

# ICONIC



**GOLD'S GYM GLOBAL CONVENTION | 2021**

**JULY 19-21 | RED ROCK CASINO & SPA, LAS VEGAS**



**2021 CONVENTION GUIDE**

# ICONIC

## GOLD'S GYM GLOBAL CONVENTION | 2021

Welcome to Convention 2021 for the most iconic fitness and bodybuilding brand in the world! We gather this week to honor our iconic legacy as the world's leader in strength and performance and set the stage for a whole new "golden era" for Gold's Gym.

### CONNECT, NETWORK & MAKE NEW FRIENDS

#### THE CORE

The place to be when not in session. (See page 19)

Meet the Gold's Canine Companions in Space 419.

#### SPECIAL EVENTS

- Core & Welcome Reception  
Monday 5:30p - 8:00p
- Core Cocktail Reception  
Tuesday 5:00p - 6:30p
- Rainer's BBQ  
Tuesday 7:30p - 9:00p
- Awards Night  
Wednesday 6:30p - 9:00p

#### LOUNGES



**gym80**  
**LOUNGE**  
**VERANDA D**



**GGFA LOUNGE**  
& Gold's Gym  
Franchise  
Support Center  
**VERANDA**





# SCHEDULE

## AT A GLANCE

### REGISTRATION DESK

Sunday 8:00a - 5:00p

Monday 7:00a - 5:30p

Tuesday 7:00a - 5:30p

Wednesday 7:00a - 4:30p

### MONDAY, JULY 19 See pages 5-7

7:00a - 8:30a	Morning Workouts
11:30a - 12:30p	Lunch
1:00p - 3:30p	Opening General Session
3:30p - 4:00p	Break
4:00p - 5:30p	General Session
5:30p - 8:00p	Core Grand Opening & Welcome Reception

Gym @ Pavillion  
Summerlin  
Summerlin  
Foyer  
Summerlin  
CORE

### TUESDAY, JULY 20 See pages 8-12

5:30a - 7:30a	Early Morning Workouts
8:00a - 9:00a	Breakfast
9:00a - 10:00a	General Session
10:00a - 10:15a	Break
10:15a - 11:00a	Breakouts
11:00a - 11:15a	Break
11:15a - 11:45a	Breakout
11:30a - 1:00p	Lunch
1:15p - 2:15p	Vendor Town Hall
1:00p - 3:00p	General Session
3:00p - 3:30p	Break
3:30p - 5:00p	General Session
5:00p - 6:30p	Core Cocktail Reception
7:30p - 9:00p	Optional Event: Rainer's BBQ

Gym @ Pavillion  
CORE  
Summerlin  
Foyer  
See Guide or App  
Foyer  
Charleston AF  
CORE  
Veranda C  
Summerlin  
Foyer  
Summerlin  
CORE  
Crimson

### WEDNESDAY, JULY 21 See pages 9-18

5:30a - 7:30a	Early Morning Workouts
8:00a - 9:00a	Breakfast
9:00a - 12:00p	General Session
12:00p - 1:00p	Lunch
1:00p - 3:00p	General Session
3:00p - 3:15p	Break
3:15p - 4:30p	General Session
6:30p - 9:00p	Awards Night

Gym @ Pavillion  
CORE  
Summerlin  
CORE  
Summerlin  
Foyer  
Charleston BE  
Summerlin



## GENERAL CONVENTION INFORMATION & RESOURCES

**BADGES.** Your badge is your entrance ticket for all events. Remember that it must be worn at all times in order to attend all meal and social functions, general sessions and the Core. There are no exceptions.

**FREE INTERNET.** Please enjoy complimentary wifi.

**Connect to WIFI: Network - GGConvention2021 | Password - stayhealthy21**

- ☐ Connect your device to the “GGConvention2021” network.
- ☐ When prompted, enter the password “stayhealthy21” (lower case, no spaces)
- ☐ Open your browser and visit a website to confirm connectivity.

NOTE: If you are not able to browse the internet, please ensure that your wireless is turned on, and make sure you are associating your device with “GGConvention2021”; then make sure that you are typing the password exactly as it is typed above. If you were able to successfully connect to “GGConvention2021” but your homepage does not appear, try going to any public website like Google, Yahoo, etc. If needed, contact the support line at 702-545-1225.



