



SUPPLIERS · PARTNERS · PROMOTION





HOW EXERCISENZ CAN HELP YOU GROW YOUR BUSINESS

Do you want greater brand awareness with key decision makers in the health and exercise industry?

Do you want your products and services to be the #1 choice with personal trainers and exercise professionals?

Do you have an innovative new product to test in the New Zealand market?

Tell us your business needs and we'll help you to find a solution.

AUDIENCES



Exercise New Zealand (EXNZ) is a non-profit representative organisation, operating under an incorporated society structure. As New Zealand's peak body supporting the exercise community, our mission is to help more Kiwis become physically active through exercise.

ExerciseNZ has around 600 members, representing approximately 85% of the industry.

ExerciseNZ's members are diverse businesses within the health and exercise industry, including exercise facilities like fitness centres, gyms, and health clubs. This community encompasses commercial operators, single-site independent operators, non-profit organisations, and local government council facilities.

@exercisenz

facebook.com/ExerciseNZ

www.exercisenz.org.nz



REPs operates a registration body for exercise professionals, exercise facilities and education providers in New Zealand.

REPs is internationally recognised as THE standard for exercise professionals and facilities. Registration with REPs stands as the benchmark, ensuring the delivery of safe and effective exercise advice.

The REPs registration covers approximately 3,500 individuals.

@nzreps

www.facebook.com/NZREPs

www.reps.org.nz



Yoga New Zealand (YogaNZ) is the national registration body for Yoga professionals in Aotearoa, dedicated to nurturing and elevating Yoga in Aotearoa. This involves setting and holding standards for our registered Yoga Teachers, Yoga Therapists, and Yoga Teacher Training Courses, as well as advocating for the industry at public and government levels.

YogaNZ actively works to support and connect the community of Yoga professionals across the country, to develop dialogue and promote best practices.

@yoganewzealand.inc

www.yoganewzealand.org.nz

OUR EVENTS



Formerly known as FitEX. Held at AUT North Campus in Auckland, this event features the latest in exercise science and business for every facet and role within the industry – from facility owners, through to exercise professionals (personal trainers, group exercise instructors). With over 700 attendees annually.



The ExerciseNZ Awards celebrate the best of the best in the industry. It is held live in Auckland annually on the same weekend as the ExerciseNZ Conference. The awards have a wide range of entry categories covering everyone in the industry.



This event offers world-class education opportunities for exercise professionals and movement practitioners of all types via a one day event held in Christchurch.



On Tour is designed to support the exercise industry with a 1/2 day workshop, held in 9 cities around New Zealand annually.

This event is marketed as an amazing opportunity to learn the 'latest and greatest' from the industry's exercise experts, as well as staying up to date on what's happening in the industry.

HOW TO WORK WITH EXERCISENZ



1. BECOME AN ADVERTISER

Choose from a range of advertising options and promote your products and services via our e-newsletters or social media to our extensive databases of exercise facilities and/or exercise professionals.

Ideal for those businesses which the health and exercise industry is one of the many target markets and/or only require one-off or irregular advertising.

Standard Advertising prices (excl GST)

Target Group	Solo Promotional E-Newsletter	Collective Promotional E-Newsletter (bi-monthly)	Social Media Story
EXNZ Audience			\$400
REPs Audience			\$400
YogaNZ Audience			\$400
Combined (ALL) Audiences	\$1000	\$600	

Specifications for E-Newsletters - Banner Advert

Final artwork to be supplied, should include all relevant text and logos in the image - can be linked to your website for additional info/purchase etc.

- 800 Pixels wide x 250 pixels high
- Web optimised JPG or PNG preferred

Deadline - 21 days prior to the email being sent or 14 days prior to social media post

Payment - required before advertising is sent, prices are in NZD and exclusive of GST.

2. BECOME A SUPPLIER MEMBER

Give your brand the industry's seal of approval so facility and club owners, managers and exercise professionals alike know to choose you first for all their supplies.

As a Supplier Member of ExerciseNZ you agree to follow our Code of Ethics and in return receive significant benefits and exposure, which standard industry suppliers don't get, along with Exercise NZ's recommendation to the industry.

Supplier Benefits

- Your first advertisement introducing you as a new member is free.
- 50% off the standard advertising rates (see page 6).
- Opportunities to sponsor and participate in some of our major industry events.
- Sponsorship packages available for the annual exercise industry awards.

This option is highly recommended for suppliers whose core business lies within the health and exercise industry and/or for those who want a regular marketing presence.

Apply to become a supplier member, click the link below:

exercisenz.org.nz/supplier-member-application/

2. BECOME A PARTNER

For an agreed annual investment you can become a partner of ExerciseNZ, meaning you'll have major brand presence and sponsorship, opportunities are available at some events on the industry calendar.

Partnerships at this level are negotiable on a case-by-case basis depending on the scale of impact you desire for your business.

Take advantage of substantial advertising and continual, year long promotion through all modes of communication.

To discuss these options and how you can work with ExerciseNZ, please contact Nikki Williams, Buisness Development Manager - Nikki@exercisenz.org.nz