



SUPPLIER BROCHURE



SIBEC

CORONADO, CA

MAY 10-13, 2021

LOEWS CORONADO BAY RESORT



THE LEADING MEETINGS FORUM FOR THE SPORT, HEALTH & FITNESS INDUSTRY

SIBECNA.COM

ONE EVENT, THREE DAYS ENDLESS OPPORTUNITIES

SIBEC allows you to build and foster relationships in a relaxed environment conducive to business discussion. Buyers and suppliers stay at the same five-star resort and engage in three days of pre-scheduled one-to-one meetings, networking events, social time and meals.

RELATIONSHIPS TO LAST A LIFETIME

94% formed valuable relationships with buyers that weren't even on their meeting schedules

94% formed valuable relationships with fellow suppliers they met at the event

100% want to return next year!

HOW IT WORKS

- Know IN ADVANCE who is attending
- We provide your personalized meeting schedule
- Spend 20 minutes of uninterrupted time with each buyer
- Engage in up to 22 meetings over the course of two days

This is the one show where we can spend quality time with qualified buyers and we get to discover who our customers are. I rate SIBEC as the number one conference in the world."

BRENDAN DAVIS & SOREN KRISTENSEN
SYNERGY FITNESS AUSTRALIA



GUARANTEED QUALIFIED AUDIENCE

You'll know in advance exactly which buyers will be in attendance at SIBEC - along with each organization's profile, projected plans, upcoming projects and spending budgets, services and products they are interested in sourcing and other valuable market information. The buyers are carefully pre-selected and invited so you are guaranteed a qualified audience of buyers. Only senior management from high-volume chain, independent and resort clubs are invited. Buyers attend SIBEC to source new vendors and further their relationships with existing suppliers.

SOME OF THE INCREDIBLE BUYERS WHO HAVE ATTENDED SIBEC INCLUDE:

- 24 Hour Fitness
- American Family Fitness
- Anytime Fitness/Self Esteem Brands
- Blink Fitness
- Brick Bodies
- Charter Fitness
- Chelsea Piers L.P.
- Club 24 Concept Gyms
- Equinox
- EXOS
- Fitness 19
- Fitness Connection
- Fitness Formula Clubs
- Gold's Gym SoCal Group
- Heathtrax Fitness & Wellness
- The Houstonian Club
- Leisure Sports
- Life Time Fitness
- Merritt Clubs
- Midtown Athletic Clubs
- Motion Fitness
- New Evolution Ventures
- O2 Fitness
- Planet Fitness
- Retro Fitness
- Sandals Resorts International
- Sculpt 365 Fitness
- Steiner Management
- Steve Nash Fitness Clubs
- Texas Family Fitness
- The Maxx Fitness Clubzz
- Town Sports International
- VASA Fitness
- Workout Anytime Franchising
- World Gym International
- WTS International
- X-Sport Fitness
- Zone Fitness Clubs

SAMPLE AGENDA

ARRIVAL DAY

- Welcome Reception and event "Ice Breaker"

DAY 1

- Networking Breakfast
- Keynote
- One-to-One Meetings
- Networking Lunch
- One-to-One Meetings
- Group Activity
- Networking Cocktails & Dinner

DAY 2

- Morning Workout
- Networking Breakfast
- One-to-One Meetings
- Networking Lunch
- One-to-One Meetings
- Networking Cocktails & Dinner

DAY 3

- Depart at your leisure - No organized activities



FACE-TO-FACE APPOINTMENTS

Conduct months' worth of meetings over two intensive days in elegant surroundings organized to support business. You select the buyers you wish to meet. You receive a personalized schedule of one-on-one meetings incorporating your requests and those selected by the buyers. The ratio of buyers to suppliers is strictly controlled and the number of suppliers attending from each category is also limited.

SUPPLIER DISPLAY

Each supplier receives valuable one-to-one meetings with buyers during a pre-scheduled time at their assigned table. In addition, suppliers are able to bring one piece of equipment to display near their respective meeting table at an additional cost. Space is limited to the first 20 suppliers.

NETWORKING OPPORTUNITIES

The foundation of SIBEC is based upon a meetings forum that creates the ideal networking environment. All delegates stay at the same resort and attend with their mind focused on business and the desire to derive maximum benefit from the event.

Additional activities built into the meetings' program, a casual networking event, meals, receptions and evening activities all ensure that you will meet with your key targets and have the opportunity to develop further business relationships.

