

SIX SIMPLE STEPS TO REPORT YOUR [COMMERCIAL SALES DATA](#)

The Annual Market Trend Report – 2025 Submission

1. Include **product** sales to commercial facilities **only**. (Do NOT include product sales for any retail/consumer products.)
2. Report products in the same category as the previous year. Please note that for cardio, in 2023, two new categories were added for 2023 for cardio – Indoor Rowers and Total Body Fan Bikes. These two categories have their own line item for submission reporting and should not be reported within “Other Cardio”. If you want to report products in a different category, **please make special note of this when you submit** your final data. If you are uncertain about categorizing your products (existing or new) or you do not have a copy of last year’s submission, check with the sales/marketing officer in your company who approved the previous year’s submission or contact the CBIZ contact for FISA members, Chris Ellis at christopher.ellis@cbiz.com or at (858) 795-2057.
3. When reporting *manufacturer’s sales (wholesale)*, please **include the commercial sales to dealers**. If your company reports in thousands (000s) internally, please make sure that you convert the numbers to a **fully extended number**. For example, if sales are two million, report \$2,000,000, not 2,000.
4. In reporting the *estimated % sold to dealers* and *estimated % dealer mark-up to retail*, please **format in %** and not decimal or whole number.

Correct	Incorrect	Incorrect
100%	1.00	100
55%	.55	55

5. Please fill in the *estimated dealer mark-up*. If you do not know the markup or you are not comfortable submitting an estimate, please call or contact David Dinerman info@fisana.org or (858) 509-0034 to discuss it. ***Please note that failure to submit a valid estimate will slow the reporting process down.***
6. If the accounting or financial staff completes the template, **it should be reviewed and given final approval for submission by the officer responsible for sales or marketing**. Both should provide CBIZ with contact information (email address and direct phone number).

Please Input the Data Submission by Geography and let it roll up into the Summary – do not input into the Summary.

Geographic Submission:

Data Submissions require your submission be split in 4 geographic categories to help members better see long-term growing trends going forward:

- US and Canada
- International
 - Asia Pacific
 - Europe, Middle East and Africa
 - Latin America including Mexico

Important Note for two New Product Submission Categories Added in 2023:

Two new categories were added for Cardio in 2023 for Domestic and International to add more clarity to cardio product evolution and growing long term changes in the market. Those two product categories are:

1. Indoor Rowers
2. Total Body Fan Bikes

For clarity, definitions by brand for all submission categories are provided by FISA with links to the brand websites. Please refer to the FISA document “Product Brand Definitions by FISA”.

“Sanity check” your submission prior to submitting it to CBIZ.

IMPORTANT: If the accounting or financial staff completes the template, **it should be reviewed and given final approval for submission by the officer responsible for sales or marketing.** Both the person preparing the submission and the officer responsible for approval of the submission should provide CBIZ with contact information (email address and direct phone number).

Prior Year Participants: In an effort to reduce the amount of time confirming the current year information, those who participated in the prior year’s report will receive as part of the request their prior year’s information upon request. A tab will show the comparison between the two years. **Please review this comparison and confirm** that the increases and/or decreases conform to the operations for the Company during the current year.

- a. **For example:** if in the prior year the number of Units of the Upright Stationary Bikes was 100 and in the current year it is 200, is it correct that the sales increased 100% over the prior year?

Questions regarding categorization of new product or first-time reporting should be directed to David Dinerman info@fisana.org or (858) 509-0034. Other questions can be directed to either Chris Ellis at christopher.ellis@cbiz.com or at (858) 795-2057 or Gregg Landers of CBIZ at glanders@cbiz.com (858) 795-2028.