



SIBEC¹⁰
North America

September 23 to 26, 2010, The Chateau Elan Winery & Resort, Braselton, GA

A Review of **SIBEC** North America 2010

This was the 8th 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, *"I get 6 months worth of work done in 2 days!"*

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 or for more information please contact: **Rob Shannon, SIBEC Director**

Tel: 603 529 0077, Email: info@sibecna.com www.sibecna.com

SIBEC North America 2010 consisted of:

Educational Sessions

The event kicked off with a presentation by Rick Caro, President of Management Vision Inc and a founder of IHRSA. What Are the Latest Trends in the Fitness Industry? The presentation encompassed highlights from new research, consumer trends, member trends, club trends and participation trends. 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 suppliers 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, buyers visited with suppliers who wanted to meet with them but a one-on-one meeting couldn't be arranged. These were short, targeted meetings that proved to be some of the best networking of the event.

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 "Drummin' in the Sun" team building event hosted by the Drum Cafe. Each delegate was given an African drum and within 15 minutes the entire group was making music together. Later in the event, the teams split up to create their own music and dance to present to the group. 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**](mailto:rob@mcleaneventsinternational.com)

Club Operators that attended **SIBEC** North America 2010

24 Hour Fitness
ACAC Fitness and Wellness
Akron General Lifestyles
Alaska Club, The
American Leisure Corporation
Atlanta Fitness
Atlantic Club, The
Baptist East / Milestone Wellness Center
California Family Fitness
Chelsea Piers
Club Corp
Club One
Cooper Fitness Center
Corporate Fitness Works
DMB Sports Clubs
Equinox
ESPA International
Extreme Fitness
Fitness First Healthclubs
Fitness Formula Clubs
Franco's Athletic Club
GGFA
Gold's Gym International
Golds Gym South Columbia
Goodlife Fitness Clubs
HealthQuest
Healthworks Fitness Centers
International Fitness Holdings Inc
/ World Health
JCC Association
L&T Health & Fitness
Leisure Sports Inc
Lifestyle Family Fitness Centers
Millennium Partners Sports Club
Management
Miramont Lifestyle Fitness
Morgan Run Resort & Club
Mountainside Fitness
MVP Sports Clubs
Newtown Athletic Club
Oakwood Athletics Club
Onelife Fitness
Plus One Health Management
Power Wellness Management
Pro Sports Club
Rosewood Crescent Hotel/Spa
at the Crescent
Rush Fitness, The
Sport City
Steiner Leisure
Tennis Corporation of America (TCA)
Titan Fitness
The Ritz-Carlton Hotel Company
The Ritz-Carlton Spa
Town Sports International Inc
Vida Fitness
Villa Sport Athletic Club and Spa
Wellbridge Company, The
Western Athletic Clubs
Wisconsin Athletic Club
WTS International

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

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

SIBEC continues to provide Club Senior Managers the opportunity to network with their peers in the industry and discuss in a very open and positive environment issues that they are facing. AT **SIBEC**, the level of sharing ideas and voicing of concerns is unparalleled. I have always left **SIBEC** energized and better equipped to further build our business.

Kevin P. McHugh – The Atlantic Club

Excellent venue to meet the Fitness Industry leaders and sellers and share ideas and build relationships.

Dann Sawa – GoodLife fitness

SIBEC is my favorite industry event! It is an ideal setting to strengthen business relationships and learn more about new products and services.

Allison Flatley – L&T Health and Fitness

SIBEC is a unique format for developing relationships with key suppliers and industry leaders. The environment permits a laidback feel but produces a high energy, effective, productive and FUN two days of networking. I can't wait for next year!

Greta Wagner – Chelsea Piers

Informative, productive, educational, and fun. A great way to meet vendors, learn about products, make connections and enhance business.

Marsha Taplett – Rosewood Crescent Hotel

It was the best one I've been to yet and I was able to move several established relationships forward and begin several new ones. **SIBEC** 2010 was a productive good time.

