



SIBEC⁰⁹
North America

September 12 to 15, 2009, The Langham Huntington Hotel & Spa, Pasadena, CA

A Review of **SIBEC** North America 2009

This was the 7th North American **SIBEC** event which brought together over 100 delegates.

SIBEC NORTH AMERICA, an innovative 3-day forum of one-on-one pre-scheduled meetings, brought together leading club owners and operators of medium-to-large health, recreation, sports & fitness organizations to meet by appointment leading national and international supplier companies to talk business and network in a way that is simply not possible at trade shows and conferences. A common shared quote was, *"It's like speed dating, yet the outcome is immediate and very positive."*

Each day is planned in a way that allows attendees to meet, either through arranged meetings or through some of the special networking sessions.

To reserve a place at **SIBEC** North America 2010 or for more information please contact: **Rob Shannon, SIBEC Director**
Tel: 603 529 0077, Email: info@sibecna.com www.sibecna.com

SIBEC North America 2009 consisted of:

Educational Sessions

The event kicked off with a presentation by Rick Caro, President of Management Vision Inc and a founder of IHRSA. "Why People Join Vs. Don't Join Clubs & Why They Stay- Latest Consumer Trends." The presentation encompassed highlights from new research never presented before, the break-downs by the Gen-Y, Gen-X and Baby Boomers categories and a study of leisure types of consumers. The round table discussions that followed evoked ideas, opinions and insights from minds of the fitness industry's best.

Meetings

There were over 1650 one-on-one meetings between the buyers and vendors who had pre-selected who they wanted to meet and also met each other informally through the many networking sessions over the 3 days.

Business Speed Dating

For a full hour, suppliers visited with buyers of their choice for short, targeted meetings. This allowed suppliers to supplement their one-on-one meetings by simply going to any buyer's table of interest to them.

Teambuilding

The objective of the teambuilding was for delegates to get to know one another on a "level playing field" in a very informal, relaxed and fun environment. Delegates were split into teams of carefully selected buyers and suppliers to compete in a unique "NASCAR" teambuilding event which consisted not only of designing and building a car, but promoting it and racing it against the other teams. This event really brought out the creative and COMPETITIVE side of the delegates!

The outcome

The overwhelming feedback from everyone that attended, pointed to **SIBEC** being extremely productive, unparalleled value for money and more enjoyable than most established industry events.

Below are lists of the attendees, their feedback and some information on next year's event.

For lists of delegates confirmed for current events please contact **Rob Shannon:**
rob@mcleaneventsinternational.com

Club Operators that attended **SIBEC** North America 2009

24 Hour Fitness	Norwegian Cruise Lines
ACAC Fitness and Wellness	Plus One Health Management
California Family Fitness	Pro Sports Club
Canyon Ranch	Sport & Health Company
Cincinnati Sports Club	Sport City Mexico
Club H Fitness LLC	Stone Creek Club & Spa
Club One	The Alaska Club
ClubCorp	The Atlantic Club
Columbia Association	The Essex Resort and Spa
Crunch Fitness	The Gym
East Bank Club	The Health Club Company
Elmwood Fitness Center	The Houstonian Club
Equinox	The Ritz-Carlton Hotel Company
Extreme Fitness	The Weymouth Club
Gold's Gym	Titan Fitness
Gold's Gym	Total Woman
Healthworks Fitness Centers	Town Sports International Inc
Hockessin Athletic Club	Vida Fitness
International Fitness Holdings, Inc. / World Health	Vision Bridge
Leisure Sports Inc	Wellbridge
MEDIFIT	Western Athletic Clubs
Merritt Athletic Clubs	Wisconsin Athletic Club
Midtown Athletic Clubs	WTS International
Mountainside Fitness	Zenith Fitness Inc

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What the Club Operators said about **SIBEC** North America

SIBEC is an outstanding vehicle for me to stay current in the industry. It allows me to focus on purchasing decisions while I am not distracted by the day to day operations of running my business that I would be when I am in my office.

John A. Morris - The Essex Resort and Spa

It was 2 weeks of professional development in a 2 day period.

Tom Fiorini - Cincinnati Sports Club.

The most efficient and effective way to bring two parties together for not only business but the start of new friendships.

Greg Thorn - GoodLife Fitness

By far the best meeting forum out there. **SIBEC** provided a streamlined ability to meet with vendors and develop relationships that would otherwise take months.

Ryan Dona - The Ritz-Carlton

Not a trade show but an event.