UNPARALLELED VALUE AND ROI

SIBEC allows your focus to be on your appointments with the buyers. We take care of all details – all you need to do is show up ready to do business! You'll receive:

- Up to 22 pre-scheduled face-to-face meetings
- Three nights accommodation
- Meals
- Receptions
- Entertainment
- Airport transfers
- Taxes and gratuities
- Unparalleled networking opportunities

**Supplier registration fees do not include airfare.*

We are never surprised that our delegates repeatedly tell us that SIBEC events offer their best return on investment from their entire marketing spend.



GREAT COMPANY

In addition to the one-on-one meetings, you also have the opportunity to exchange views and ideas with other suppliers. Seek new, creative and innovative ways to grow and improve your business and serve your members.

2019 SIBEC SUPPLIERS INCLUDED:

- | | | | |
|--|--------------------|---------------------------------------|---|
| • ABC Financial | • Hyperice | • National Academy of Sports Medicine | • Sunless, Inc |
| • The Abs Company | • InBody USA | • NetPulse | • Synergy Physical Conditioning Systems |
| • Booty Builder | • Jonas Fitness | • NuStep | • Technogym |
| • ECOFIT Networks | • Keiser | • Octane Fitness | • Torque Fitness |
| • Ecore Athletic | • Les Mills | • Ojmar US | • Total Gym |
| • eGym | • LG Electronics | • Pavigym America | • Towel Tracker |
| • Escape Fitness USA | • Life Fitness | • RealRyder International | • True Fitness |
| • Europa Sports Products | • Listen360 | • Reaxing | • TRX |
| • Fitness Insurance, a Division of Brown & Brown | • Marpo Kinetics | • Selvas Healthcare | • WOODWAY |
| • Freemotion Fitness | • Matrix Fitness | • SportsArt | • WOW Training |
| • Gympass | • Motionsoft | • Stages Indoor Cycling | • Zero-In |
| • HydroMassage | • Muscle D Fitness | • Styku | • ZIVA USA |
| | • MYZONE Inc | | |

SIBEC is one of the best conferences i have attended because of the value of the one on one meetings and networking. Buyers are there to meet suppliers bottom line! The event is so well put together; staff was like concierge service!"

KIM AQUILO – NATIONAL ACADEMY OF SPORTS MEDICINE

The SIBEC event is the best event to meet decision makers. I've attended countless tradeshow and conferences across multiple industries, and the quality of attendees, event organization, and overall fun atmosphere greatly exceeded my expectations.

ANDY HOANG – AVIRON INTERACTIVE



THE DESTINATION



LOEWS
HOTELS

LOEWS CORONADO BAY RESORT – CORONADO, CA



Perched on its own 15-acre peninsula, Loews Coronado Bay is a private oasis of tranquility near San Diego. This Coronado hotel offers views of the shimmering bay waters and the San Diego skyline.



RESORT HIGHLIGHTS:

- AAA Four Diamond Hotel
- Three heated pools, hot tub spa and dry sauna
- Sea Spa offers signature treatments, therapies and products
- Named by Conde Nast as one of the Top 19 Resorts of Southern California, Readers' Choice



SUPPLIERS ARE BUZZING ABOUT SIBEC

“SIBEC is singular in its ability to prepare both buyers and suppliers for a powerful event. We believe the new business from this event will be substantial.”

PHIL BONOMO - TINOQ, INC

“SIBEC is a great event where new relationships are formed and existing relationships are strengthened. There is no other event that rivals its structure and effectiveness for connecting buyers and suppliers in our industry.

BOB PALKA - PRESIDENT, JACOBS LADDER LLC

“SIBEC is a must attend event for buyers and suppliers. The quality of the conversations is unlike anything else. I have found suppliers, partners and mentors across the numerous interaction points this event provides and had a great time while doing it!”

ROBERT DYER - VERTIMAX

“For TRUE fitness the event will pay dividends not only in revenue but exposure with many of the top buyers/ facilities in North America.”

MIKE KELLY - TRUE

“SIBEC is the most efficient way to connect with the right people in the fitness industry.”

TRACEY ESTES - LG



ONE OF THE MOST POPULAR EVENTS IN THE HEALTH & FITNESS INDUSTRY

**LIMITED SPACE AVAILABLE -
APPLY NOW TO ATTEND AS A SUPPLIER**

SIBEC SUPPLIER APPLICATION

sibecna.com

PLEASE NOTE, submission of application does not guarantee acceptance to SIBEC. Suppliers will be asked to complete and submit a booking form prior to final confirmation.

CONTACT

ROBERT J. SHANNON, JR
Event Director

e: rshannon@questex.com

t: 603.529.0077

For more information visit

SIBECNA.COM



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