2020
Fitbit Price Guide
Why Fitbit?

While HES wellness campaigns integrate with a wide range of devices and mobile apps, we’ve selected Fitbit as our preferred device because of the many advantages it offers our clients and their participants.

**Market Leadership**
Fitbit is far and away the leading device manufacturer in the US. Pass 10 people on the street wearing a fitness tracker and chances are 8 of them are using Fitbit. In fact, the name is used synonymously to indicate any fitness tracking device — just as Kleenex is synonymous with facial tissue.

**Unbeatable Technology**
A handful of other trackers have achieved comparable results for accuracy, but none approaches Fitbit’s end-to-end technology solution. From world-class API design to drop-dead easy UI, Fitbit is second to none.

**Consumer-friendly Business Model**
Whether it’s learning about Fitbit on their website, making a retail purchase, or setting up a branded webcart with deep discounts through HES, every facet of the participant experience has been ironed out to make it simple and fun.

**Exceptional Value**
HES has negotiated big discounts on all Fitbit products; we pass the savings on, offering your wellness program the best combination of quality and price in the industry. In addition, the flexible webcart setup takes the hassle out of fulfillment while giving participants choice of color and style.

**Unparalleled Support**
Our staff trains continuously on Fitbit devices so we can answer any questions. And almost everyone at HES has a personal favorite Fitbit device, used in *Well Traveled, Walktober, 10K-A-Day, Health for the Holidays*, and more…

Your wellness program and participants should expect nothing less than the best. That’s why HES — the world leader in workplace wellness campaigns — recommends Fitbit. Request our Fitbit Price Guide and Order Form by emailing fitbit@hesonline.com or calling 800.326.2317.

Available for:
# Ace 2 Pricing

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price*</th>
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<tbody>
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*$69.95 each retail

**NOTE:** Fitbit purchase must be subsidized by the client for at least 25% of the cost.
# Charge 4 Pricing

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*$149.95 each retail

**NOTE:** Fitbit purchase must be subsidized by the client for at least 25% of the cost.
## Inspire 2 Pricing

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*$99.95 each retail

**NOTE:** Fitbit purchase must be subsidized by the client for at least 25% of the cost.
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*$329.95 each retail

**NOTE:** Fitbit purchase must be subsidized by the client for at least 25% of the cost.
## Versa 2 Pricing

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*$199.95 each retail

**NOTE:** Fitbit purchase must be subsidized by the client for at least 25% of the cost.
## Versa 3 Pricing

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*$229.95 each retail

**NOTE:** Fitbit purchase must be subsidized by the client for at least 25% of the cost.
## Aria Air Pricing

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*49.95 each retail

**NOTE:** Fitbit purchase must be subsidized by the client for at least 25% of the cost.
Ordering Fitbit Devices

How to order

Things to keep in mind:

1. **Estimate participation numbers.** You cannot return unused Fitbits, so consider your predicted number of participants carefully. Order fewer than anticipated; you can always order more.

2. **Account for delivery time.** Participants need them before the program begins. Allow at least 28 business days.
   
   **NOTE:** This is an approximate delivery time — larger quantities may take longer. Please contact us for a quote and turnaround time.

Order Fitbits at a discounted price through HES (800.326.2317) with 2 distribution options:

1. **Delivery to the wellness coordinator to hand out** — bulk shipment.

2. **Fitbit webcart (250+ devices)** — more options for color, size, etc.

Payment methods

Discount purchases made through HES require your organization to subsidize at least 25% of the final cost of each device. We will invoice you for your portion of the cost once registration closes.

Be sure to discuss options with your account manager to determine the best method for your organization.
Fitbit Webcart Details

Custom company storefronts

- If 250 devices or more will be purchased, a custom company storefront is the perfect solution for a one-stop shop for individual orders, options, and fulfillment!
- This allows all participants to individually access a secured store to choose their device (color, size, etc.), pay Fitbit directly for their portion of the cost, and have the device shipped directly to them.
- To set up a storefront, we provide a custom URL to share with all eligible participants.
- We can also include customizable greeting text at the top of the screen (up to 250 characters).

Participants can access the storefront in either of 2 ways:

1. **Promo Codes**
   - These need to be unique to an individual
   - 8-20 characters alphanumeric
   - One-time use only
   - Generated by the client/reseller partner and uploaded by Fitbit (example: employee ID number + first and last initial)
   - Initial bulk upload followed by add/delete files
   - Provided to employee by employer
   - Option to give participants a personalized URL, taking them directly to the store, with the offer pricing applied automatically — no entry required (example: fitbit.com/store/offername/indivpromocode).

2. **Email Domains**
   - We can link one or more corporate domains to allow participants to access the offer using their corporate email address
   - This is less limiting than promo codes, but makes sense only if ALL employees are eligible
   - Secure verification process: when visiting the custom URL participants will be asked to create a Fitbit account with their email (if they haven’t already), then they’ll receive an email to verify their email is valid, containing a link back to the offer to place an order.