Vince Cirello - Equinox

By focusing my energies for two full days, it saves me time and money in the long run each year

Terry Dezzutti - Merritt Athletic Clubs

In a short time I was able to meet many vendors that will help me run my business better.

Jack Tawney - Harbor Square Athletic Club

SIBEC was an action packed business generating meeting with suppliers and Fitness Senior Managers working together to find solutions. It was an environment that fostered other clubs and other suppliers working together to grow the business- which I feel was accomplished by everyone.

Kevin P. McHugh - The Atlantic Club

I look forward to this event more than any other. Its better than attending a trade show and the educational sessions are "right on".

Joseph Rossie - East Bank Club

SIBEC is a great forum for forging long term relationships within the industry.

Chris Craytor - ACAC Fitness and Wellness

Overall, I enjoy attending the **SIBEC** event over attending conferences. I feel that I get more out of these couple days of meetings with key industry leaders and vendors than I do out of a week long convention.

Jeff Skeen - Titan Fitness

SIBEC is the best social networking event of the year.

Randy Strassel - Elmwood Fitness Center

SIBEC is truly the best way to meet with lots of relevant partners/vendors in the most efficient manner.

Ron Woolard - ClubCorp

SIBEC continues to provide the best relationship-building event for top club operators and suppliers in the industry. Attendees can't help but get to know each other well during this three day intimate event and the relationships established nearly always lead to future business.

Herb Lipsman - The Health Club Company

SIBEC NA 2009, is an exceptional forum for bringing together industry players from both the operator and vendor arenas. This forum enables efficient dialogue, initiation as well as reactivation of relationships, and learning. Although the educational seminars are robust, most learning is through dialoging with industry peers and vendors. A worthwhile event!

Faheem Gwadry - International Fitness Holdings, Inc.

Visit www.sibecna.com to view the details of how **SIBEC** works and the event program.

Suppliers at **SIBEC** North America 2009

A-1 Textiles
Ab Coaster LLC
ABC Financial Services Inc
Absolo Management LLC
Advecor Inc
American Council on Exercise
American Specialty Health (ASH)
Balanced Body Pilates
BodyMedia
CheckFree - now part of Fiserv
CSI Software
CYBEX International
Espresso Fitness
First Credit Services Inc
GOJO Industries Inc
GRAVITYR by efi Sports MedicineR
Hampton Fitness Products
Hoffman / Insure Your Club
HydroMassage
INTOUCH Technology
Iron Grip Barbell Company
Keiser Corporation
Korr Medical Technologies
Les Mills International Ltd
Life Fitness
Matrix Fitness Systems
MotionSoft Inc
Motus USA
Octane Fitness
Paramount Fitness Corporation
Peak Pilates
Perform Better
Power Systems
Precor Inc
Premium Performance Training
QuanComm Inc
SPRI Products Inc
Star Trac
Stone Hearth Fitness
STOTT Pilates®
Technogym USA
The Green Revolution, Inc
TMI Salt Pure Corporation
Ultrasun USA Inc
Visual Fitness Planner
Woodway

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What the Suppliers said about **SIBEC** North America

SIBEC The most effective 2 days you ask for in a 365 day work year.

Robert Hornbuckle - Hampton Fitness Products

SIBEC continues to be the premier vehicle for business connections in the Health Club Industry.

Timothy Petsch -TMI Salt Pure

The format is the most effective and productive way to meet industry insiders.

Jim McIntyre - Paramount Fitness

If you are looking for 3 days of quality meetings and networking which carry the potential for BIG sales, SIBEC is the place.

Sean Gagnon - VP Ab Coaster LLC

SIBEC was the single best sales/marketing investment our company has made in attracting the large operators to our services.

Greg Dowd - Advecor, Inc.

This platform is by far the best environment to meet key industry buyers.

Dave Zachry - Octane Fitness

SIBEC was a great way for us to meet with major club chain decision makers who are otherwise extremely difficult to get an appointment with. We were able to have focused and meaningful meetings with 5 of the top 100 fastest growing club chains in the country, and they all were extremely open and interested in doing business with us.

Paul Errigo - First Credit Services, Inc.

SIBEC is the perfect venue for getting to know potential customers in an environment that promotes open discussion in order to determine if there is a natural fit for us to do business.

Jesse Campanaro - GRAVITY by efi Sports Medicine

SIBEC NA is a great format which offers companies the opportunity to meet face to face with decision makers. We can't ask for anything more.

John Brock - Perform Better

This is a great event to meet the buyers it would take months to get in front of.

