



www.clubindustryshow.com

cie09

CLUB INDUSTRY EAST

May 28-30, 2009
Boston Convention
& Exhibition Center
Boston, MA

The Conference and Exposition for Health & Fitness Facility Management

Your Key Priorities for Selling to Fitness Professionals:



- ✓ *Meet high-level buyers with genuine purchasing authority*
- ✓ *Interact with decision makers from for profit and non-profit facilities*
- ✓ *Build awareness & brand recognition throughout the industry*
- ✓ *Demonstrate your capabilities directly to people who put your products to work*
- ✓ *Generate immediate and long-term business*

Sponsored by:

Club Industry's
FITNESS business pro

Held In
Association with:

NEHRSA

Produced by:

 Penton Media

*Exhibiting
Details
Inside*



Club Industry East Brings the Sales Action to Boston!

Delivering the Buyers You Want to Reach From All Major Professional Fitness Markets

If your priority is finding a cost-efficient vehicle to develop high-volume sales, it all begins at Club Industry East — the show that attracts high-level buyers from every type of facility.

Club Industry East primarily serves the vital East Coast market. This corridor incorporates the full range of fitness operations: facilities that account for a significant portion of the 41,000,000+ Americans who are affiliated with fitness centers.

It brings together a cross-section of serious, ready-to-buy fitness professionals: owners of individual clubs and small chains, directors of franchised locations, managers and GMs of YMCAs, consultants and staff of corporate facilities, recreation and athletic directors from colleges and schools, executives from hospital-based fitness/rehab centers, military/police/fire departments, personal trainers and many others.



Club Industry East is proud to be associated with NEHRSA, the New England Health, Racquet & Sportsclub Association. Our event has been designated as the official NEHRSA Annual Spring Conference this year. We look forward to returning to Boston and partnering with NEHRSA, the region's most influential association and a division of IHRSA, to ensure an outstanding event for all health and fitness clubs in New England.

Club Industry East Attracts Owners, Operators and Staff From:

- Health Clubs/Gyms
- YM/YWCAs/JCCs
- Corporate Fitness Facilities
- Hospitals/Sports Medicine/Rehab & Wellness Centers
- Hotel/Resort/Spa Fitness Centers
- Colleges/Universities/Schools
- Military, Police & Fire Departments
- Golf & Country Clubs
- Tennis & Racquetball Clubs
- Swim Clubs
- Reducing Salons/Weight Loss Centers
- Exercise Directors & Personal Trainers
- Developers/Operators of Apartment Complexes, Condos/Co-Ops,
- Senior Living Communities

Priority Pairing: Club Industry East And *Club Industry's Fitness Business-Pro* Help You Reach the Most Qualified Buying Audience

Club Industry's Fitness Business-Pro magazine is the information leader in the fitness business, reflecting the expanding and changing fitness landscape that extends beyond the traditional health club setting. As the independent voice of the entire fitness industry, it helps facilities of all types improve their business practices by

- bringing news, trends, analysis and ideas to industry leaders
- providing education in a variety of formats including the printed magazine, online edition e-newsletters, and special reports.

Fitness Business-Pro is instrumental – both in the planning of the Club Industry events and in utilizing its full promotional resources to publicize the show – to benefit you, our exhibitors.

Added Exhibitor Benefits Include:

- FREE listing for your company in the Show Preview issue of *Fitness Business-Pro*
- Advertiser/Exhibitors in the Show Preview edition get their logo printed on the floor plan printed in that edition.



For detailed exhibiting opportunities contact:

Sam Posa, Sales Manager (A-P)
Phone: 800-525-9154 or 913-981-6145
E-mail: sposa@clubindustryshow.com

Jerry Busker Sales Manager (Q-Z)
Phone: 203-358-4135
E-mail: jerry.busker@penton.com

Visit www.clubindustryshow.com for detailed information.

Build Your Market Share by Reaching Active Buyers



Your Products/Services are a Priority for Club Industry East Attendees

Club Industry East is the place to showcase the full spectrum of equipment/services in the commercial fitness industry.

- Strength Training Equipment
- Cardiovascular Equipment
- Testing Equipment
- Entertainment/Sound/Music
- Flooring/Carpet/Court Surfaces
- Apparel & Uniforms
- Lockers
- Food/Beverage/Nutritional Supplements
- And any other equipment, product or service sold to in the fitness industry!

Star Trac said:

"We have been busy non-stop at Club Industry East...we're seeing people from private clubs and YMCAs as well as our vertical markets, including hospitality, education, medical, government!. We're very happy with the quality of our leads: both existing customers and new clients."

*Vanessa Klapper, Co-branding Manager,
Mark Rullo, Northeast Regional Manager,
Star Trac*



Club Industry Attendees Take Action!

