

# TRIAL WITHOUT THE ERROR.

Product sampling solutions you can count on.

## WHO WE ARE

The Sampling Store™ is a leading U.S. experiential product sampling agency. Since our founding in 1994, we've distributed more than 650 million samples through our own proprietary networks and leading wellness, travel, and lifestyle venues/touchpoints with 100% opt-in for each brand project. We also offer end-to-end services including printing, overwrapping and tip-on, fulfillment, and two-tier consumer research with conversion. Let us be your one stop-shop.

## HOW WE DO IT

We work with our clients as strategic collaborative partners, because we know that when it comes to trial and conversion, one size does not fit all.

STEP 1

BRAND NEEDS  
ANALYSIS

STEP 2

PROJECT  
PLANNING

STEP 3

EXECUTION &  
COMPLIANCE

STEP 4

RESEARCH &  
REPORTING

## Experts in Trial & Conversion

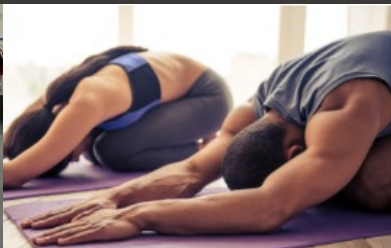
We've delivered on trial and conversion objectives for hundreds of CPG companies, including Unilever, Procter & Gamble, Kraft/Heinz, Nestlé, Campbell's, Mondelez, PepsiCo, Kellogg's, General Mills, Pfizer, Clorox, Church & Dwight, J&J, Beiersdorf, and many others; plus major retailers including Walmart, Publix, Kroger, CVS/pharmacy, Walgreens, and others.

## Where Does Your Product Fit In?

For more information contact your CoOptions representative, email [sales@samplingstore.com](mailto:sales@samplingstore.com) or call Brian Scott Sockin at 919-303-3223 x402

A CoOptions Company

**CoOptions**  
GROUP COMPANIES



the **samplingstore**™

# 2026 SAMPLING NETWORKS TOPLINE SUMMARY



## Health, Fitness, Wellness & Lifestyle Networks

### ACTIVE SPORTS & FITNESS NETWORKS™



• **CAMPUS SPORTS & FITNESS NETWORK™**  
2,000+ college campus sports & fitness facilities. Undergrad and grad students, team sports players.  
[bit.ly/campusfitnessnetwork](http://bit.ly/campusfitnessnetwork)



• **CROSS-TRAINING & BOUTIQUE GYMS NETWORK™**  
14,000+ cross-training & boutique gyms, including CrossFit®, Orangetheory®, Hitt, boot camps, others.  
[bit.ly/crosstrainingnetwork](http://bit.ly/crosstrainingnetwork)



• **LIFE TIME® LIFESTYLE GYMS**  
229+ locations in 32 states, and 171 cities, plus LT marathons & other participatory sports events.  
[bit.ly/lifetimesampling](http://bit.ly/lifetimesampling)



• **WOMEN'S FITNESS NETWORKS™**  
3,000+ women-only gyms/studios (e.g., Shapes, Curves, Get In Shape), plus women in 10,000+ multi-gender gyms (Barre, Club Pilates, Jazzercise, Anytime).  
[bit.ly/womensfitnessnetwork](http://bit.ly/womensfitnessnetwork)



• **YOGA STUDIO NETWORK™**  
5,100+ studios nationwide, originally built for Yoga Journal® Magazine. Focus on organic & natural brands.  
[bit.ly/yogastudionetwork](http://bit.ly/yogastudionetwork)



• **HAIR & NAIL SALON NETWORKS™**  
100,000+ hair & nail salons plus barbershops nationwide. Focus on style. [bit.ly/salonsnetwork](http://bit.ly/salonsnetwork)



• **DRY CLEANERS NETWORK™**  
40,000+ dry cleaners catering to professionals and fashion-forward consumers. [bit.ly/drycleanernetwork](http://bit.ly/drycleanernetwork)



• **PHYSICIAN OFFICE NETWORK™**  
20,000 physician offices (General Practice and medical specialties) in top DMA's. [bit.ly/physicianofficenetwork](http://bit.ly/physicianofficenetwork)



• **SENIOR CENTERS NETWORK™**  
3,500+ centers nationwide, with emphasis on Boomers (#1 U.S. spending segment). [bit.ly/seniorscentersnetwork](http://bit.ly/seniorscentersnetwork)



## Travel & Leisure Networks



• **VACATION RENTAL NETWORK™**  
12,500+ Airbnb's & VRBO's nationwide by activity (e.g., ski, hiking, beach), demographics (e.g., families, upscale HHs) and geography. Sample and full-size products.  
[bit.ly/vacationrentalnetwork](http://bit.ly/vacationrentalnetwork)



• **CAMPING & GLAMPING NETWORK™**  
Private campgrounds, RV resorts, yurts, cabins, and lodges around National & State Parks, mtn. biking, ski resorts, white water rafting, fishing, and other outdoor adventure destinations. [bit.ly/campingglampingnetwork](http://bit.ly/campingglampingnetwork)



• **AIRPORT STORES NETWORK™**  
2,000+ Hudson, Paradies, & independent stores in 70+ airports for business and vacation air travelers.  
[bit.ly/airportstoresnetwork](http://bit.ly/airportstoresnetwork)



• **METRO COMMUTER NETWORK™**  
Metro train station brand ambassador teams in urban markets, professional and visitor clusters by days/times.  
[bit.ly/metrocommuternetwork](http://bit.ly/metrocommuternetwork)



## Retailer Based Programs



• **TANGER® FACTORY OUTLET MALLS**  
6M+ annual shoppers at holiday and other calendared events (e.g., July 4th, spring fashion, fall festivals, holiday season). Live-staffed sampling, tabling in front of specific stores for context. [bit.ly/tangeroutletsevents](http://bit.ly/tangeroutletsevents)



• **PUBLIX® A1A MARATHON/RETAIL ACTIVATION**  
Annual marathon and health expo with 23,000+ attendees, plus in-store merch and dedicated FSI.  
[bit.ly/publixa1aprogram](http://bit.ly/publixa1aprogram)



• **DIY NETWORK™**  
20,000+ Ace Hardware, True Value, Do It Best!, and other independent hardware community stores.  
[bit.ly/diystorenetwork](http://bit.ly/diystorenetwork)

