



2-3 May 2012, 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



**SIBEC**<sup>12</sup>  
UK



## 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 2012?

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 2012 event schedule

## May 2 Arrival Day\*

8.30 am	Registration
9.30 am	Key Note Address
11.00 pm	One-to-one Meetings
1.00 pm	Lunch
2.00 pm	One-to-one Meetings
5.15 pm	Free time to network
7.30 pm	Drinks Reception & Dinner

## May 3 Departure Day

8.00 am	Continental Breakfast
9.15 am	One-to-one Meetings
1.00 pm	Close and Departure

\*buyer delegates may also arrive on May 1 – accommodation will be arranged upon request.

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



## Where will **SIBEC** UK 2012 take place?

### **The Marriott Forest of Arden**

Forest of Arden, a Marriott hotel & Country Club, has recently completed a 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 in 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](http://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: +44 208 547 9858**

**For more information visit: [www.sibec.co.uk](http://www.sibec.co.uk)**

**or call: Sarah Gilvey, Buyer Manager 01603 814 233**

**or email: [sarahgilvey@leisure-net.org](mailto:sarahgilvey@leisure-net.org)**

Reserve your place to be considered as one of the 60 buyers from public leisure facilities, universities and schools.

# SIBEC UK 2012 Buyer booking form

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

**Local Authority/Trust/University/College/School**

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**Supplier categories you would be interested to see:**

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As a buyer delegate your personal meetings schedule, keynote forum, programme activities, and over night accommodation (2nd May) and meals will all be complimentary. Accommodation will also be complimentary on 1st 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: \_\_\_\_\_ County: \_\_\_\_\_

Postcode: \_\_\_\_\_ 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:**

c/o McLean Events International  
4 Bridle Close, Surbiton Road, Kingston-upon-Thames,  
Surrey, KT1 2JW UK

Tel: +44 208 547 9830 Fax: +44 208 547 9858  
Email: [operations@mcleaneventsinternational.com](mailto: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](http://sibecna.com) for our event supporting the North American market.

**[www.sibec.co.uk](http://www.sibec.co.uk)**