



DID YOU KNOW AUTOMATED ACCESS CONTROL CAN GROW YOUR

brand, membership, usage, bottom line

*Differentiate your brand, grow your membership, and maximize usage with affordable, **Hassle-Free Access Control from AirAllow.***

Differentiate your brand

- Provide a 24/7 secure facility with award-winning automated access control
- No-hassle access control - let the system control who enters when
- The convenience of lock-behind security using your phone's capabilities for access
- Attract a broad range of members with demand-based automation

Grow your membership

- Offer a broader range of membership levels from peak-priced to budget-conscious
- Provide 24/7 unattended access with convenient phone-based entry
- One-click time and count-based guest invitations

Maximize usage

- Maximize facility and labor usage with scheduled access and usage analysis tools
- Reduce membership sharing with phone-based authentication
- Hassle-free administration enables team members to focus on sessions and member needs
- Offer special events, generating higher revenues during off-peak hours

Convenient

- Members use their beloved phone for access to the facility
- Easily administer from anywhere in the world from any device, app, or browser

Cost Effective

- \$9/month with no per-member charge
- Add \$3/month for replacement warranty, updates, and factory direct phone support

[Want to learn more? Click Here](#)

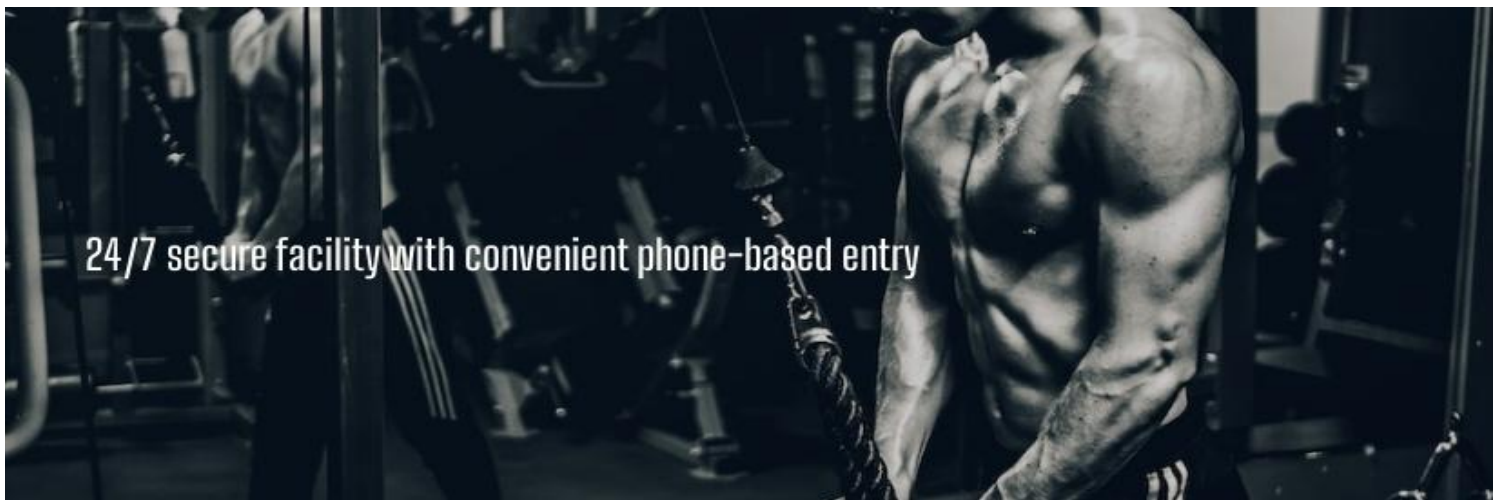
**AirAllow**®

**SET YOUR
BRAND APART**



Brand Differentiation with Modern Security, 24/7 Automated Access

As a gym owner, it's essential to differentiate your brand to **attract and retain members**. You can do this by identifying what sets your gym apart from others in the area and highlighting those unique features in your marketing campaigns. Consider offering **unique benefits** or **services**, such as personalized training plans or access to state-of-the-art equipment. As your membership grows, implement **technology** solutions that **streamline membership management** and communication **processes** to avoid being overwhelmed by administrative tasks. By **focusing on brand differentiation and leveraging technology**, you can effectively manage and engage a more extensive membership base while maintaining a strong sense of community within your gym.