- 69% evaluate products/suppliers for future purchases
- 61% test new fitness equipment
- 59% research new products/services

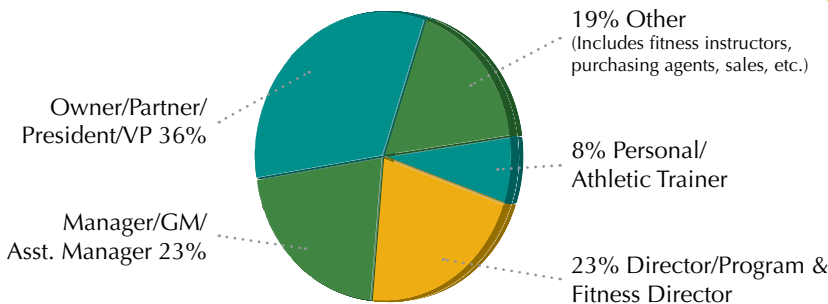
Meet Ready-to-Buy Prospects

- 61% did/will purchase products/services as a result of attending the show
- 38% will make purchases ranging from \$50,000-\$1,000,000 with exhibitors from the show

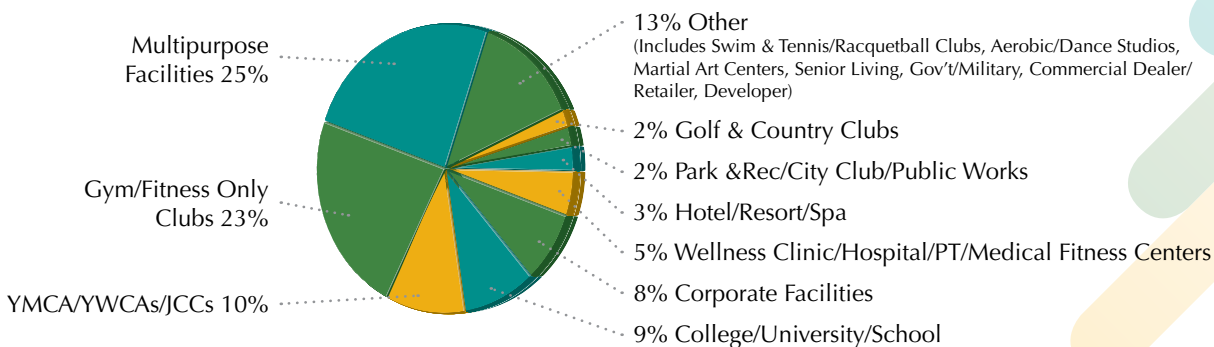
Nearly all attendees are involved in the purchase process:

- 50% make recommendations
- 45% make the final decision
- 28% specify brands

Attendee Job Titles



Type of Fitness Operation



www.clubindustryshow.com

All statistics derived from Club Industry East 2008 demographic reports & surveys



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Participating is a High-Priority Investment for Your Company

Option 1:

Exhibit Rate: \$21.00 per sq. ft. (\$2,100 per 10'x10' booth) includes:

- Draped exhibit space with 8' back drape and 3' side drapes (in-line booths)
- Company ID sign with company name and booth number
- Two (2) conference registrations for selected members of your staff or customers
- Unlimited VIP invitations for your pre-show mailings to customers
- Company listing in the pre-show issue of Club Industry's Fitness Business-Pro magazine
- Company listing on the Exhibitor List included in attendee marketing materials
- Company listings in the Show Directory
- Online Exhibitor Listing including contact information, Web link, product categories and a company description

Option 2:

Exhibit Rate: \$21.00 per sq. ft. (\$2,100 per 10'x10' booth) plus an additional \$695 also includes:

- Pre-show and post-show (2009) Attendee Mailing List for you to promote your company before and after the show
- Company logo and web site displayed in a special section of the Attendee Brochure mailed to all industry prospects
- Company name bolded on the Exhibitor List in the Show Directory
- Exhibit space highlighted with your company logo on the floor plan in the Show Directory
- A link to your company's Web site from your online exhibitor listing

Increase ROI with Added Exposure Opportunities

Build traffic at your booth and ensure the best return on your investment by taking advantage of the valuable sponsorship's offered. You can optimize your participation by including online and show directory advertising, aisle signs, or even badge lanyards. Gain additional and very valuable exposure by becoming a Premier Sponsor - create industry-wide recognition before the show, to drive attendees to your booth at the show. A complete list of opportunities is available; call your sales manager for more details.

Life Fitness said:

"We were extremely busy at Club Industry East: we launched a new high-tech family of products a dedicated website that can help motivate fitness clients Beyond the traditional fitness clubs, We've seen a variety of potential customers from YMCAs, JCCs - even the Pentagon! It has helped us build awareness and potential sales."

Laura Kerhulas, Associate Marketing Manager
Life Fitness

Exhibit Hall Hours:

Thursday, May 2812:30pm - 5:00pm
Friday, May 2912:30pm - 5:00pm
 Early Morning Workouts7:00am - 9:00am
Saturday, May 3010:00am - 2:00pm
 Early Morning Workouts7:00am - 9:00am

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