### PRESENTATIONS.

Don't worry about taking pictures of the presentations! We have you covered.

All presentations are uploaded to the mobile app daily and to Brand Center by Friday, July 24, 2021. They will be available for months after the Convention.





## MONDAY, JULY 19, 2021

7:00a - 8:30a	Morning Workouts	Gym @ Pavillion
11:30a - 12:30p	Lunch	Summerlin
1:00p - 3:30p	OPENING GENERAL SESSION	Summerlin
	■ Welcome	
	■ RSG Vision and GG Big Picture	
	■ Brand, Communication, GG Berlin	
3:30p - 4:00p	Break	Foyer
4:00p - 5:30p	GENERAL SESSION	Summerlin
	■ How to Remodel Existing Gyms	
	■ Gold's Gym Brand	
	■ Closing: Recap Day 1	
5:30p - 8:00p	CORE & WELCOME RECEPTION	CORE



### MEDICAL ROOM ONSITE

IN VISTAS

Monday through Wednesday

8am - 5pm

This year we are pleased to have a medical room onsite with an EMT to help with any medical situations that arise. It will be open from 8am to 5pm to serve you.

Sponsored by



**DOWNLOAD THE MOBILE APP FOR CONVENTION NEWS & EVENTS**



**SCAN FOR CONVENTION MOBILE APP**



**SCAN FOR CORE FLOORPLAN**



**SCAN FOR GYM FLOORPLAN**

# SCHEDULE | Monday

## MONDAY'S SPEAKERS



**SEBASTIAN SCHOEPE**  
President RSG Group  
North America, and  
CEO, Gold's Gym



**COLIN THOMAS**  
Chief Operating Officer,  
RSG Group North America  
and Gold's Gym



**JÖRG FOCKENBERG**  
Director, International  
Expansion, Gold's Gym  
and RSG Group



**KEVIN CHRISTIE**  
VP, International  
Franchising,  
Gold's Gym



**RAINER SCHALLER**  
Founder/Owner,  
RSG Group International



**PIERRE GEISENSETTER**  
Chief Marketing Officer,  
RSG Group International  
and Gold's Gym



**TODD LANCASTER**  
Chief Creative Officer,  
GODO Discovery Co.

## OPENING GENERAL SESSION

1:00p - 3:30p | SUMMERLIN BALLROOM

### ■ Welcome to Convention

**SEBASTIAN SCHOEPE, COLIN THOMAS, JÖRG FOCKENBERG & KEVIN CHRISTIE**

Kick off Convention as we take you on a journey from the acquisition of Gold's Gym by the RSG Group to the future of the brand from a franchise and company perspective. We will cover current developments and status of the franchise network, and guide you through the program of the next days.

### ■ RSG Vision and Gold's Gym Big Picture

**RAINER SCHALLER**

Rainer Schaller, CEO of the RSG Group International, would like to welcome all visitors personally. He will share his vision for the RSG Group—the global number 1 in the fitness sector with 6.4 million customers—and set the bigger picture for Gold's.

### ■ Brand, Communication, GG Berlin

**PIERRE GEISENSETTER**

All about Gold's Gym—the most iconic fitness and bodybuilding brand in the world! We will trace the significant events that have shaped and transformed the brand since 1965... and get really clear on our brand standards, our brand voice, and our brand truth.



## GENERAL SESSION

4:00p - 5:30p | SUMMERLIN BALLROOM

### ■ How to Remodel Existing Gyms

**SEBASTIAN SCHOEPE AND PIERRE GEISENSETTER**

Grasp the vision for the contemporary redefinition of the brand to increase customer experience with the unveiling of two remodeled gyms in the U.S.

### ■ Gold's Gym Brand

**TODD LANCASTER**

What's a brand? What's a brand's truth? What makes brands iconic? GoDo Discovery Co.'s Chief Creative Officer gives a quick look at what gives a brand its truth and how Gold's Gym can harness theirs.