Modern Gym Safety

It's important to ensure that only authorized individuals can access the gym to maintain a safe environment. This can be achieved through various measures, such as modern access control systems using your phone's capabilities to restrict entry. By implementing these measures, gym-goers can feel confident that they are working out in a safe and secure environment.

*With **AirAllow**, members and guests can access the facility **anytime** with the **convenience** of their **phones** and the **safety of lock-behind automation**.*



GROW YOUR MEMBERSHIP

Variable Membership Levels for a Broader Member Pool

Consider offering different membership levels that cater to your members' varying needs and budgets. This can include a basic membership with access to **standard** gym equipment and classes, a **premium membership** with additional perks and benefits, and a **VIP** membership with exclusive access to **specialized equipment and services**. By offering scalable membership levels, you can **attract a broader range of members** and provide more options for them to choose from. It's essential to ensure that each membership level is communicated and that they align with your gym's brand identity and values. This can help to **retain members and increase overall revenue** for your gym.

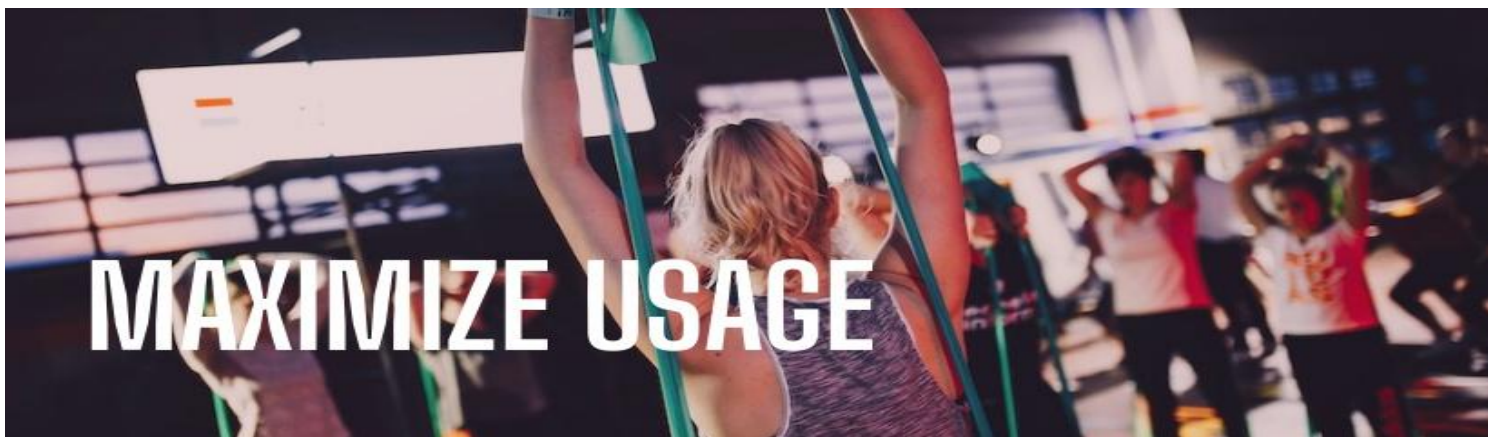


OFFER A BROAD RANGE OF MEMBERSHIP LEVELS

Premium Peak Pricing without the hassle

Consider offering premium pricing options to your members. This can include **access to exclusive classes, personalized training sessions, peak hours**, and additional perks such as discounts on merchandise or **free guest passes**. By offering premium pricing, you can **attract members** willing to pay more for a higher level of service and create a **sense of exclusivity** within your gym community. It's essential to ensure that the benefits of premium pricing are communicated and that they align with your gym's brand identity and values. This can help to **retain members and increase overall revenue** for your gym.

