

Explore

New Opportunities

Expand

Your Market Share

Experience

Club Industry

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CLUB INDUSTRY

The Conference and Exposition for
Health & Fitness Facility Management

October 11-13, 2007

McCormick Place, Chicago, IL

www.clubindustryshow.com



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Exhibiting
Details



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The Conference and Exposition for Health & Fitness Facility Management

Expand Your Market Share

Find New Prospects at Club Industry!

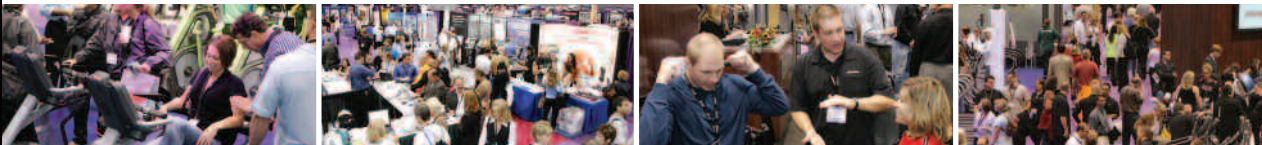
Reach a powerful audience of decision makers, from all major commercial fitness markets, both for-profit and non-profit facilities! They come to evaluate and purchase your products and services. Club Industry is the place to showcase innovation, design and solutions for the health and fitness industry.

Club Industry is the Best Return on Investment for Companies Selling Products and Services to the Commercial Health & Fitness Industry

- Over 50% of Club Industry attendees are visiting for the first time – bringing you prospects you've never seen before!
- No other trade show delivers as broad a cross-section of health & fitness equipment, products, services buyers
- The Club Industry education program is unsurpassed in its comprehensive coverage of the health & fitness industry

Trade Shows Deliver the Best Value: Bringing Buyers and Sellers Together

- Receive greater revenue per dollar spent by generating additional leads and closing more sales in the face-to-face multiple buyer environment offered by a trade show
- Save money by cutting down on number of offsite meetings and sales calls by meeting with multiple clients on the trade show floor
- Maximize effectiveness of your message by establishing face-to-face customer relationships with multiple clients in one venue
- Introduce new products, services or marketing messages to a large intent audience



Reaching Unparalleled, Qualified Audience Through Club Industry And Club Industry's Fitness Business Pro

Club Industry's Fitness Business Pro magazine, with 30,000 readers, is the information leader in the fitness business. Fitness Business-Pro reflects the expanding and morphing fitness landscape that spans far beyond the traditional health club setting – and the non-profit sector of YMCAs, JCCs and hospital-based fitness centers includes government, hotels, resorts, corporate, schools and universities, retailers and more.

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

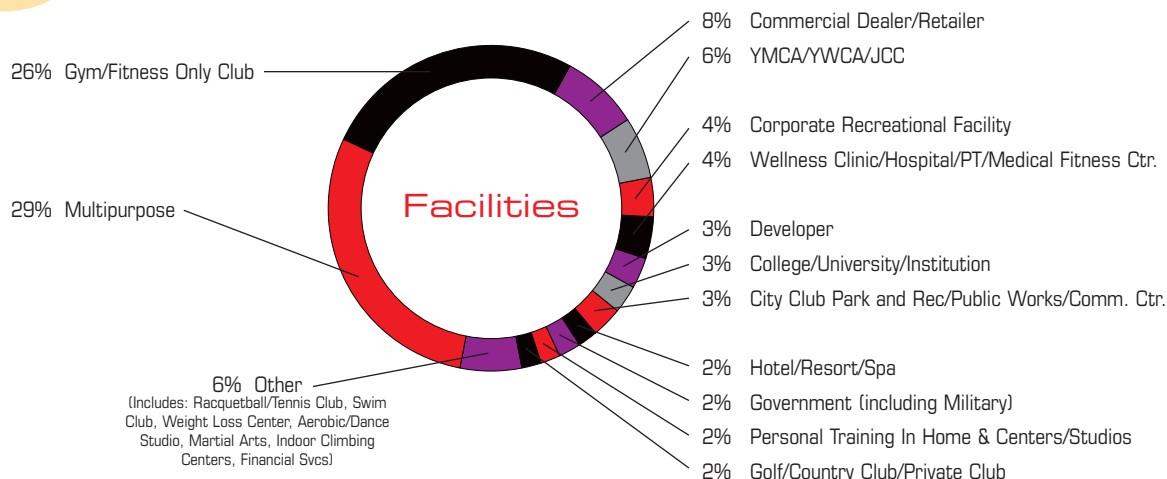
Added exhibitor benefits include:

- FREE listings for your company in the Show Preview issue of Fitness Business-Pro (exhibitors who advertise also receive a FREE editorial profile)
- Advertiser/Exhibitors in both the Show Preview Issue and Show issue get their logo on the floor plan printed in the Show Preview issue

Who is the Club Industry Attendee?

All statistics derived from Club Industry 2006 surveys and registration demographics

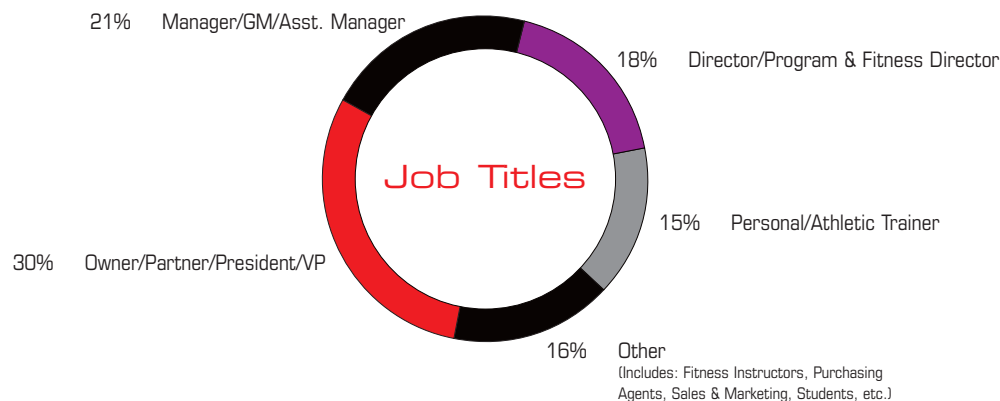
They Work in Diverse Environments - Bringing You an Array of Facility Types:



80%
have purchasing
authority

More than
70%
will spend
\$25,000
or more at or
after the show.

They are Professionals With Responsibilities in Every Niche of the Health & Fitness Industry:



60%
did/will purchase
a product/service
as a result of
attending the
show

They Are Buying Equipment, Products & Services:

- Cardiovascular Equipment • Strength Training Equipment • Food/Beverage/Nutritional Supplements • Club Management Software/Services •
- Entertainment/Sound/Music • Financial Services • Insurance • Flooring/Carpet/Court Surfaces • Spas/Tanning/Saunas • Pilates •
- Apparel & Uniforms • Lockers and Locker Room Amenities • Pro Shop Supplies • Youth Fitness Equipment • Pool Equipment •
- Programming Ideas & Solutions • Aerobic Accessories • Lifestyles Products • And Many More! •

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Exhibiting Details

Option 1:

Exhibit Rate: \$23.00 per sq. ft. (\$2,300 per 10'x10' booth)

In addition to your booth, the **Exhibit Space package** 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 (exhibitors that advertise also receive a FREE editorial profile)
- 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: \$23.00 per sq. ft. plus an additional \$695

Your company can receive added exposure to help drive additional traffic to your booth with the **Exhibit Plus package** including:

- Pre-show and post-show (2007) Attendee Mailing List for you to promote your company before and after the show
- Company name bolded in the 2007 Attendee Brochure mailed to all industry prospects
- Company name bolded on the Exhibitor List in the Show Directory
- Exhibit space highlighted on the floor plan in the Show Directory
- A link to your company's Web site from your online exhibitor listing

Find a current floor plan, exhibitor list and other show details at
www.clubindustryshow.com.



Exhibit Hall Hours:

Thursday, October 11	12:30pm-5:30pm
Friday, October 12	11:30am-5:30pm
Saturday, October 13	10:00am-2:00pm

Early Morning Workouts:

Friday, October 12	7:00am-9:00am
Saturday, October 13	7:00am-9:00am

Increase ROI with Valuable Exposure Opportunities

Build your booth traffic and ensure the best return on your investment by optimizing your participation. There are many sponsorships to choose from, here are just a few:

- Online and show directory advertising
- Aisle sign sponsorship
- Badge lanyard sponsorship
- Premier Sponsor status that offers valuable exposure with industry-wide recognition.

A complete list of marketing opportunities is available; call your sales manager for more details.

Interested in exhibiting?

Contact:

Sam Posa, Sales Manager

Phone: 800-525-9154 or
913-981-6145

Fax: 913-514-3818

Email: sposa@clubindustryshow.com