### ■ Closing: Recap Day 1

**RAINER SCHALLER, SEBASTIAN SCHOEPE AND JÖRG FOCKENBERG**



## CORE GRAND OPENING & WELCOME RECEPTION

Monday 5:30p - 8:00p

**Come one, come all - don't miss out on the fun!**



Kick-off the 2021 Gold's Gym Global Convention strong with the grand opening of The Core and official Welcome Reception!

Join us on Monday evening from 5:30 PM – 8 PM to get your first look at all the resources and samples our vendors have in store this year. Complimentary hors d'ourves and cocktails will be served in The Core. You won't want to miss this special event filled with contests, freebies, and photo ops... plus a few surprises!





## TUESDAY, JULY 20, 2021

5:30a - 7:30a	Early Morning Workouts Gym + POUND FITNESS Classes 5:30a   6:15a   7:00a	Gym @ Pavillion
8:00a - 9:00a	Breakfast	The CORE
9:00a - 10:00a	GENERAL SESSION ■ Welcome ■ Keynote: Gerry O'Brien	Summerlin
10:00a - 10:15a	Break	Foyer
10:15a - 11:00a	BREAKOUTS ■ Domestic Owners Session ■ Company Awards ■ Personal Training Psychology	Charleston CD Charleston BE Charleston AF
11:00a - 11:15a	Break	Foyer
11:15a - 11:45a	BREAKOUT ■ How to Create the Best Personal Training Member Experience and Gym Like a Pro	Charleston AF
11:30a - 1:00p	Lunch	The CORE
1:15p - 2:15p	Vendor Town Hall	Veranda C
1:00p - 3:00p	GENERAL SESSION ■ Changes in the Gym Operations and the Results ■ Bring the Convention to Life in Your Gyms - FBC Best Practices & Resources ■ Gold's Gym Learning & Development	Summerlin
3:00p - 3:30p	Break	Foyer
3:30p - 5:00p	GENERAL SESSION ■ How the Story of #KingofMachines Makes Your Gym Greater ■ Nutrition and Licensing ■ Closing: Recap Day 2	Summerlin
5:00p - 6:30p	CORE COCKTAIL RECEPTION	The CORE
7:30p - 9:00p	Optional Event: Rainer's BBQ	Crimson

# SCHEDULE | Tuesday

## TUESDAY'S KEYNOTE

9:00a - 10:00a | SUMMERLIN BALLROOM



Gerry O'Brien, Speaker and Author  
*Branding Strategist & Franchise Expert*

COVID may have disrupted the fitness industry, but it's the perfect opportunity for Gold's Gym to refocus and reignite the brand, what it stands for and why a customer should choose Gold's vs. all the other options out there. Gerry O'Brien's BECAUSE framework of influence will show you how to attract your ideal customers and become the #1 choice in the crowded fitness industry.

Gerry's framework has been used across dozens of industries to clarify their message, drive referrals and close more sales. The presentation is a fun, thought-provoking dialogue that reveals the four critical questions you should be asking to stand out in the sea of sameness.

## TUESDAY'S BREAKOUT SPEAKERS



SEBASTIAN SCHOEPE  
President RSG Group  
North America and  
CEO, Gold's Gym



JÖRG FOCKENBERG  
Director, International  
Expansion, Gold's Gym  
and RSG Group



KEVIN CHRISTIE  
VP, International  
Franchising,  
Gold's Gym



COLIN THOMAS  
Chief Operating Officer,  
RSG Group North America  
and Gold's Gym



KRISTEN WHEELER  
VP Operations,  
Gold's Gym



DANNY WAGGONER  
Regional VP,  
Gold's Gym



JOHN WARD, PhD  
Franchise Owner



AUSTIN JOHNSON  
National Personal  
Training Manager,  
Gold's Gym



## BREAKOUT SESSIONS

10:15a - 11:00a | Charleston CD

### ■ Domestic Owners Session

**SEBASTIAN SCHOEPE, JÖRG FOCKENBERG, & KEVIN CHRISTIE**

The National Advisory Council will update owners on the Council's objectives and progress thus far in 2021. After a brief update, a question and answer period will follow.

10:15a - 11:00a | Charleston BE

### ■ Company Awards | 10:15a - 11:00a | Charleston BE

**COLIN THOMAS, KRISTEN WHEELER, & DANNY WAGGONER**

Annual awards ceremony and celebration for Company-owned Gyms.

10:15a - 11:00a | Charleston AF

### ■ Personal Training Psychology | 10:15a - 11:00a | Charleston AF

**JOHN WARD**

If you're not generating \$60k plus a month in personal training, this session is for you. John will share their exact blueprint to building a wildly successful personal training program through understanding and applying the psychology of human behavior.

11:15a - 11:45a | Charleston AF

### ■ How to Create the Best Personal Training Member Experience and Gym Like a Pro

**AUSTIN JOHNSON**

Learn the client path, our processes and expectations of our trainers on delivering the desired experience for members via PT to retain our clients and want them coming back for more.



# SCHEDULE | Tuesday

## TUESDAY'S GENERAL SESSION SPEAKERS



DANNY WAGGONER  
Regional VP,  
Gold's Gym



COLIN THOMAS  
Chief Operating Officer,  
RSG Group North America  
and Gold's Gym



KATIE SCHEFFERS  
Franchise Business  
Consultant, Gold's Gym



BILLY BRIDGES  
Franchise Business  
Consultant, Gold's Gym



NICK STAMAS  
Franchise Business  
Consultant, Gold's Gym



BRANDON WALKER  
Director of Learning &  
Development,  
Gold's Gym



SIMAL YILMAZ  
CEO, Managing  
Director, gym80



TINO TSOLAKIS  
CSO, gym 80



CAROLIN KÄMPF  
Head of  
Communications,  
gym80



STEPHAN PALLMANN  
Director Brand  
Partnership &  
Licensing, RSG



HARALD SCHNALKE  
CEO, Gold's Gym  
Nutrition



DEAN STITH  
Director of Retail and  
Licensing, Gold's Gym



## GENERAL SESSION

2:00p - 3:00p | 3:30p - 5:00p | SUMMERLIN BALLROOM

### ■ Bring the Convention Experience to Life in Your Gyms – FBC Best Practices & Resources

**KATIE SCHEFFERS, BILLY BRIDGES & NICK STAMAS**

Equip yourself and team with the tools, resources and support needed to bring our ICONIC brand vision to life in your gyms! Hear the top best practices and success stories from across our Franchise community.

### ■ Gold's Gym Learning & Development

**BRANDON WALKER**

Learn how to make the most of Gold's Compass, our online Learning Management System (LMS) now available to all Gold's Gym Team Members worldwide. This game-changing technology provides a robust, user-friendly platform for training, development, compliance-tracking, resource sharing, and educational content creation.

### ■ How the Story of #KingofMachines Makes Your Gym Greater

**SIMAL YILMAZ, TINO TSOLAKIS, & CAROLIN KÄMPF**

gym80 International is a German strength training specialist developing, manufacturing and distributing outstanding strength training equipment for more than 40 years. Dive into the world of gym80 and see for yourself why there couldn't be any better match-up than Gold's Gym and gym80.

### ■ Nutrition and Licensing

**STEPHAN PALLMANN, HARALD SCHNALKE & DEAN STITH**

Gold's Gym – Merch: Increasing profit margins has never been easier! Refined production processes with emphasis on quality and design, brand collaborations, special gym-edition merchandise, provisions on online sales, a simple order process and marketing assistance.

Gold's Gym Nutrition: A new portfolio for your incremental sales in 2022. A step further in the development of Gold's Gym, Gold's Gym Nutrition, status quo today, Nutrition your members will love you for.

### ■ Closing: Recap Day 2

**RAINER SCHALLER, SEBASTIAN SCHOEPE AND JÖRG FOCKENBERG**

# SCHEDULE | Tuesday

## CORE COCKTAIL RECEPTION

**TUESDAY 5:00p - 6:30p**

Raise your glass at the Core Cocktail Reception where you can mingle with fellow franchisees, company Team Members and our valued vendor partners. Enjoy product demos, special contests, freebies and more!



## RAINER'S BBQ - Optional Event

**TUESDAY 7:30p - 9:00p | Crimson**



No dinner plans with a Franchisee or Vendor? Feel free to come by and taste the one-of-a-kind BBQ recipe by Rainer.

Co-Sponsored by



## MOST INSPIRATIONAL MEMBER



Congratulations to  
**ROBERT OCHOA**  
from McAllen, TX!



## WEDNESDAY, JULY 21, 2021

7:00a - 8:30a	Early Morning Workouts Gym + LES MILLS Fitness Classes 6a - BodyCombat   7a - BodyFlow	Gym @ Pavillion
8:00a - 9:00a	Breakfast	The CORE
9:00a - 12:00p	GENERAL SESSION ■ Cyberobics and Gold's Gym Home ■ HERO Product Demo ■ Industry Trends 2021	Summerlin
12:00p - 1:00p	Lunch	The CORE
1:00p - 3:00p	GENERAL SESSION ■ Keynote: Paul de Gelder ■ Using Medallia for Results ■ Strength in Numbers - Success Metrics	Summerlin
3:00p - 3:15p	Break	Foyer
3:15p - 4:30p	GENERAL SESSION ■ Getting Back to Group ■ Team Member Engagement ■ Closing: Recap Day 3	Charleston BE
6:30p - 9:00p	AWARDS NIGHT	Summerlin



Don't miss today's keynote session at 1 PM.

IMPROVISE. ADAPT. OVERCOME.  
with Paul de Gelder



# SCHEDULE | Wednesday

## WEDNESDAY'S SPEAKERS



SEBASTIAN SCHOEPE  
President RSG Group  
North America, and  
CEO, Gold's Gym



OLIVER SCHULOKAT  
CEO, Cyberobics



MIKE HUFBAUER  
Co-Founder, HERO



THORSTEN KRUSE  
CTO, HERO



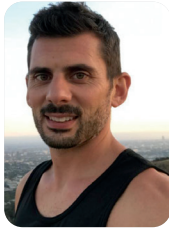
SAL PELLEGRINO  
Senior Strategic  
Account Manager,  
Precor



KRISTEN WHEELER  
VP Operations,  
Gold's Gym



KELLY CORTINAS  
Sr Director  
Franchise Operations,  
Gold's Gym



COLIN THOMAS  
Chief Operating Officer,  
RSG Group North America  
and Gold's Gym



DANNY WAGGONER  
Regional VP,  
Gold's Gym



ERIN GREGORY  
National GGX Manager,  
Gold's Gym



DAVE KENYON  
Gold's Gym Franchise  
Owner, Dutchess  
County, New York

## GENERAL SESSION

9:00a - 12:00p | SUMMERLIN BALLROOM

### ■ Cyberobics and Gold's Gym Home

**SEBASTIAN SCHOEPE & OLIVER SCHULOKAT**

**CYBEROBICS Live** - Learn all about the innovative 360° GroupX-Experience of live-stream classes in real-time with the best trainers and a fantastic visual, light and sound show that you will never get enough of! We'll show you how it works and how you can integrate Cyberobics in your clubs for your members. It's for every fitness goal and level, wherever and whenever you want: live in clubs or mobile using the Cyberobics App.

**GOLD'S GYM HOME** brings a new dimension of fitness and bodybuilding at home to take conventional training at home to a completely new level. Learn how we will build a strong community of Home Heroes, offering everything that is needed to create a Gold's Gym at home, in hotels, businesses, housing, and even airports.

### ■ HERO Product Demo

**MIKE HUFBAUER & THORSTEN KRUSE**

Get a sneak peak of the future of personal training with Hero Workout. Experience the technology of Hero Workout live on stage and learn how all of your members can get access to personal training; your PTs can multiply themselves and provide a new digital experience for customers; and you can create new revenue streams for your gym.

### ■ Industry Trends 2021

**SAL PELLEGRINO**

This presentation is perfect for all Gold's Gym owners, managers or department heads. Sal will take a deep dive into the industry trends in 2021 and show how each facility can react and thrive in today's competitive environments. The key topics discussed will be the state of the competition (big box and boutique); consumer behavior; how to master the club refresh with design elements; how retail trends are affecting our business; technology in fitness; and how to think beyond your four walls.



