



SUPER SATURDAY HOST CHECKLIST

VENUE: _____ EVENT DATE: _____

VENUE SELECTION AND SETUP

Consider the following during your venue research:

- a. Look up these recommended venues: A country club, a community center, or a hotel.
- b. Research hotel-/venue-approved ratings at [TripAdvisor.com](https://www.tripadvisor.com).
- c. Read venue reviews for the consistency of positive feedback or complaints.
- d. Keep in mind the distance from airports, other hotels, and modes of transportation.
- e. Review and compare user photos of the location with those on the venue website.
- f. Consider any additional fees associated, e.g., parking, Wi-Fi, AV, etc.

*Contact the Sales Support team for assistance in locating a venue at IsagenixCalendar@IsagenixCorp.com.

ROOM AND EQUIPMENT SETUP DETAILS

MAIN ROOM NEEDS:

- a. Presentation room layout (consider your room's capacity).
 - i. Chevron or theater style (in three sections with two aisles, which is the best for rectangular-shaped rooms).
 - ii. Raised stage (recommended for 250+ people).
 - Optional: a podium and a flip chart or a white board.
 - iii. A 6-foot table onstage for a product display.
 - iv. A 6-foot table in the back of the room with three chairs (for the presenters table).
 - v. Cocktail table(s) to hold projector(s) and a laptop.
 - vi. A water station near the presenters table for attendees to easily access.
 - Optional: Bottled water for the trainers.

AV NEEDS: Request the following audiovisual from the venue or an outside source:

- i. Refer to the setup recommendations based on attendance.
 - » 100-250 people: one projector/screen.
 - » 250+ people: two projectors/screen(s).
- ii. Two-channel AV mixer or sound set up to run through the house system.
 - Optional: iPod/music player, docking station/sound cable, and charger for entrance and downtime music.
- iii. Microphones:
 - » Two lavalier(s) or lapels and two handheld microphones (with backup batteries).
- iv. Work with the venue's AV contact on-site if you need assistance.

REGISTRATION AREA (recommendation for an efficient check-in process):

- 100-200 attendees: one 6-foot table with two to three chairs.
- 201-400 attendees: two 6-foot tables with four to six chairs.

OUTSIDE OF THE MAIN ROOM – WATER STATIONS AND SAMPLING AREA:

- Set up multiple water stations.
- Request one station with 5 gallons of water for every 80 attendees (your venue can make recommendations based on your attendance). Request the venue to refresh the water every 90 minutes.
- Ask for one cocktail or 6 foot-table to be placed by the nearest water station to the door, for sampling products (AMPED™ Hydrate and/or IsaDelight®).
- Place cups, napkins, and stirrers at the table (if your venue does not have these on-site, we recommend you purchase in advance).

TICKETS AND PROMOTION

CALCULATING TICKET PRICE

Ticket sales for most Associate events average \$15 per Associate, and guests are invited for free. However, you can adjust this price to cover your event costs. Just remember to keep it affordable; the lower your registration rate is, the higher opportunity for greater attendance.

EXAMPLE FORECAST INCLUDING ATTENDANCE AND SALES:

(Percentages used below are typical attendance averages in North America.)

ATTENDANCE GOAL	100 ATTENDEES	200 ATTENDEES	300 ATTENDEES	400 ATTENDEES
Guests are FREE (estimate of 25%)	(25% of 100 = 25) \$0	(25% of 200 = 50) \$0	(25% of 300 = 75) \$0	(25% of 400 = 100) \$0
\$15 Associates (estimate of 55% preregistration)	(55% of 100 = 55) \$825	(55% of 200 = 110) \$1,650	(55% of 300 = 165) \$2,475	(55% of 400 = 220) \$3,300
\$20 Associates (estimate of 20% at-the-door registration)	(20% of 100 = 20) \$400	(20% of 200 = 40) \$800	(20% of 300 = 60) \$1,200	(20% of 400 = 80) \$1,600
Potential sales collected from registrations	\$1,225	\$2,450	\$3,675	\$4,900

EVENT PROMOTION

1. Go to [IsagenixARE.com](https://www.isagenix.com) to register your upcoming event.
2. Watch this video for information on how to register: [YouTube.com/watch?v=kO97q5VYT3A](https://www.youtube.com/watch?v=kO97q5VYT3A)
3. You can also see event booking guide for more assistance.
4. Email IsagenixCalendar@IsagenixCorp.com if you have questions.

LOCATIONS FOR VOLUNTEERS

- On-site registration (two to three volunteers are recommended for every 100 attendees).
- Distributing flyers/handouts during the presentation (two to six volunteers based on attendance).
- Mic runners (two volunteers for 1-250 attendees, four for 250+).
- AV and music testing and monitoring throughout event presentation.
- Setup to lead gathering, taking inventory, and organizing shipments/event supplies.
- Setup for the product display and sampling products.
- The main room to do a head count once the event has started — report to the regional manager in attendance.
- Entrance as a greeter (one to two) — perhaps the trainers or a volunteer who is finished with setup should be a greeter.

OTHER DELIVERABLES

PRODUCT RECOMMENDATIONS

- Weight Loss Value Pack for the stage product display and giveaways.
- Essence Experience Pack for the product display and giveaways.
- IsaLean® Bars for all in attendance.
- Whey Thins™ for all in attendance.
- AMPED™ Hydrate and IsaDelight® chocolates for all in attendance.