Jeremy Brutus – American Leisure

SIBEC 2010 brings all the elements in running a successful fitness business under one roof, the best suppliers, the biggest buyers and the opportunity to network and form relationships not only with people from the other side of the fence but with your competition. It puts you at a table either in business or socially with people you otherwise may never meet.

Tim Dux – Steiner Leisure

SIBEC 2010 was one of the best uses of my time this year. I feel that I took valuable information back to my organization. It can be so easy in this business to get lost in the day to day operations of our individual organization and forget about what the industry is doing. **SIBEC** is a wonderful way to get in touch with professionals that live and breathe fitness too.

Robyn Klawitter – Mountainside Fitness

I would much rather attend **SIBEC** than the traditional industry shows.

Jeff Skeen – Titan Fitness / Golds Gym

The event was exactly what I was told to expect. A first class experience and plenty of time to meet with vendors and operators.

Mike Reardon – Oakwood Athletic Club

SIBEC is one of the best organized industry venues for connecting buyers with suppliers that I have ever attended.

Ed Trainor – Town Sports International.

SIBEC NA 2010 was a well organized, professionally run event, bringing together quality suppliers and buyers in a unique, but fun format to meet and share ideas and specific business needs for the future. Great experience!

Chris B. Bailey – 24 Hour Fitness USA, Inc.

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

Suppliers at **SIBEC** North America 2010

Ab Coaster LLC	Matrix Fitness Systems
ABC Financial Services Inc	Med-Fit Systems Inc
Advecor Inc	MotionSoft Inc
American Specialty Health	Octane Fitness
Balanced Body Pilates	Paramount Fitness Corporation
Beyond Yoga	Parisi Speed School
Concept2 Inc	PaviGym America Corp
CSI Software	Perform Better
CYBEX International	Power Plate Inc
dotFIT Worldwide	Power Systems
eXerp	Precor Inc
Fabiano Designs	Premium Performance Training
First Credit Services Inc	PTontheNET
Fiserv	Quancomm
Fitness Equipment Depot World	SPRI
Glide Fitness Products Inc	Star Trac
GOJO Industries Inc	Sunlighten
GRAVITY [®] by efi Sports Medicine [®]	Technogym USA
Harbor Linen	TMI Salt Pure Corporation
Hydromassage	Towel Tracker
Interactive Fitness Holdings	Trixter North America Inc
Keiser Corporation	Tuff Stuff Fitness Equipment Inc
KORR Medical Technologies	Ultrasun USA Inc
Life Fitness	Visual Fitness Planner
Mad Dogg Athletics / Peak Pilates	Woodway
Marpo Kinetics Inc	

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

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

Hands down the best trade show in which I've ever participated, as a buyer or a vendor. Extremely productive and very well run.

Matt Braswell – Nautilus

SIBEC is one of the top events in the Fitness Industry and is an event to not Miss!

Aaron Moser – Perform Better

This was my first **SIBEC**. It was incredibly successful for us, about 95% of the buyers didn't know our company and products and all showed great interest. It opened the doors to us.

Mario Scade – Pavigym America Corp

SIBEC is the best place to create new friendships while conducting business year after year.

Brad Thorp – Balanced Body Pilates

A real pleasure, I would recommend anyone in our industry to attend if for nothing more than the exposure.

Brett Athey – Glide Fitness Products

Well managed and presented with a wide range of interesting and interested buyers. High energy throughout the event from start to finish.

Jim McIntyre – Paramount Fitness Corp

SIBEC is a terrific event to network with the movers and shakers in our industry. Rob and the **SIBEC** team are awesome!

Michael Ritter – The Ab Coaster Company

This was my first **SIBEC** show and I must say that I was pleasantly surprised. The level of engagement from the buyers and suppliers shows just how passionate we all are about this industry. Thank you for giving both parties the forum to review innovative solutions to make the Health and Fitness industry the best it can be!

Pat Noonan – GOJO Industries

Very well run and managed. Great people who took care of all the details. I really liked how the meetings were monitored to ensure that all appointments were met and none were missed.

Michael Loch – TuffStuff Fitness Equipment Inc

Still the best ROI of any trade-show in the Fitness industry.

Brian OLeary – Fiserv

This was my fourth **SIBEC** and I may sound like a broken record, but this event is so much better than any trade-show. I accomplish more in this weekend! The one on one meetings are, as they say, priceless! Another great venue! Thank you **SIBEC** Team!

Andy Hubbard – Power Systems, Inc.

SIBEC provided an educational and entertaining atmosphere with plentiful networking opportunities that served as the foundation for future business endeavors and friendships. Great event – see you next year!

Nikki Layke – Motionsoft

SIBEC is the fitness industries leading meeting forum for buyer / suppliers.

Dave Zachry – Octane Fitness

SIBEC 2010 was an incredible way to jump start our new venture and meet key decision makers in the Club industry.

Sue Pemberton - Towel Tracker LLC

The best invested dollar that our company spends each year. We have never missed a **SIBEC** in North America... we have attended everyone since New Orleans... and we include this event in our budget as a standard, annual marketing expense.

Daron Allen - Visual Fitness Planner

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

SIBEC NORTH AMERICA 2011 event will take place:

SIBEC – September 22-25, 2011

SIBEC¹¹ PROVISIONAL SCHEDULE

Arrival Day

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

Day 1

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

Day 2

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

Departure Day

Free day to enjoy resort and departure of delegates

MCLEAN EVENTS AROUND THE WORLD

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



SIBEC¹¹

UK

May 25 – 26, 2011
Marriott Forest of Arden,
Warwickshire, UK
www.sibec.co.uk



CONFECblue¹¹

European Buyers
European Suppliers

June 23-26, 2011
Venue TBC

www.confecblue.com



HOTEC¹⁰

Europe

October 6 – 9, 2010
Grande Real Santa Eulalia Resort
& Hotel Spa, Albufeira, Portugal
www.hotecna.com



SIBEC¹¹

North America

September 22-25, 2011,
Venue to be confirmed
www.sibecna.com



SPATEC¹¹

Asia

February 16 – 19, 2011
Shangri-La Rasa Ria Resort
Kota Kinabalu
Malaysia
www.spatecna.com



HOTEC¹⁰

Asia

October 20 – 23, 2010
Shangri-La's Rasa Ria Resort,
Kota Kinabalu, Malaysia
www.hotecna.com



SIBEC¹¹

Europe

Date to be confirmed
Venue to be confirmed
www.sibecna.com



SPATEC Spring¹¹

North America

March 30 – April 2, 2011
The Chateau Elan Winery &
Resort, Braselton, Georgia
www.spatecna.com



HOTEC Operations¹¹

North America

March 16 – 19, 2011
The Ritz-Carlton Orlando,
Grande Lakes, Florida
www.hotecna.com



CONFECgreen¹¹

UK Buyers
UK & Ireland Suppliers

September 1 – 2, 2011
Venue to be confirmed
www.confecgreen.com



SPATEC¹¹

Europe

May 4 – 7, 2011
The Corinthia Hotel Budapest,
Budapest, Hungary
www.spatecna.com



HOTEC¹¹

Middle East

April 15 – 18, 2011
Le Meridien Amman,
Amman, Jordan
www.hotecme.com



CONFECred¹¹

UK Buyers
European Suppliers

February 3 – 6, 2011
The Don Carlos Leisure
Resort & Spa, Marbella, Spain
www.confecred.com



SPATEC Fall¹¹

North America

September 21 – 24, 2011
The Ritz-Carlton Laguna Niguel
Dana Point, California
www.spatecna.com



HOTEC Design¹¹

North America

June 8 – 11, 2011
The Ritz-Carlton Laguna Niguel,
Dana Point, California
www.hotecna.com

Your Contact Details: (Please print clearly)

Company: _____

Name: _____

Email: _____

Tel: _____

Cell: _____