks with black.

If providing an EPS or AI file, please outline all fonts.

Small type (less than 10-pt.) built out of process or reversed out of a process color will not reproduce as well as larger type or pure black type. Serif typefaces (such as Times New Roman) are more prone to this problem than sans-serif typefaces (such as Helvetica).

Emailing is possible for files less than 10MB. Email ads to Jessica Loeding at [jessical@pffranchisee.org](mailto:jessical@pffranchisee.org).

Written pre-approval from the franchisor, via the Vendor Management Team at PFHQ, is required to use the Planet Fitness® name, logo or any other Planet Fitness® trademark or intellectual property in any way, including on products or in advertisements. Requests for approval must be submitted to the Vendor Management Team ([VendorManagement@pfhq.com](mailto:VendorManagement@pfhq.com)), via email, no less than 10 business days prior to the artwork deadline.



## Your Annual Investment of \$1,000 earns your company:

- Use of PFIFC Associate Member logo
- Ten percent off annual insertion rates for your advertisement in *Geared Up* and the Products & Services Directory
- Company listing in the Product & Services Directory, which is mailed to all franchisee members
- A listing in our web directory with company logo and link on [www.pffranchisee.org](http://www.pffranchisee.org)
- A listing in our News You Can Use e-news digest with company description, contact info and link to website

Company Name:		
Company Headquarters Address:		
City:	State:	ZIP:
Website:		
Year Company Started:		Number of Employees:
Primary Sales Contact Name:		
Primary Sales Contact Title:		
Phone:	Email:	
Secondary Contact Name (optional):		
Contact Title (optional):		
Contact Phone (optional):	Contact Email (optional):	
<p>Please submit a high-resolution company logo (at least 300 DPI, JPG, or EPS file) and a 50-word or less company description to <a href="mailto:jessical@pffranchisee.org">jessical@pffranchisee.org</a>.</p> <p>Return completed application via email or mail. <b>EMAIL:</b> <a href="mailto:ronnaew@pffranchisee.org">ronnaew@pffranchisee.org</a></p> <p><b>MAIL:</b> PFIFC Inc., Associate Membership   One Overton Park, Suite 980, 3625 Cumberland Blvd.   Atlanta, GA 30339</p>		

### Please select up to two (2) business categories that best apply

- |   |
|---|
| <input type="checkbox"/> <b>Business Services</b><br>Accounting, Human Resources, Legal, Payroll, Tax Credit Processing, Insurance        |
| <input type="checkbox"/> <b>Construction/Site Services</b><br>Architects, Furnishings, Flooring, Landscaping, Painting, Roofing           |
| <input type="checkbox"/> <b>Décor/Signage</b><br>Artwork, Carpet, Décor, Lighting, Signage  |
| <input type="checkbox"/> <b>Equipment Providers</b><br>Tanning Equipment, Exercise Equipment, Massage Equipment                           |
| <input type="checkbox"/> <b>Financial Services</b><br>Banking, Brokers, Financing, Estate Planning, Valuations                            |
| <input type="checkbox"/> <b>Marketing</b><br>Sales Programs, Publications, Promotional Products, Printing, Public Relations, Social Media |
| <input type="checkbox"/> <b>Software/Hardware</b><br>Equipment, Services, Support   |
| <input type="checkbox"/> <b>Supplies</b><br>Tanning Accessories, Cleaning Supplies, Safety Equipment, Office Supplies                     |
| <input type="checkbox"/> <b>Technology and Office Equipment</b><br>TVs, Computers, Printers, Office Equipment                             |
| <input type="checkbox"/> <b>Utility Services</b><br>Electricity, Gas, Phone, Cable, Pest Control, Internet, Wi-Fi, Security Systems       |

Applicant agrees to abide by PFIFC's rules and regulations and use PFIFC information in strict confidentiality. At no time is an Associate Member allowed to share or sell PFIFC client information to anyone. Such behavior will result in revocation of PFIFC Associate Membership. Solicitation for services that directly conflict with services provided by PFIFC will result in revocation of PFIFC Associate Membership. PFIFC, at its sole discretion, reserves the right to refuse membership and/or cancel membership at any time. Membership in this program does not imply endorsement by the PFIFC or Planet Fitness Corporation in any way, and members are not to represent themselves as such at any time. PFIFC Partnership Packages and Associate Memberships renew annually on Jan. 1.

Refunds for PFIFC Convention booth cancellations will only be given if the trade show sells out or if the in-person event is canceled due to COVID-19. Trade show booths must be paid in full by Jan. 1. Partnership packages must be paid in full by March 1 or have a quarterly payment arrangement set up with written PFIFC approval.

# PFIFC PARTNERSHIP SELECTIONS

**Please select from the partnership packages or à la carte options listed below.**

## Print *(See page 5 for pricing)*

- ☐ Issue 1      ☐ Issue 2      ☐ Issue 3  
☐ Issue 4      ☐ Products & Services Directory

## Frequency

- ☐ 1x    ☐ 2x    ☐ 3x    ☐ 4x+

## Size

- ☐ Full Page                      ☐ Half Page  
☐ ¼ Page Horizontal      ☐ ¼ Page Vertical  
☐ Cover Wrap                  ☐ Back Cover  
☐ Inside Front Cover      ☐ Inside Back Cover  
☐ Cover Sheet                  ☐ Advertorial

## Digital Advertising *(See page 6 for pricing)*

### Size

- ☐ Skyscraper                  ☐ Full Banner  
☐ Pressing News Sponsor Spotlight Video  
 (only monthly & quarterly)  
☐ Sponsored E-blast (single email)

### Frequency

- ☐ Monthly    ☐ Quarterly    ☐ Half Year

## Meetings

- ☐ In-Person Board or Committee Meeting . . \$5,000  
☐ Virtual Board Meeting Sponsorship . . . . . \$3,000  
☐ Educational Webinar . . . . . \$4,000  
☐ Virtual Town Hall . . . . . \$2,000

## Partnership Packages

- ☐ Platinum . . . . . \$31,500  
☐ Gold . . . . . \$23,500  
☐ Silver . . . . . \$14,500  
☐ Bronze . . . . . \$10,500

## À la Carte Options

- ☐ Associate membership . . . . . \$1,000  
☐ 8'x10' Inline Booth . . . . . \$4,500  
 Booth Number \_\_\_\_\_  
☐ 8'x10' Foyer Booth . . . . . \$4,500  
 Booth Number \_\_\_\_\_  
☐ 8'x10' Corner Booth . . . . . \$5,000  
 Booth Number \_\_\_\_\_  
☐ 16'x20' Island Booth . . . . . \$16,000  
 Booth Number \_\_\_\_\_  
☐ Additional Convention Registration  
 \_\_\_\_\_ x \$350 = \$\_\_\_\_\_  
☐ Convention Sponsorship                      \$\_\_\_\_\_

## Billing Information

Make all checks payable to PF Independent Franchisee Council.  
 Visit <https://pffranchisee.org/membership/dues/> to pay with credit card.

**Total \$**

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

Billing Contact Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_ City, State, ZIP: \_\_\_\_\_

Billing Contact Phone: \_\_\_\_\_ Billing Contact Email: \_\_\_\_\_

Signature: \_\_\_\_\_

*(Signature required if securing a booth.)*

Exhibitor Responsibility Clause: To the fullest extent permitted by law, the person/legal entity described as "Exhibitor" in this clause and in this exhibitor contract (regardless whether such person/legal entity is also described as "Exhibitor" in this contract) hereby assumes full responsibility and agrees to indemnify, defend and hold harmless Boca Raton Resort & Club ("Hotel"), Hotel's owner (Waldorf-Astoria Management LLC as agent for BRE/Baton Operating Lessee LLC), Hilton Worldwide, Inc., and each of their respective owners, managers, subsidiaries, affiliates, employees and agents (collectively, "Hotel Parties"), as well as PF Independent Franchisee Association dba PF Independent Franchisee Council ("Group"), from and against any and all claims or expenses arising out of Exhibitor's use of the Hotel's exhibition premises. Exhibitor agrees to obtain and maintain during the use of the exhibition premises, Comprehensive General Liability Insurance, including contractual liability covering the Exhibitor's indemnity obligations in this clause. Such insurance shall be in the amount of not less than \$1,000,000 combined single limit for personal injury and property damage. The Hotel Parties and Group shall be named as additional insureds on such policy, and Exhibitor shall supply the Hotel with a Certificate of Insurance at least 30 days prior to the use of the exhibition premises. The Exhibitor understands that neither the Group nor the Hotel Parties maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.