

Is your event **jam-packed** with sessions?
 Struggling to keep participants **engaged**?
 Looking for new & innovative **sponsorship opportunities**?
 Want to create a memorable **participant experience**?

Video Fitness Micro-Breaks that **Energize** and Attract **Sponsorship** Revenue

X bytes® for Conferences

X bytes® are short video bytes of exercise that are easy to “fit” into your conference schedule.

All X bytes® videos are under 6.5 minutes and can fit into your program as:

- A mid-morning and mid-afternoon **energy booster** when energy levels are low
- A **time filler** before breakout sessions and when things don't go as planned
- A **social icebreaker** that builds camaraderie

There are over 50 X bytes® videos for all audiences to enjoy stretch/fitness, yoga, mindfulness, face exercises, social icebreakers, deskercises and wellness bytes. There are enough videos that you don't need to see the same videos at long conferences twice!

X bytes® breaks are easy-to-follow and sweat-free. All exercises are done in business attire at participants' seats during the conference day.

X bytes® Features and Benefits

- **Brief** – can be easily inserted into any meeting or conference program
- **Convenient** – can be done at participants' seats or in a wellness lounge
- **Flexible delivery** – videos can be shown unlimited number of times and simultaneously in multiple locations
- **Sweat-free** – participants exercise in their business attire
- **Self-guided** – easy-to-follow, no instructor is required
- **Energizing break** – combats sitting fatigue and learning fatigue

X bytes® are EASY to Use!

Videos can be downloaded from the Internet and played on a PC or Mac, or web streamed.

Custom Branding Experience

X bytes® provides **sponsorship appeal!** Custom video branding brings sponsors memorable, prominent and frequent exposure. Branding opportunities also available for our fitness/wellness tip sheets, resistance bands and other wellness products.



Fitness/Stretch



Yoga



Mindfulness



Plus Face Exercises, Social Icebreakers and Wellness Bytes videos and Wellness Lounge available for your events!

Let us show you how video fitness micro-breaks during the day can change your event experience!

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Wellness Lounge

X bytes® delivers Wellness Lounges for your upcoming conferences and trade shows featuring:

- X bytes® videos shown on a continuous loop
- Mind-body zone with wireless headsets
- Byte-sized wellness talks
- Live on-the-go fitness breaks
- One-on-one wellness coaching
- Fitness/wellness tip sheets
- Wellness challenges
- Wellness wall



“There’s no space for a fitness break.”

Fitness breaks are done at participants’ seats in the meeting room. All breaks have been experienced in a variety of seating arrangements. We’ve found that in settings where space between or in front of the chairs is tight, participants naturally adapt by not lifting their arms or legs as high, turning their bodies, or shifting their chairs.

“I have no time for X bytes®. My event is jam-packed with sessions.”

Tightly scheduled learning events can actually be counterproductive to learning. Attendees are at risk for experiencing “information overload,” impacting their concentration and information retention. X bytes® are byte-sized energy booster breaks that can be easily inserted into your program to re-charge participants’ bodies and minds. Videos are short (about 5 minutes), making it easy to fit into already packed schedules.

“We don’t have a budget for fitness breaks.”

Videos can be corporate branded to attract sponsorship revenue. We also offer attractive pricing for small events. Cost effective annual licenses are available for organizations that hold multiple meetings or training events per year.

“We’re planners. We shouldn’t need to fill program gaps.”

Let’s face it. Even with the best-planned events, things don’t always go as planned. Presentations start late or end early. Speakers don’t always show up. What do you do with a room full of people waiting for the session to start? X bytes® can be used as on-demand and on-the-spot fitness breaks to fill program gaps.

“People don’t want to sweat.”

X bytes® fitness breaks are sweat-free static and dynamic stretches tailored for business attire. The exercises are gentle for every body. There are no crazy dance moves or awkward yoga poses.

“We don’t need energy boosters. We have coffee breaks.”

Coffee and soft drinks are often accompanied by high carbohydrate and sugary snacks such as cookies and pastries. They don’t offer the lasting “pick-me-up” you need mid-morning and mid-afternoon. While coffee and snacks may be energizing for a short while, people end up feeling more fatigued once the caffeine and sugar high wear off. Coffee break induced fatigue can be counterproductive to learning. Exercise, on the other hand, increases blood flow, pumping oxygen to the brain, which enhances the ability to stay alert and focused.

“People may feel awkward exercising.”

Yes, some people may initially feel awkward exercising. X bytes® is a social icebreaker that builds camaraderie, and makes participants laugh and smile. There is an infectious group energy that provides “peer pressure” to participate and X byte along!

“We can hire a fitness instructor who is live and less expensive.”

A fitness instructor does not offer the same benefits as video technology and its on-demand delivery. X bytes® showcases 3 leaders and conveys more information and instructional tips than can be delivered with a live fitness break (e.g. text instructions and technique tips, anatomical illustrations of each exercise, close-up camera angles to demonstrate proper technique and modifications).

The on-demand delivery affords more flexibility and visibility than a live person. Videos provide spontaneous and unlimited energy boosters and time fillers. Additionally, videos can be played simultaneously in breakout rooms and in wellness lounges where they are shown on a continuous loop for people to follow along on their own time. Videos can be translated into multiple languages.

“We already offer fitness breaks.”

Some conferences include fitness activities such as group walks or yoga breaks. These activities are typically held early in the morning or at the end of the day, and attract few participants. What are missing are active breaks throughout the event day to combat sitting fatigue and learning fatigue. Fitness breaks that get everybody up and moving at their seats are needed.

“Fitness breaks would not appeal to our conservative male audience.”

All exercises have been experienced by a range of audiences (age and gender) and professions or occupations (executives, accountants, investors, doctors, health care professionals, lawyers, scientists, meeting planners, students, caregivers, office and factory workers, etc.). X bytes® is not just about exercise – it’s about building camaraderie and taking participants outside of their comfort zones to laugh, smile and move together.

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