



MOVING FORWARD

CLUB INDUSTRY



2010

THE CONFERENCE AND EXPOSITION FOR FITNESS BUSINESS PROFESSIONALS

Conference: October 6-8

Exhibits: October 7-8

McCormick Place • Chicago, IL

www.clubindustryshow.com/national

Discover the New Directions of the Market

Fitness facilities of all types must adapt to the changes that have had a permanent effect on the way business is done. To position your business for success, you need to know:

- The right marketing strategies to employ
- How to build a pipeline of new prospects via the Internet and social networking
- The best ways to streamline business processes and reduce costs
- Updated sales techniques to meet today's priorities
- The latest retention methods to meet the changing needs of existing members

That's the type of information that you get only by attending Club Industry.

Exhibit Hall Hours

| | |
|-----------------------------|--------------------|
| Thursday, October 7 | 11:00 am - 6:00 pm |
| Friday, October 8 | 11:00 am - 5:00 pm |
| Early Morning Workout | 7:00 am - 9:00 am |

NEW!
More concise schedule

SPECIAL EVENTS



Keynote Address

Richard Simmons

America's Most Fun Fitness Authority

Shaping a More Fit World: How to Create an Environment That Motivates

Thursday, October 7 • 10:00am-11:00am



Immediately preceding Keynote Address:

Lifetime Achievement Award: Curt Beusman

Founder the Saw Mill Club (Mt. Kisco, NY), Sportsplex (New Windsor, NY) and Stamford Athletic Club (Stamford, CT)



Keynote Address

Bill Rancic

Author, Entrepreneur and First Winner of "The Apprentice"

You Don't Have to Be Corporate to Think Like an Entrepreneur

Friday, October 8 • 10:00am-11:00am



During exhibit hall hours
See the hottest new group fitness activities from some of the most innovative facilities in the industry.



Welcome Reception at the House of Blues

Wednesday, October 6
5:30pm-7:00pm



Ask the Experts

During exhibit hall hours
Free consultations with speakers and leading authorities: get your questions answered.



15 Seconds of Fame

NEW! During exhibit hall hours
Share your top marketing strategies in video interviews; receive a DVD with all comments.

VIP GUEST PASS
for **FREE Exhibit Hall Admission**

SAVE \$35

Compliments of:

CLUB INDUSTRY
THE MAGAZINE FOR FITNESS BUSINESS PROFESSIONALS

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

1. Click on the Register Now Link
2. Be sure to use the following promotion code when completing the form
PROMOTION CODE:
WC
3. You'll receive a confirmation by email within minutes

Questions?

Phone: 508-743-0105 or
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