



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

Your VIP ticket

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





Hello and
welcome to



SIBEC¹⁰
UK





What is **SIBEC** UK

SIBEC UK is a business forum for the UK education and public leisure sector. A one-to-one meeting forum between CEO's and senior decision makers from the education and public leisure sector and leading executives from national and international supplier companies.

SIBEC UK is one of 16 business forums organised by McLean Events and 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.

SIBEC will literally change the way you do business.



“ **SIBEC UK** was another successful experience for SRS Leisure. Not only were the meetings valuable and will I am sure lead to some new business opportunities; it is always interesting to talk to others in the industry and learn the mood and current developments.”

Andy Gallop,
Sales Director, SRS Leisure





How does **SIBEC** UK work?

At **SIBEC** UK you will be able to meet with the multiple levels of the decision making chain from public leisure DSO operators and trusts, universities, schools and colleges.

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

SIBEC delivers your best return on your marketing investment.



“ This event is a great way to get in front of quality buyers and in an efficient time scale - allowing you to maximize your time and resources. ”

Andrew Davidson

Public Sector Manager, Technogym UK





Why attend **SIBEC** UK 2010?

- You know ahead of time who is attending
- You know the buyers are pre-qualified, carefully selected senior decision makers
- You get to choose who you want to meet
- You spend quality, uninterrupted time with the buyers in the meetings
- You network, build relationships and get to know the key people in the industry
- You know the buyers are there to source new services and products and further their relationships with existing suppliers
- You receive VIP treatment.

all you have to worry about is getting to The Forest of Arden Marriott – we organise the rest!



“ **SIBEC** always provides a perfect platform for SHOKK, whether it is to launch new products or utilize the time to enhance current relationships. **SIBEC** is now a regular date in my diary. It's vital!”

Justine Collins
Sales Director, SHOKK





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
01.30 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



“ 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”





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

SIBEC Early Bird Discount

Book early to make the most of your opportunity.

SIBEC UK 2010

£2,500 for 1 delegate (minimum of 12 meetings)

£4,000 for 2 delegates (minimum of 18 meetings)

Fees include: 1 night's accommodation (12th May), all meals, personalised meeting schedule, full page profile in the event directory and all networking sessions.

If the booking form is received before:

31st January 2010 claim 10% discount

27th February 2010 claim 5% discount

Double the Discount

Book for **SIBEC UK** and **SIBEC Europe** at the same time and literally double the discount for both events.

SIBEC Europe, 3 - 6 November 2010,

Grande Santa Eulalia Resort & Hotel Spa, Albufeira, Portugal

A business forum for the UK/European health and fitness club and centre operators from the private, trust and contract managed sector.

For **SIBEC Europe** prices please refer to the booking form at the back of this brochure.

If the booking form for both events is received before:

31st January 2010 claim 20% discount*

27th February 2010 claim 10% discount

* Strictly limited to the first 40 companies only



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 contact: David Zarb Jenkins, Event Director

Tel: +356 213 70 207

SIBEC 2009 sold out way ahead of time so don't miss out this year.



Supplier booking form

SIBEC UK 2010

12-13 May, Forest of Arden, UK

Please select:

- £2,500 for 1 person (minimum of 12 meetings)
- £4,000 for 2 persons (minimum of 18 meetings)
- £5,500 for 3 persons (minimum of 18 meetings)

SIBEC Europe 2010

3 - 6 November, Grande Santa Eulalia Resort, Portugal

Please select:

- €5,375 for 1 person (minimum of 12 meetings)
- €9,375 for 2 persons (minimum of 18 meetings)
- €12,750 for 3 persons (minimum of 18 meetings)

Please tick applicable discount* of: 20% 10% 5%

Company:

Name:

Email:

Mobile:

Signature:

Date:

Send your signed form to: McLean Events, 4 Bridle Close, Kingston Upon Thames KT1 2JW, Fax + **44 (0) 208 547 9858**, or scan and email to **david@mcleaneventsinternational.com**

Terms and conditions

Confirmation will be sent within 7 days of receipt with additional information and full terms and conditions.

*Early bird discount rates are only available for the first 40 companies.



Let's talk...

" This year's **SIBEC** UK event proved once again to be a success allowing us to showcase our services and build business relationships with a key decision makers from a variety of leisure organizations both in a formal and informal environment. As in previous years I am sure the return ratio will be exceptional."

Ivan Stevenson, Director, Debit Finance Collections





McLeanEvents
let's talk...

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

SIBEC

c/o McLean Events International
4 Bridle Close, Surbiton
Surrey KT1 2JW UK

Tel: +44 208 547 9830

Fax: +44 208 547 9858

Email: operations@mcleaneventsinternational.com

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