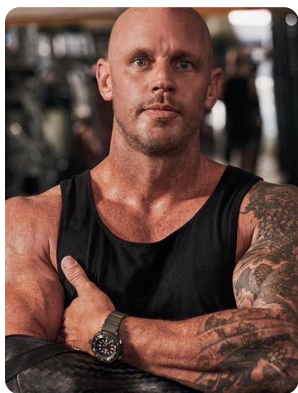
# SCHEDULE | Wednesday

## WEDNESDAY'S KEYNOTE

1:00p - 2:00p | SUMMERLIN BALLROOM

Paul de Gelder, Adventure-Chaser

*Army Airborne, Navy Diver, Shark Attack Survivor, Author, TV Presenter and Speaker*



### IMPROVISE. ADAPT. OVERCOME.

These three words – a mantra of the Australian Army – always resonated with Paul de Gelder. But they took on a whole new meaning after he was attacked by a 9 foot bull shark in February 2009, while diving for the Navy. Paul lost two limbs, and had to fight through excruciating pain and challenges to recover.

Today, he uses his story to motivate and inspire everyone he meets to fulfill their potential. He speaks candidly and humorously about overcoming adversities, embracing change instead of fighting it, and turning fears into your greatest strengths.

### About Paul

Paul de Gelder chased adventure wherever he could find it, from his wild ride as a hoodlum teen and his whirlwind lifestyle working in the music industry and in strip clubs as a bouncer, to hauling his way up to the elite echelons of the Australian Defence Force as an Army paratrooper and then a Navy bomb disposal diver.

Paul has traveled the world as a top motivational speaker, passionate environmentalist, adventurer and mentor to school kids. He has written an autobiography, *No Time For Fear*; spoken at venues across the globe; been a guest on many major talk shows; and hosted 12 documentaries for Discovery Channel's Shark Week. Now based in Los Angeles, Paul is preparing to film yet more documentaries and even completed an acting role for a 6-part mini series on Australia's largest cable network.





## GENERAL SESSION

2:00p - 3:00p | SUMMERLIN BALLROOM

### ■ Using Medallia for Results

**KRISTEN WHEELER & KELLY CORTINAS**

Not only can the Medallia platform help you transform the member experience, it can also help you increase your bottom line. In this session, we will show you real life examples that present revenue generating opportunities along with some tactics of how to effectively manage and execute your Customer Experience (CX) strategy. (This session is geared towards those that are currently on the Medallia Platform.)

### ■ Strength in Numbers- Success Metrics

**COLIN THOMAS & DANNY WAGGONER**

Come hear the overall results of the new operational model we have adopted in our company-owned gyms to provide consistency, maximize profitability, and improve overall team member/member experience.

## GENERAL SESSION

3:15p - 4:30p | CHARLESTON BE

### ■ Getting Back to Group

**ERIN GREGORY**

This session will provide insight into how group fitness operations have been adapted to align with our new business model and rapidly changing market conditions. We will share how we are improving utilization, provide noteworthy trends from our company clubs and updates on recent innovations. The fundamental drivers of a successful group fitness operation remain unchanged. However, how we measure success, evaluate performance, and identify opportunities become even more critical given the current member dynamics.

### ■ Team Member Engagement

**DAVE KENYON**

A high performing staff is critical for a high performing business. We'll talk about ways to interview and hire the right team members, help them excel, handle difficult situations, and how to know when it's best to let someone go. You'll leave with immediate actions you can take to get the best performance out of your staff.

### ■ Closing: Recap Day 3

**COLIN THOMAS, SEBASTIAN SCHOEPE, JÖRG FOCKENBERG & RAINER SCHALLER**



# AWARDS DINNER & CEREMONY

A Time to Celebrate!

6:30p - 9:00p | Awards Dinner & Ceremony in SUMMERLIN Ballroom



Join us for a night full of entertainment and lavish buffet stations offering a fantastic menu selection as we celebrate the achievements of our Gold's Gym Family.



## THE PLACE TO BE WHEN NOT IN SESSION



**This is the spot where everything's happening.**

Meet and network with Global Vendor Program partners face to face, participate in contests and games, get free swag, have your head shot taken to use in multiple ways, relax in the business lounges and much more.

## MEET THE CANINE COMPANIONS



**CANINE COMPANIONS** is a non-profit organization that enhances the lives of people with disabilities. These volunteers will be bringing some of their dogs to our Convention so attendees can meet them. Come by to pet, play, visit, or just watch the dogs. Just like working out, it is proven that spending time with pets has a positive influence on your health.

### Meet the Dogs at Space #419

Monday 5:00p – 6:00p  
Tuesday 12:00p – 1:00p  
Wednesday 11:30a – 12:30p

Brought to you by





## LOUNGES



### GGFA LOUNGE & GOLD'S GYM FRANCHISE SUPPORT CENTER VERANDA

Stop by the Gold's Gym Franchise Support Center and GGFA Lounge to relax and network with others! The GGFA Executive Team will be there to greet you and share their latest business best practices. And they will want to hear about yours too! Also, enjoy complimentary daytime refreshments. We look forward to seeing you!



### gym80 LOUNGE VERANDA D

Come hang out with us for awhile! Get to know more about the diversity and quality of gym80 equipment and why there couldn't be any better match-up than Gold's Gym and gym80.



## FREE HEADSHOTS & FRIEND SHOTS

Available to All Attendees  
**IN VERANDA BALLROOM**

MONDAY 11:00a - 1:00p  
TUESDAY 12:15p - 2:45p  
WEDNESDAY 10:30a - 12:00p



### Looking a little outdated?

If your last professional headshot is outdated, stop by and get a complimentary one! In today's world of digital media, it is so important to have a recent, quality picture attached to your social accounts. You can also take fun pictures and group shots with colleagues and friends within the Gold's Gym family. Available to all attendees.

### What to wear

For headshots, you are encouraged to wear solid colors without busy patterns or any logos (besides Gold's Gym, of course). You will receive an electronic copy of your photo for your professional and personal use.

# OPEN GYM IN THE PAVILLION

ENJOY A REAL GYM EXPERIENCE AT CONVENTION

**MONDAY** 7:00a - 8:30a | **TUESDAY** 5:30a - 7:30a

**WEDNESDAY** 5:30a - 7:30a



# FITNESS CLASSES IN THE PAVILLION

Tuesday & Wednesday

## TUESDAY, JULY 20



**POUND** | 5:30a | 6:15a | 7:00a

**Rockout. Workout. Unleash Your Inner Rockstar!**

Unleash your inner rockstar in this cardio jam session inspired by the infectious, energizing and sweat-dripping fun of playing the drums. Designed for all fitness levels, whether you're a conditioned athlete or a beginner, POUND provides the perfect atmosphere for letting loose, getting energized, improving your health, and rocking out!

Using Ripstix® lightly weighted exercise drumsticks, participants will learn how to transform drumming into an incredibly effective way of working out. In addition to providing a challenging way to train the body, participants will learn how POUND promotes positive mood, elicits confidence, enhances unity, and ultimately, inspires positive action in life. Participants will leave this session with an understanding of POUND's effect on the mind, body, and inner rockstar.

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## WEDNESDAY, JULY 21



**BODYCOMBAT®** | 6:00a - 6:45a

**A Non-Contact Martial Arts Inspired Workout**

BODYCOMBAT is a high-energy martial arts-inspired workout that is totally non-contact. Punch and kick your way to fitness while learning moves from Karate, Taekwondo, and Boxing. Release stress, have a blast and feel like a champ. Bring your best fighter attitude and leave inhibitions at the door.



**BODYFLOW** | 7:00a - 7:30a

**A Yoga-Based Class for Flexibility and Core Strength**

BODYFLOW is a new generation yoga class that will improve your flexibility, increase core strength, and create a lasting sense of wellbeing and calm. You can expect to bend and stretch through a series of simple yoga moves, elements of Tai Chi and Pilates while an inspiring soundtrack plays in the background.





# PREFERRED VENDOR DIRECTORY



# VENDOR DIRECTORY

## A



### ABC FITNESS

Bob Cassin  
501-515-500 ext 1172  
bob.cassin@abcfitness.com  
abcfitness.com



### ADP

Adolfo Diaz, Franchise Strategy Manager  
941-735-5583  
adolfo.diaz@adp.com  
ADP.com/goldsgym



### CLUBCOM

Chris Tray  
412-706-5360  
chrstray@clubcom.com  
clubcom.com



### CLUB RESOURCE GROUP

Eric Wendt  
800-536-6858 x109  
ewendt@crg.us.com  
crg.us.com

### CORE HEALTH & FITNESS



### CORE HEALTH & FITNESS

Mike Hibner  
949-444-1364  
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**LIFE FITNESS**

**LIFE FITNESS**

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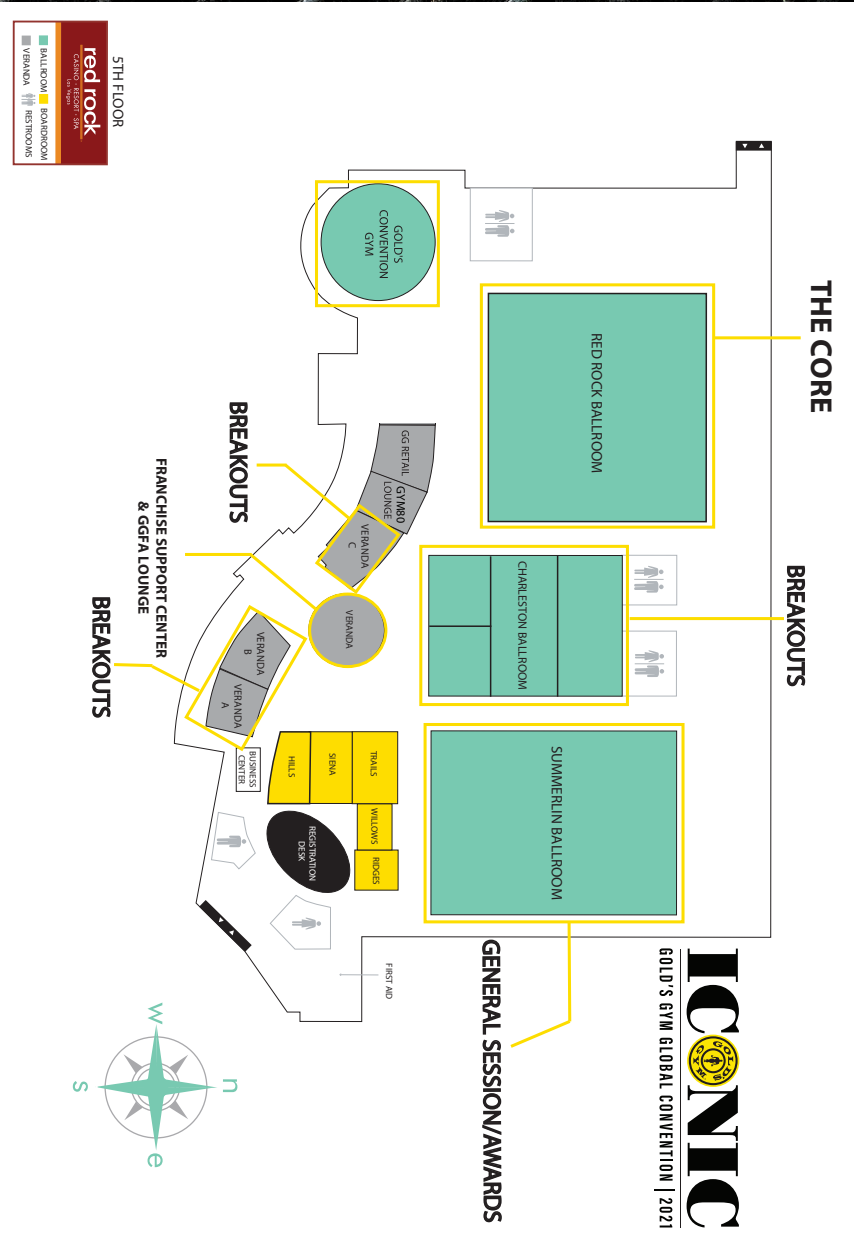
## W

## X

Gold's Gym  
thanks  
our valued  
preferred  
vendors  
for your  
partnership!







JULY 19-21 | RED ROCK CASINO & SPA, LAS VEGAS