

Live at
Club Studio
GROUP X GALLERY



Club Industry 2010

October 7-8, 2010 • McCormick Place • Chicago, IL

CALL FOR CONTESTANTS!

SHOW THE FITNESS WORLD WHAT YOU'VE GOT!

Got talent? Let your peers see it! Bring your best team to demonstrate your facility's most original group exercise class in an exciting competition that will be staged in front of an audience of fitness professionals from all over the nation and broadcast to an even larger Internet audience

WHAT IT IS:

15-to-20 minute demonstrations to be held in the Club Studio Group Fitness area on the Club Industry exhibit floor, featuring individual clubs showcasing their best and most original group fitness programs.

JUDGMENT CRITERIA:

- **Originality**
- **Quality of elements** (i.e. is this working muscle groups as it's supposed to?)
- **Execution of the instruction** (including connection with participants, skilled cueing, motivating, choreography, and personality/performance techniques of the instructor.)
- **Benefits to member** (Is the member having fun?)
- **Benefits to facility**

All participating companies involved will receive all of the following benefits:

- **Industry-wide exposure** by performing at a major fitness event, in front of a mass audience of fitness pros
- **Free registration for the Club Industry exhibit hall** for your entire demo team: you can also bring along an added group to cheer them on.
- **Pre-show publicity** for your performance and your facility on both the show website, www.clubindustryshow.com/national and the magazine website, www.clubindustry.com, as well as in pre-show emails deployed to thousands of prospects and registered attendees
- **Onsite publicity:** Your facility name /program published in the Official Show Directory, distributed to all attendees and displayed on high-visibility signage at the show.
- **Post-show publicity:** The competition will be summarized in both the print and digital post-show editions of *Club Industry* magazine as well as on the website.
- **Handsome commemorative plaque** sent to all winners to be displayed in their facility
- **Video of the performances** will be shown on both the show and magazine website and be made available to you for further use.

The program must be *original* (no licensed programs), and it must be *exclusive to your club or chain*. Participants must bring any equipment needed for the program, as well as staff to demonstrate the program. Club Industry will provide needed audio support: CD player/ iPod hookup, headset microphone and sound system.

TO PARTICIPATE:

Contact Cristina Cotto at cristina.cotto@penton.com or 570-996-6031

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