

*Show the fitness world your
style, versatility and value*

Exhibit at the new...



at

ci09
CLUB INDUSTRY

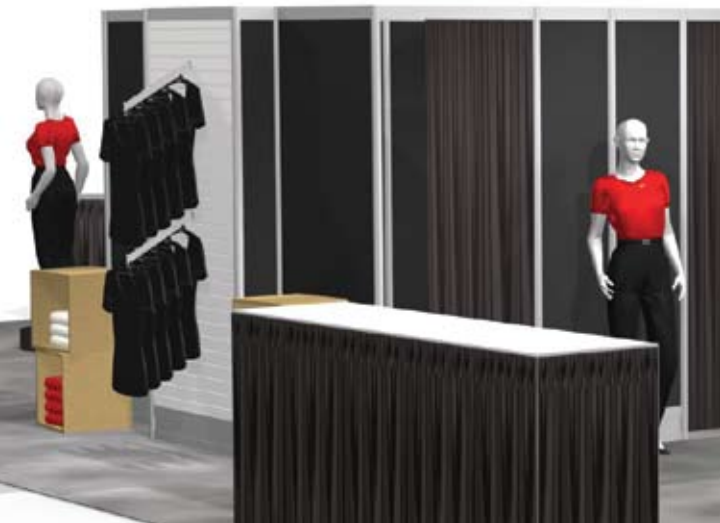
Conference: October 14-17, 2009
Exhibits: October 15-17, 2009
McCormick Place • Chicago, IL
www.clubindustryshow.com/national

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FITNESS business pro



Show Your Latest Styles at the Place Where Fitness, Fashion and Function Meet

The US fitness clothing market has experienced steady growth with the fusion of fitness and performance and the advances in technology and materials in the manufacturing of apparel. Factors such as multi-functionality, convenience, and fashion drive the sports apparel segment.

Branded apparel in the US is a billion dollar industry for men, women and children. This concept has crept into their lifestyle and customs. Growing fitness awareness among the aging baby boomer population in the country spurred higher levels of sports and fitness activities. This has spurred health club participation among the 50+ age group.

And with the ongoing popularity of personal training and group fitness in clubs, image-conscious trainers and instructors are prime customers for the latest fitness apparel, as well as important fashion influencers for their clients.

This makes the health club environment – and Club Industry in particular – a market with significant growth potential for manufacturers and distributors.



**“Club Industry has proven, year after year,
to be a great lead-generating show.”**

*Beatriz Pares, President
BLUEFISH Activewear*



Make Sales to Trainers And Decision Makers From Every Type of Fitness Facility

The Club Industry trade show is a prime destination for trainers and instructors representing every type of fitness facility, including:

- Private clubs
- Tennis facilities
- Hotels ,resorts & spas
- Wellness centers
- YM/YWCAs/JCCs
- Golf and country clubs
- Colleges, schools & universities

In addition, owners, manager and directors of operations in these categories will be looking for fashion-forward apparel, both for personal use and to offer in pro shops.

Club Industry attendees come prepared to make purchases on the exhibit floor, so you have the opportunity to make immediate direct sales as well as build important new leads.

Actions Taken by Club Industry Attendees

69% research new products

66% evaluate products/suppliers

62% make purchases as a result of attending



Your Participation in the Fitness Apparel Mart Includes All of the Following:

- Special area with distinctive signage
- Company ID sign at your table
- 6' draped table
- One chair
- Fitting room
- Listing in Official Show Directory

Participants in the Fitness Apparel Mart will be listed in a special section in the Official Show Directory and have their names prominently displayed on onsite signage. In addition, an email on this exciting new area will be sent to all pre-registered attendees.

Price: \$1,695

For an additional \$300, you can also have a quarter-page ad in a special Fitness Apparel Mart section of *Club Industry's Fitness Business Pro*, the leading publication in professional fitness.

Exhibit Hall Hours:

Thursday, October 15..... 12:30pm-5:30pm

Friday, October 16..... 11:30am-5:30pm

Saturday, October 17 10:00am-2:00pm

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