Dennis Holcom - ABC Financial

A rare opportunity to be in the company of the future of the industry. We leverage the learnings we gain and relationships we begin at this event all year long.

Michael Hanes - GOJO Industries, Inc.

SIBEC NA is hands-down the most effective and professionally orchestrated business event we attend. It is an integral part of our marketing strategy. We welcome the opportunity to interact with our fitness industry leaders who represent our target market.

Mike Campetelle - Body Training Systems

SIBEC is one of my favorite industry events.

The unique offering and relaxed business atmosphere is so wonderful to experience. After four **SIBEC** events, I am a total believer and recommend this to any vendor and or client in the business.

Sal Pellegrino - Les Mills International

By far, this event is our best invested marketing dollar spent. We intend to NEVER miss this event...

Daron Allen - Visual Fitness Planner

Visit www.sibecna.com to view the details of how **SIBEC** works and the event program.

SIBEC NORTH AMERICA 2010 event will take place:

SIBEC – September 23 to 26

at the Chateau Elan Winery & Resort, Braselton, GA

SIBEC¹⁰

PROVISIONAL SCHEDULE

Thursday September 23

All day Arrival of all delegates
07:30am Welcome Dinner for all

Friday September 24

07:30am - 08:25am Continental Breakfast
08:30am - 09:30am Seminar
09:30am **SIBEC** Help Desk opens
09:30am - 09:45am Coffee Break
09:45am - 12:15pm One-to-One Meetings Program
12:15pm - 01:15pm Lunch
01:15pm - 03:40pm One-to-One Meetings Program
04:30pm - 06:30pm Fun Team Building Activity
07:00pm - 08:30pm Drinks Reception – free networking evening

Saturday September 25

07:30am - 08:25am Continental Breakfast
08:30am **SIBEC** Help Desk opens
08:35am - 11:15am One-to-One Meetings Program
11:15am - 11:30am Coffee Break
11:30am - 12:30am Business Speed Dating
12:30pm - 01:30pm Lunch
01:35pm - 03:25pm One-to-One Meetings Program
03:30pm - 03:45pm Coffee Break
03:50pm - 05:25pm One-to-One Meetings Program
05:30pm - 07:25pm Free Time/Networking
07:30 Farewell Dinner

Sunday September 26

Free day to enjoy resort and departure of delegates

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www.mcleaneventsinternational.com

MCLEAN EVENTS AROUND THE WORLD

Please indicate below which events may be of interest to you and fax this back to **603 484 9154**

 **SPATEC** Spring¹⁰
North America


North American Spa & Beauty Industry
February 25-28,
The Ritz-Carlton Key Biscayne, Key Biscayne, FL
www.spatecna.com

 **SIBEC** ¹⁰
North America

North American Health & Fitness Industry
November 6-9,
Grande Real Santa Eulalia, Portugal
www.sibecna.com

 **HOTEC** Operations¹⁰
North America

**North American Hospitality Industry –
Operating Supplies and Food & Beverage**
March 25-28,
The Ritz-Carlton Lake Las Vegas, Henderson, NV
www.hotecna.com

 **SPATEC** Fall¹⁰
North America

North American Spa & Beauty Industry
September 12-15, The Langham Huntington
Hotel & Spa, Pasadena, California
www.spatecna.com

 **SPATEC** ¹⁰
Europe

UK & European Spa & Beauty Industry
14th to 17th April 2010
Le Meridien Lav, Split, Croatia
www.spateceu.com

 **HOTEC** ¹⁰
Europe

European Hospitality Industry
November 6-9,
Grande Real Santa Eulalia, Portugal
www.hoteceu.com

 **HOTEC** ¹⁰
Middle East

Middle East Hospitality Industry
May 7th-10th
Swissôtel Grand Efes, Izmir, Turkey
www.hotecme.com

 **SIBEC** ¹⁰
Europe

European Health & Fitness Industry
November 6-9,
Grande Real Santa Eulalia, Portugal
www.sibecuk-euro.com

 **HOTEC** Design¹⁰
North America

**North American Hospitality Industry –
Design & Development**
June 10-13,
The Ritz-Carlton Key Biscayne, Key Biscayne, FL
www.hotecna.com

 **HOTEC** ¹⁰
Asia

Asian Hospitality Industry
Date TBC
Venue TBC
www.hotecasia.com

**One of the team members will contact you in
the coming weeks to discuss your interest.**

**Thank you
McLean Events International**

Your Contact Details: (Please print clearly)

Company:

Name:

Email:

Tel: Cell: