



12-13 May 2010, Forest of Arden Marriott, Birmingham, UK

Your VIP invitation

...to the premier meeting
forum for the leisure, health
and fitness industry.





Hello and
welcome to





You are invited to be our guest at a meetings forum for UK education and public leisure centre operators

As our guest you will:

- Be able to review the supplier market through pre-selected one-to-one meetings
- Forge business relationships and partnerships in a setting that is dedicated to improving understanding and delivery
- Obtain significant market intelligence that is not available in books, reviews or articles, but is uniquely gained through the focus of the **SIBEC** event
- Gain more value from the investment of 1½ days than you ever thought possible.

“In creating more active communities we need to share, learn and innovate.”



SIBEC UK was possibly the most beneficial two days of business out of the office that I can ever remember attending. The meetings were very productive and the free time and breaks allowed for informal meetings which were also beneficial. Some great contacts, excellent attendees and very well organised.

Gem Bonnett,
Impressions Fitness Suites Brand Manager,
Huntingdonshire District Council





The premier meeting forum for the Health and Fitness Industry

What is **SIBEC UK**?

SIBEC UK is a one-to-one meeting forum for key health, fitness and leisure operators in local authority, leisure management, education and trust markets, and the leading suppliers.

SIBEC UK is one of 16 business forums organised by McLean Events. This successful formula has been supporting the sector for over 10 years. Based upon pre-selected face-to-face meetings it puts you in the driving seat of your agenda.

...because time is an operator's most precious commodity.



SIBEC UK was by far the most productive event of all I have previously attended. The mix of suppliers was perfect and has led to many contacts who I will be meeting with over the coming months. Thank you!

Graham Holmes,
Director of Sport & Recreation,
University of Kent



Who will you meet at **SIBEC** UK 2010?

Over 50 leading domestic and international supplier companies covering 25 product and service categories including: apparel, designers and architects, flooring and locker room solutions, amenities, membership services, software and technology, fitness equipment, nutrition, training, tanning, marketing and more...

You select the suppliers you want to meet and we compile your personalised meeting schedule based on your requests and those of the suppliers that wish to meet you.



SIBEC UK was an amazing experience. The amount of information I have collected in one and a half days is incredible. See you again next year.

Lyn Lorentzen,
Business/Finance Manager,
Southfield School Sports College for Girls





Stay ahead of the game

Only at **SIBEC** can you be sure that you will be meeting the principal individuals from supplier companies. It is a practical opportunity for you to discuss your future strategy.

At **SIBEC** you will meet new and innovative suppliers but you will also learn about extended and evolving propositions from known suppliers. This is a key benefit of **SIBEC** – operators' needs change and suppliers change their proposition to meet these needs.

In addition to the one-to-one meetings, you have the opportunity to exchange views and ideas with key operators from across the UK education and public sector. This is a rare opportunity to discuss common challenges and opportunities providing you with unique insights and invaluable market understanding.



SIBEC UK 2010 event schedule

May 12 Arrival Day*

08.30 am	Registration
09.30 am	Key Note Address
11.00 pm	One-to-one Meetings
01.00 pm	Lunch
02.00 pm	One-to-one Meetings
05.15 pm	Free time to network
07.30 pm	Drinks Reception & Dinner

May 13 Departure Day

08.00 am	Continental Breakfast
09.15 am	One-to-one Meetings
01.00 pm	Close and Departure

*buyer delegates may also arrive on May 11 –
accommodation will be arranged upon request.

This event schedule is for illustration and the final schedule may vary.





Where will **SIBEC** UK 2010 take place?

The Marriott Forest of Arden

Forest of Arden, A Marriott hotel & Country Club, has recently completed stunning £5 million refurbishment, is set in the heart of the midlands amongst the rural Warwickshire countryside.

Located only 4 miles from the NEC complex, Birmingham City Airport and the International train station, this top UK golfing destination and elegant country hotel offers even more pleasure: a blissful Spa, tennis, fitness centre & pool complex. For a touch of retail therapy, the hotel is a short drive away from the Bullring Birmingham and Solihull. Retreat to one of our guest rooms featuring luxury bedding, 32 inch LCD TV with 60 channels and high-speed Internet. Savour fine cuisine and wines in the Oaks Grill and Bar; or stop by the Zest Restaurant and Bar for casual fare throughout the day.

The Forest of Arden is the perfect environment to meet and talk business

www.sibec.co.uk



“ The Marriott Forest of Arden Hotel & Country Club is surrounded by the 10,000 acres of lakes and woodlands of the Pakington Estate, located in the heart of the Midlands”





RSVP Now as availability is limited

Please complete and return the form on the reverse to:

Fax: +44 (0)208 547 9858

For more information visit: www.sibec.co.uk

or call: Sarah Gilvey, Buyer Manager 01603 814 233

or email: sarahgilvey@leisure-net.org

Reserve your place to be considered as one of the 50 buyers from public leisure facilities, universities and schools.

SIBEC UK 2010 Buyer booking form

Kindly complete your details clearly in block capitals,
then sign and fax to: +44 (0)208 547 9858

Company/University/College/School Name

Supplier categories you would be interested to see:

As a buyer delegate your personal meetings schedule, keynote forum, programme activities, and over night accommodation (12th May) and meals will all be complimentary. Accommodation will also be complimentary on 11th May – upon request. Confirmation and additional information will be sent to you within 7 days of receipt.

Delegate Details

Mr Ms

Name: _____ Job Title: _____

Address: _____

City: _____ Postcode: _____

Country: _____ Tel: _____

Mobile: _____ Fax: _____

Email: _____

Website: _____

Signature: _____ Date: _____



Let's talk...

" This event is a must for anyone working in the local authority sector. I came away from **SIBEC** UK with great ideas and solutions to everyday problems thanks to the meetings with suppliers and networking with colleagues.

Warren Smyth, Chief Executive, Abbeycroft Leisure





McLeanEvents
let's talk...

McLean Events International: professional business forums – **making a difference**

SIBEC

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SIBEC UK is one of 16 business forums organised by McLean Events for 6 different industries spanning 3 continents.

SIBEC North America, visit sibecna.com for our event supporting the North American market.

www.sibec.co.uk

