

*The Conference and Exposition for
 Health & Fitness Facility Management*

Conference: May 27-30, 2009
 Exhibits: May 28-30, 2009
 Boston Convention & Exhibition Center
 Boston, MA



Bringing You the Ideas to Stay Strong Now and Build for a Brighter Future

For most fitness operations, the challenge is to keep pace with projections made before the downturn: For others, to maintain positive growth despite it. And for some, the imperative is just to hang on until things turn around.

Whether you're for-profit club or non-profit facility, it's more important than ever to make the time to attend Club Industry East.

Our commitment is to guide you to specific solutions that enable you to:

- Manage more efficiently
- increase retention
- Attract new clients
- Build ancillary revenue

Online Invitation for FREE Exhibit Hall Admission Save \$25

Special Events Add to Your Club Industry East Experience

Keynote Address
 Thursday, May 28 • 11:45am-12:30pm

FREE TO ALL ATTENDEES

**DIET MYTHS THAT KEEP
 YOUR CLIENTS FATTER:**
 and the 101 truths that
 can save their waistslines...
 and perhaps even their lives.



Nancy Snyderman, MD,
 Chief Medical Editor, NBC News

Dr Snyderman will be doing a book signing: First 500 copies FREE!

General Session Panel
 Friday, May 29 • 11:30 am – 12:30 pm

FREE TO ALL ATTENDEES

**It IS Easy Being Green: Saving Money
 (and the Planet) with Simple Green Ideas**

Welcome Reception

FREE TO ALL ATTENDEES

Wednesday, May 27 • Seaport Hotel • 5:30 pm – 7:00 pm

Early Morning Workouts

FREE TO ALL ATTENDEES

Friday, May 29 & Saturday, May 30 • 7:00 am – 9:00 am

Participate in the Latest Group Fitness Workouts in the Exhibit Hall



FREE TO ALL ATTENDEES

Thursday, May 28 - Saturday, May 30

**NEW! Get Valuable Guidance from
 the Leading Minds in the Industry**

Ask the Experts Lounge

FREE TO ALL ATTENDEES

During Exhibit Hall Hours

Get answers to your questions in areas such as: **Finance •
 Building Ancillary Revenues • Member Retention • Keeping
 Up with the Changing Market • Sales & Marketing • And more!**

Free Exhibit Hall Admission With Advance Registration

- Register online: FREE
- Register onsite: \$25

Here's All You Need to Do to Get Your Free Admission

1. Go to www.clubindustryshow.com/east
2. Click on the Registration Link
 (2nd tab from left of top nav bar)
3. Click on green box "Register as an Attendee"
4. Complete the form,
 using PROMOTION CODE:
5. You'll receive a confirmation by email within minutes

Advance Online Registration for free admission with promotion code can be sent anytime up through the dates of the show.

Questions?

Call 800-927-5007 or 508-743-0105
www.clubindustryshow.com/east

Compliments of:

