

VIP PASS for  
**FREE Exhibit Hall Admission**  
 SAVE \$25

## Making It Work for You!

### Find Strategies That Can Make Your Business Different... and Make a Difference in Your Business!

You've managed to ride out some of the toughest economic times in memory. Now, you need to be more creative than ever, to cater to the needs of your existing clients and to find new participants.

Club Industry East will focus on showing you all of the latest ways to help deliver the superior service, innovative programming and wellness options that make everything work for you!

Since 1989, Club Industry East has provided tangible benefits for thousands of fitness pros. Rely on us to:

- Discover new industry trends
- Build your expertise and industry knowledge
- Create new vendor relationships
- Get hands-on experience with the latest equipment
- Provide the year's best opportunity to network with your peers

### Exhibit Hall Hours

|                        |                |
|------------------------|----------------|
| Wednesday, May 5 ..... | 4:00pm-7:00pm  |
| Welcome Reception..... | 4:00pm         |
| Thursday, May 6 .....  | 12:30pm-5:00pm |
| Friday, May 7 .....    | 10:00am-2:00pm |



### Special Events Add to Your Club Industry East Experience

FREE to All Attendees



#### Keynote Address A Game of Moments: Leveraging Your Advantages for Long-Term Success

Bucky Dent, NY Yankees (3-time All-Star, 2-time World Series Winner), Owner, Bucky Dent Baseball School  
 Thursday, May 6 • 11:30am-12:30pm



#### Industry Forum: Can Personal Trainers Cure Disease?



Phil Kaplan, President, Be Better Solutions, Inc.  
 Kelli Calabrese, President, Calabrese Consulting  
 Plus a Panel of Experts  
 Thursday, May 6 • 4:00pm-5:15pm



#### Keynote Address 1+1 = 3 Together, We Can Accomplish More Than On Our Own

Ali Vincent, First Female Winner of NBC's The Biggest Loser  
 Friday, May 7 • 9:15am-10:00am

#### Welcome Reception

Wednesday, May 5 • Begins at 4:00pm • Exhibit Hall  
 Network with your peers and enjoy beverages and hors d'oeuvres while talking to vendors

Sponsored by:



#### Live at Club Studio!

- Traditional/ Mixed Martial Arts Demonstrations
- Group Fitness Competition
- Boot Camp Mega-Session

Organized by:



#### Ask the Experts Lounge

During Exhibit Hall Hours

Get answers to your questions in areas such as: Finance • Building Ancillary Revenues • Member Retention • Sales & Marketing



### 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. Click the "register now" link below to register



2. Be sure to use the following promotion code when completing the form:

PROMOTION CODE:

**CV**

3. You'll receive a confirmation by email within minutes

Advance Online Registration for Free Admission with promotional code can be used at any time through the dates of the show.

### Questions?

[www.clubindustryshow.com/east](http://www.clubindustryshow.com/east)

Compliments of:

**CLUB INDUSTRY**  
 THE MAGAZINE FOR FITNESS BUSINESS PROFESSIONALS