*With **AirAllow**, facility and equipment access **schedules** are **easily assigned from anywhere and automatically controlled**. No need to monitor entry!*



Premium Events, Corporate, Membership Drives

Consider **hosting premium events** that cater to the interests and preferences of your members. This can include exclusive fitness classes, workshops with renowned trainers, and social events that promote networking and community building. By offering **premium events, you can provide added value** to your members and **differentiate your gym** from competitors. It's essential to ensure that the events align with your gym's brand identity and values and are well-promoted to attract attendees. This can help **increase overall revenue** for your gym and foster a strong sense of loyalty among your members.



Anytime Access - Off-peak Workout

Many members may want to **avoid the crowds** at the gym, so working out during **off-peak hours** can be a great option. Not only will you have more space and equipment available, but you'll also be able to **exercise without feeling rushed or distracted** by others. Follow the gym's rules and safety guidelines, even if fewer people are around.

*With **AirAllow**, **time** and/or **count**-based **guest invitations** are easily assigned, **electronically sent**, and automatically controlled with a click from anywhere.*

Hassle-free access control - allow the system to manage the entry of individuals.



Gentle Capacity Control

To ensure a **comfortable and safe experience** for all members, please consider **limiting your gym capacity during peak hours**. This can be done by implementing a **gentle capacity control system** that allows a **certain number of members to enter simultaneously**. Doing so can **prevent overcrowding** and create a more enjoyable workout environment for everyone.



Convenient - Phone as your credential

Implementing measures such as mobile phone-based access can help ensure that only authorized individuals have access to the gym, which can prevent potentially dangerous situations. Additionally, providing clear guidelines and rules for using the equipment can help prevent accidents and injuries. By prioritizing safety, you can enjoy the convenience of Anytime access to your gym with peace of mind.

With **AirAllow flexible scheduling and automated access control**, there is no need for training staff to monitor who enters when. **AirAllow automates capacity limits are automatically enforces capacity limits.**

Reduce membership sharing
with phone-based
authentication.



Reduce Unauthorized Access

To help ensure the privacy and security of our members, it is advisable to reduce unauthorized access to your facilities. This can be achieved by implementing ID checks and **phone-based access systems**. By doing so, you can help prevent unauthorized individuals from entering the gym and **potentially compromising the safety and well-being of our members**.

*With **AirAllow**, the **phone** capabilities (such as biometrics) can be used for **authentication** and **limit membership sharing** and unauthorized access.*

**EASILY MANAGE FROM
ANYWHERE, ON ANY DEVICE**

*With **AirAllow**, easily manage member and guest access from **anywhere** using the AirAllow Enclave **app** or any device that supports a **web browser**.*

PHYSICAL ACCESS CONTROL EXPLAINED

Physical Access Control is a set of measures or systems to control who can enter a location or access a resource. This is essential to secure buildings, areas, or assets. Physical Access Control helps prevent unauthorized access, theft, vandalism, and even potential harm to personnel. Here are some critical aspects of Physical Access Control:

Identification and Authentication (Phone, Keypad/Card/Fob): This is the first step in the access control process. It involves verifying a person's identity before they are granted access. With AirAllow, this is primarily accomplished using your mobile phone, a web link, or a physical keypad, card, or fob.

Authorization (Phone to Cloud): Once a person's identity has been verified, the next step is to determine whether or not they are authorized to access the area or resource with AirAllow authorization performed from the phone to the cloud. AirAllow is flexible enough to support the unique needs of Gyms.

Access Control Devices (Door Controller): These are devices used to control access at access control points by integrating with Physical Barriers such as doors. AirAllow provides an affordable, low-maintenance device for this purpose.

Monitoring and Reporting (Cloud-based Audit Trail): This involves keeping a record of who has accessed an area or resource and when. With AirAllow, these events are stored in the cloud and can be monitored and reported upon from a web page (Admin Portal) or the Phone-based AirAllow Enclave App.

Physical Barriers (Door/Garages/Gates): These are physical barriers or checkpoints where access is controlled. In the case of gyms, it could be a standard door or gated garage. There are many physical mechanisms to secure the access point unique to your facility.

Administration: With AirAllow, security personnel are unnecessary as an owner or manager can easily manage the system from anywhere on any device.

AirAllow award-winning Automated Access Control

AirAllow was built from the ground up as a cloud phone-based security system and has been in operation since 2017 with industry-leading affordability and reliability.

AIRALLOW: EFFORTLESS, TRUSTWORTHY, SEAMLESS



Discover the benefits of implementing AirAllow's gym access control system. Our system ensures the safety and security of your gym members by providing robust physical access control. With automated access control technologies and various other features, AirAllow's system is a reliable and effective solution for ensuring gym security.

The AirAllow system is designed to prevent unauthorized access and protect your gym from potential theft and vandalism. Our system is cost-effective and easy to implement. Be sure to secure your gym - contact us today to learn more about AirAllow's gym access control system.

[Start benefiting from Automated Access Control.](#)

[Visit AirAllow.com today!](#)

Benefit - Feature Matrix

Gym Benefit	AirAllow Feature
Convenience for Members	<ul style="list-style-type: none"> • 24/7 unattended access • Use your phone, web browser, keypad, card, or key fob. • Off-peak and scheduled access • Add and invite members from your phone or admin web portal
Increased Membership	<ul style="list-style-type: none"> • 24/7 and scheduled access • One-click guest invitation • Off-peak access
Reduced Crowds	<ul style="list-style-type: none"> • Off-peak & peak access • Scheduled access
Differentiation from Competitors	<ul style="list-style-type: none"> • 24/7 access • Scheduled access • Enter using your phone, web link or traditional keypad, card, or fob • One-click guest invitations
Reduce Membership Sharing	<ul style="list-style-type: none"> • Authenticated access, using phone biometric capabilities • Eliminate card, fob, and PIN sharing • Enforce individual and scheduled access
Flexible Staffing	<ul style="list-style-type: none"> • 24/7 and scheduled Unattended access • Door locks after member enters
Training and Progression	<ul style="list-style-type: none"> • Scheduled access for focused training sessions
Enhanced Brand Reputation	<ul style="list-style-type: none"> • 24/7 and scheduled access • People expect to use their phones for almost everything • Modern access control systems add a professional touch
Potential for Special Events	<ul style="list-style-type: none"> • 24-hour access or scheduled access periods for special groups or event • Guest group invitations with authenticated, and tracked access

Enhanced Security	<ul style="list-style-type: none"> • Award-winning access control used by many cross-fit gyms • Commercial electronics controlling access • Reduce theft and vandalism
Reduced Unauthorized Entry	<ul style="list-style-type: none"> • Instantly disable access for expired memberships with a click
Capacity Management	<ul style="list-style-type: none"> • Control access to a specific group on a scheduled basis
Flexible Membership Plans	<ul style="list-style-type: none"> • Schedule access to groups or individual members scaling membership cost to access times. Possibly offer more for peak memberships • Guest invitations to drive membership or temporary access
Enhanced Tracking and Reporting	<ul style="list-style-type: none"> • Cloud archived audit trail of who enters when and administrative system activities
Improved Member Experience	<ul style="list-style-type: none"> • 24/7 unattended access • Use your phone, web browser, keypad, card, or key-fob. • Off-peak and scheduled access • Add and invite members from your phone or admin web portal • Stress relief when needed
Streamlined Staff Operations	<ul style="list-style-type: none"> • Unattended access allows staff to focus on assisting members with their training needs as opposed to checking memberships
Emergency Response	<ul style="list-style-type: none"> • Force unlock for evacuations with the click of a button
Prevention of Unauthorized Trainer Activities	<ul style="list-style-type: none"> • Scheduled access • Audit trails of who entered when

