

[Subscribe](#)

[Past Issues](#)

[Translate ▼](#)

[View this email in your browser](#)



Fitness First, Inc.

BRINGING QUALITY FITNESS EQUIPMENT
TO THE WORLD

Visit Website

VISIT OUR WEBSITE

FITNESSEXPORTS.COM

FITNESS FIRST ELSEWHERE



FOLLOW on FACEBOOK



FOLLOW on YOUTUBE



FOLLOW on INSTAGRAM

NEW VIDEO LOOPS FOR STORE DISPLAY!

INSPIRE

We're excited to announce we have brand new video loops for your store displays! With now over 200 members at Inspire studio our classes are filling up quick. This gives us a lot of videos with more excitement and more people in the background.

Here is the link to all the video loops. If you are looking for all of our classes on one file simply download the "All Videos" file to a flash drive. Otherwise, we have video loops for each category of our app:

<https://www.dropbox.com/sh/1rktoo4x9uwutym/AAAnErtQFNH7EkKPftEhrE4ua?dl=o>

Creative ways dealers are showcasing the app to grab customers attention:

- **Create an Inspire Section:** Select a few Inspire products and group them together in an area of your store. Then mount a TV onto a wall, or a portable TV stand, with our videos playing on loop.
- **Create Specific Product Sections in Your Store:** Put up TV's by your bikes, rowers, gyms, and Cardio Striders/seated cardio machines and play our video loops on each. We created video loops of each category on our app by the request of a few dealers. Having TV's everywhere is a great way to create an exciting, modern, environment for customers when they walk into your store.
- **Make sure it's visible:** Customers are used to seeing virtual and on demand workouts. They see it advertised online, on social media, TV, and through friends and family. This is the hottest trend in our industry! Make sure your displays are in a visible part of your store. This will help start that conversation with your customers. Guaranteed, they have seen on demand workouts options for their home: make sure you can address that objection and provide a solution.
- **Talk about it with every Indoor Cycle sale:** You can sell our app with any brand spin bike in the store. That's the attraction of our app vs the competition. You can sell it at a better price point and they aren't restricted to one bike; they can pick what fits them the best. PLUS, every day they go into the app they will see the other products. You are planting the seed for a future sale. After seeing all the workouts there is a good chance they will call you to ask about purchasing one of the other machines.

If the flash drive won't play on your TV:

- **Your TV is OLD!:** Time to upgrade! If your TV is too old it won't read a flash drive to play current video loops. You will need to upgrade your TV to take advantage of this display option.

[Subscribe](#)[Past Issues](#)[Translate ▼](#)

We're excited to bring this to our dealers to help beat the competition and provide something every customer will want to have!

Dealer Inspire APP Access:

Please distribute this dealer username and password to all of your sales staff. They can use this free account to demonstrate the Inspire App to their customers using their own smart phones. All functions of the App work under this account.

App User name: dealers@inspirefitness.net

App Password: 12345678



NEW INSPIRE PRICING

Due to the Trump Tariff on China imports to the USA, we are adjusting our USA pricing to account for this. The increase is 7.5% which will be added as a separate line item at the bottom of your invoice, or we will distribute the increase across all models upon request. This is only applicable to USA orders shipped from our Corona Warehouse. The actual increase is 15% but Inspire is absorbing half of this cost to help you limit your cost increases. We don't feel this tariff will last too much longer and hope for a solution to this trade war soon.

UPCOMING TRADESHOWS

FITNESSEXPORTS.COM

Tradeshow Season is just around the corner and I want to update you on our plans this coming year.



HACE TRADESHOW EGYPT

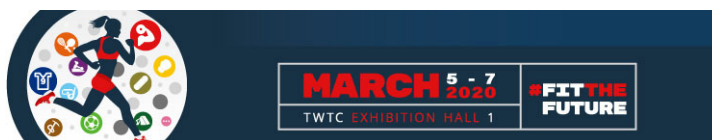
October 28th-31st, 2019

Cairo International Convention Center

Desi and I will be at the HACE show in two weeks and would love to see you there. This will be a great opportunity to see the Inspire line-up as well as take in a few Pyramids.



TAISPO TRADESHOW



[Subscribe](#)[Past Issues](#)[Translate ▼](#)

BOOTH # Do727 (Same location as two years ago, across from Dyaco).

We will have the full range of Dual Machines at the show including the Assisted Chin / Dip. We will also have products from Marcy, GoFit, and a few other brands we carry. Don't miss this important show in Taipei.



IHRSA TRADESHOW
San Diego, California
March 18th-21st, 2020

Inspire Fitness IHRSA 2019 Tradeshow



[Subscribe](#)[Past Issues](#)[Translate ▼](#)

The world's biggest trade show for fitness, wellness and health

02 – 05 April 2020

Exhibition Centre Cologne

daily from 09:00 a.m. – 06:00 p.m.

BRANDS YOU WILL SEE AT THESE TRADESHOWS

FITNESSEXPORTS.COM



[EMAIL DAN BINFORD HERE](#)

[Subscribe](#)[Past Issues](#)[Translate ▼](#)

Dan Binford
President



This email was sent to <<Email Address>>

[why did I get this?](#) [unsubscribe from this list](#) [update subscription preferences](#)

Fitness First, Inc. · 4040 S Gary Rd · Salt Lake City, UT 84124-2312 · USA

