



2-3 May 2012, Forest of Arden Marriott, Birmingham, UK

Your VIP ticket

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



Hello and
welcome to



SIBEC¹²
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.



“As a **SIBEC** novice I was pleasantly surprised by the event. The day and a half gave me a valuable insight into the public sector. The event was highly organised, the staff were friendly and helpful and the hospitality was exceptional. We only set GRAVITY up as a business on the Friday before we came to **SIBEC**, so it really was a baptism of fire. Thank you for an incredibly valuable and enjoyable event.”

Maxine Barker,
Operations Manager, Gravity



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.



“ **SIBEC** is an excellent forum for meeting key decision makers within the industry in a fun and focussed manner.”

Murray Rudkin,
UK Core Sales Manager, Life Fitness UK



Why attend **SIBEC** UK 2012?

- 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!**



“This was my first **SIBEC** and I can see why Cybex has consistently attended the event over the years. It was extremely well organized and is an efficient way of meeting a significant number of people in the target sector. I’m confident that it will prove very useful.”

Ben Wilde,
UK Sales Director, Cybex



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

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



“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 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

SIBEC Early Bird Discount

Book early to make the most of your opportunity.

SIBEC UK 2012

- £2,625 for 1 delegate (minimum of 12 meetings)
- £4,200 for 2 delegates (minimum of 18 meetings)

Fees include: 1 night's accommodation (2nd 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 2012 claim 10% discount

28th February 2012 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, 31 October - 3 November 2012,
Corinthia Hotel Budapest, Hungary

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 2012 claim 20% discount*

28th February 2012 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: +44 208 547 9858

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

or call: David Zarb Jenkins, Event Director

Tel: +356 213 70 207

SIBEC 2011 sold out way ahead of time so don't miss out this year.

www.sibec.co.uk

Supplier booking form

SIBEC UK 2012

2-3 May, Forest of Arden, UK

Please select:

- £2,625 for 1 person (minimum of 12 meetings)
- £4,200 for 2 persons (minimum of 18 meetings)
- £5,800 for 3 persons (minimum of 18 meetings)

SIBEC Europe 2012

31 October-3 November, Corinthia Hotel Budapest, Hungary

Please select:

- €5,500 for 1 person (minimum of 12 meetings)
- €9,600 for 2 persons (minimum of 18 meetings)
- €12,950 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

“When we were launching Retention Management into the UK health and fitness market everybody told us to attend **SIBEC** UK. We did and are now recommending the event to others. The signs are that we will achieve a fantastic return on investment with contracts agreed at the event by the decision makers themselves. This event delivers what it says - thank you Mclean events.”

Jon Nasta, Managing Director (UK), Retention Management



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

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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