The benefits of a gym having 24-hour access

Offering 24-hour access to a gym can provide several benefits for both the gym owners and the members. Here are some advantages:

1. **Convenience for Members:** One of the primary benefits is the convenience it offers members. People have varying schedules, including shift work, busy lifestyles, or irregular hours. 24-hour access allows them to work out whenever it suits them best, accommodating a wide range of schedules
2. **Increased Membership:** By offering extended hours, you attract a broader range of potential members who may have hesitated to join a gym with standard operating hours. This can lead to an increase in membership sign-ups and retention.
3. **Reduced Crowds:** Traditional gyms often experience peak hours when the facility can become overcrowded. With 24-hour access, members can choose to work out during off-peak times, spreading out the usage and reducing crowding during busy hours.
4. **Differentiation from Competitors:** Having 24-hour access can set your gym apart from competitors who operate on regular schedules. This unique selling point can attract individuals looking for flexible options that fit their lifestyles.
5. **Targeting Specific Demographics:** Certain groups, such as medical professionals, shift workers, or students with demanding schedules, might prefer or require late-night or early-morning workouts. Offering 24-hour access allows you to cater to these specific demographics.
6. **Improved Member Retention:** Members are likelier to stick with their fitness routines when they can work out anytime. Enhanced member satisfaction and consistency can lead to better retention rates.
7. **Reduce Membership Sharing:** Reducing membership-sharing initiatives aims to maintain the integrity of the gym's revenue model by ensuring that only paying members utilize the facilities and services provided. By discouraging or preventing unauthorized access, the gym can uphold fairness, optimize capacity management, and sustain the quality of its offerings.
8. **Enhanced Brand Reputation:** Offering extended hours demonstrates your commitment to providing a convenient and customer-centric experience. This can enhance your gym's reputation and attract positive word-of-mouth referrals.
9. **Flexible Staffing:** While the gym's staff might not be present at all times, certain basic services, such as security, can still be maintained with proper surveillance systems. This can reduce staffing costs during non-peak hours.
10. **Potential for Special Events:** With 24-hour access, you can host special events, classes, or challenges during off-peak hours, increasing member engagement and creating a sense of community.
11. **Training and Progression:** Some members prefer to train during quiet hours to focus on specific exercises, techniques, or goals. With 24-hour access, they can have uninterrupted training sessions.
12. **International Travelers:** If your gym is in an area frequented by international travelers, they might appreciate having a facility they can see at any time, regardless of jet lag or time zone differences.

While there are many benefits to offering 24-hour access to a gym, it's important to consider the associated challenges, such as security, maintenance, staffing, and equipment upkeep during non-staffed hours. However, with the right systems and considerations, these challenges can be effectively managed while reaping the benefits of increased flexibility and convenience for your members.

The benefits of physical access control to a gym

Implementing physical access control systems in a gym can offer several benefits that enhance security, streamline operations, and improve the overall member experience. Here are some key advantages of using physical access control in a gym:

1. **Enhanced Security:** Physical access control systems, such as key cards, biometric scanners, or PIN codes, help prevent unauthorized individuals from entering the gym. This ensures that only valid and paying members can access the facility, reducing the risk of theft, vandalism, or other security breaches.
2. **Member Verification:** Access control systems verify the identity of members before granting entry. This helps eliminate the possibility of people sharing memberships or using fraudulent credentials to gain access, protecting the gym's revenue and resources.
3. **Reduced Unauthorized Entry:** By implementing access control, you can significantly reduce instances of unauthorized individuals entering the gym premises. This might include individuals trying to sneak in without a membership or using expired memberships.
4. **Capacity Management:** Access control allows the gym to manage and control the number of people inside the facility at any time. This is particularly useful during peak hours to prevent overcrowding, maintain a safe environment, and provide a comfortable workout experience for members.
5. **Flexible Membership Plans:** Access control systems can be configured to accommodate different membership plans, offering varying levels of access based on the member's subscription. This can include access to specific areas or facilities within the gym.
6. **Enhanced Tracking and Reporting:** Access control systems can generate detailed reports on member usage, entry patterns, and peak hours. This information can help gym management make informed decisions about staffing, class schedules, and facility improvements.
7. **Improved Member Experience:** Members appreciate the convenience and security provided by access control systems. They can enter the gym without having to wait in lines, and they know that their belongings and workouts are protected.
8. **Streamlined Staff Operations:** With access control, gym staff can focus on providing assistance and support to members rather than spending excessive time checking memberships at the entrance. This improves staff efficiency and member satisfaction.
9. **Emergency Response:** In emergencies, access control systems can help track who is inside the gym at any given time. This information can be crucial for safety and evacuation procedures.
10. **Customizable Access Rules:** Gym management can set specific access rules based on membership type, time of day, or special events. For example, certain areas might be restricted during maintenance hours or reserved for specific classes.
11. **Branding and Professionalism:** Modern access control systems add a professional touch to the gym's image, reflecting investment in member security and convenience. This can contribute to a positive brand perception.
12. **Prevention of Unauthorized Trainer Activities:** Access control can help prevent unauthorized personal trainers from conducting sessions in the gym without proper authorization, ensuring compliance with gym policies.

Incorporating physical access control systems into a gym's operations can offer a range of benefits beyond just security, ultimately contributing to a safer, more organized, and member-focused fitness environment.

Demand-based Pricing

Demand-based pricing in the context of gyms involves adjusting membership prices or fees based on fluctuations in demand and other relevant factors. This strategy allows gym owners to optimize revenue and resource utilization while catering to varying customer preferences. Here's how demand-based pricing could be implemented in gyms:

1. **Peak Hours Pricing:** Gyms often experience higher demand during certain hours, such as before or after work. By offering different pricing tiers for peak and off-peak hours, gym owners can incentivize members to use the gym during less crowded times.
2. **Membership Levels:** Introduce membership levels with varying privileges and access. For instance, a basic membership might offer access only during off-peak hours, while a premium membership grants access to peak hours as well.
3. **Seasonal Pricing:** Adjust prices based on seasonal demand patterns. During the months when people are more focused on fitness, such as after the New Year or before summer, offer promotional rates to attract new members.
4. **Variable Classes and Services:** Offer specialized classes or services (e.g., personal training, group classes, spa facilities) at different prices. Members willing to pay extra can access premium services, allowing gym-goers to choose what they value most.
5. **Promotional Events:** Host promotional events or fitness challenges during off-peak times to encourage members to attend at less crowded hours. Offer reduced pricing for these events to attract participation.
6. **Dynamic Membership Fees:** Utilize data analytics to monitor gym attendance and adjust membership fees accordingly. If attendance is consistently high, consider raising prices, and if it drops, offer temporary discounts to boost participation.
7. **Tiered Pricing for Equipment Access:** Some gyms have specialized equipment or facilities (e.g., a premium cardio section or swimming pool) that could be accessed at a higher price.
8. **Personalization:** Implement a loyalty program where long-term members are rewarded with discounted rates or access to exclusive facilities. Use customer data to tailor offers based on individual preferences.
9. **App-Based Booking:** Introduce an app-based booking system where members can reserve workout slots. Offer reduced rates for less popular time slots to encourage usage.
10. **Transparent Communication:** Communicate the reasons behind pricing adjustments to members. Transparency helps build trust and reduces negative perceptions of pricing changes.
11. **Bundle Packages:** Bundle gym memberships with other services, such as nutrition counseling or spa treatments, at varying price points to cater to diverse preferences.
12. **Special Discounts:** Offer special discounts to specific customer segments, such as students, seniors, or corporate groups, to attract a broader range of members.

It's important to implement demand-based pricing with sensitivity to your gym's customer base and market dynamics. While optimizing revenue is a crucial goal, maintaining member satisfaction and long-term loyalty should also be prioritized. Regularly analyze data, gather member feedback, and monitor the impact of pricing changes to ensure that the strategy aligns with your business objectives and customer needs.