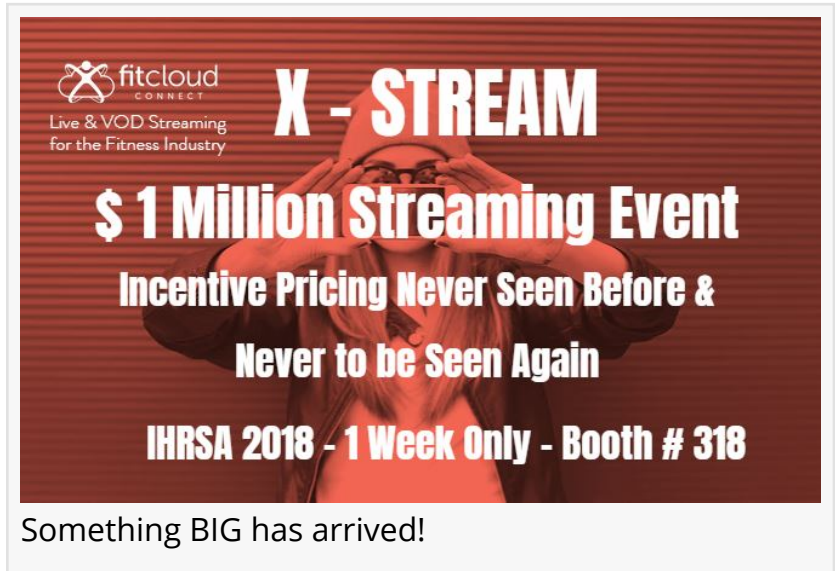


# FITCLOUDCONNECT ANNOUNCES \$ 1 MILLION STREAMING EVENT FOR IHRSA 2018

*Fitness Streaming technology leader  
FitCloudConnect Announces Planned X-STREAM Streaming Event for IHRSA 2018  
March 21-24 in San Diego - Booth # 318*

OTTAWA, ON, CANADA, March 14, 2018 /EINPresswire.com/ -- [FitCloudConnect](#), the fitness industry's leading Online Fitness Streaming Platform, to help fitness clubs/studio's, wellness providers and equipment manufacturers, to quickly and easily kickstart their online streaming presence, today announced that next week they will be offering a 1 week only \$ 1 Million Streaming Event.



The poster features a woman in a red hoodie holding a camera to her eye, set against a dark red background with horizontal lines. Text on the poster includes: 'fitcloud CONNECT Live & VOD Streaming for the Fitness Industry', 'X - STREAM', '\$ 1 Million Streaming Event', 'Incentive Pricing Never Seen Before & Never to be Seen Again', and 'IHRSA 2018 - 1 Week Only - Booth # 318'. Below the poster, the text 'Something BIG has arrived!' is written.

The promotion comes on the heels of a very active 2017 with fitness clubs, studios and wellness centers beginning to recognize and evaluate the importance of streaming technology in the industry. “We felt that the industry is ready to start implementing streaming technologies on a bigger scale so we’ve put together some incentives that are hard to ignore. Quite simply we are offering incentive pricing so extreme that whether you have been planning to rollout streaming or not, you will want to sign up, lock in your pricing, and at least give it a try. Whether it turns out to be a good long-term strategy for your club or not, this would be the time to “test drive” streaming. Nobody has ever seen pricing incentives like this before and it will not be seen again” concludes Brad Weber, CEO of FitCloudConnect.

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“Most fitness clubs have, at a minimum, acknowledged that fitness streaming is a high priority for 2018 and

beyond and many have already signed on to take advantage of early adopter benefits” said Brad Weber, CEO of FitCloudConnect. “We have seen the industry start to identify that direct-to-consumer fitness streaming offerings such as Peloton, Les Mill On-Demand, BeachBody On Demand, and literally dozens of other Peloton wannabes have been flocking to the market and fitness clubs are making decisions very quickly as to whether they want to defend and grow their businesses by enabling an online fitness streaming offering. There is a reason why Peloton is being valued at over \$1 billion dollars. Live fitness streaming is here to stay and every new entrant to the direct-to-consumer market is potentially taking a member out of the club. Think of it this way, if a member has the choice of joining a fitness club that also offers the flexibility of doing some classes or training at home, at the office, on vacation or anywhere versus your clubs offering of in-club only, what do you think your chances are of retaining that member? Online fitness streaming is offers members choice and flexibility that is required in today’s connected world ” adds Weber.

The FitCloudConnect platform is unique in that it was designed to allow fitness clubs and other wellness providers the ability to offer their own group fitness classes and other content via live stream or pre-recorded video-on-demand, monetize the plan, tie it into data analytics, retention improvements and more. 2017 has also helped to demonstrate all of the additional benefits of streaming technology that are not consumer directed.

“We have had so many discussions with all sizes of fitness clubs this past year around using streaming to provide numerous ways of cost cutting, promotion and marketing, and obtaining additional global reach, revenue and market share that have previously not been possible. It has been a great year for defining great use cases across the industry” says Weber. “Our product was designed to provide the ultimate in flexibility for all requirements. We really are more than just a virtual fitness platform although that is where we began with our product design. We are very excited to offer this promotion during IHRSA and home that it will provide a gentle push for those sitting on the edge deciding what to do. Ultimately FitCloudConnect is working hard to enable clubs to compete, add revenue and remain competitive going forward and we welcome any discussion on how streaming might benefit an organization.”

This IHRSA 2018 X-STREAM Streaming Event will be providing specific incentives for all fitness use cases including:

10,000 member + fitness clubs

2,500 member + fitness clubs

Startup Studios & Fitness Trainers

Fitness Equipment Manufacturers

Fitness Content Providers

Celebrity Fitness Trainers

Corporate Wellness Providers

FitCloudConnect will also be featuring the new Global Free Trial Program and new product announcements at this years IHRSA show.

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To find out more about the FitCloudConnect X-STREAM Event, including setting an appointment please email [xSTREAM@fitcloudconnect.com](mailto:xSTREAM@fitcloudconnect.com) or visit <https://www.fitcloudconnect.com/ihrsa-2018-x-stream>

To find out more about the [FitCloudConnect Free Trial Program](https://www.fitcloudconnect.com/free-trial-signup) and to Signup visit <https://www.fitcloudconnect.com/free-trial-signup>

For the latest updates about FitCloudConnect , follow us on LinkedIn @ /FitCloudConnect on Twitter @FitCloudConnect on Instagram @FitCloudConnect and /FitCloudConnect on Facebook.

About FitCloudConnect

FitCloudConnect – The AnyWhere Fitness Connection – is a cloud-based fitness streaming service for fitness clubs, yoga studios, and other wellness providers. The platform allows fitness and wellness providers to establish an online presence for streaming both live and on-demand

fitness workouts. Club and studios can have a fully branded online fitness club within days at prices starting at \$99 per month. The FitCloudConnect solution allows you to live stream and or provide on-demand recordings of your classes, instructors, and content such that you are building your clubs brand and increasing member engagement with your club experience.

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