



The Fitness Industry's Leading One-to-One Event

October 16-18, 2023 | Westin Galleria | Dallas, Texas

sibecautumn.com

AN EXPERIENCE FROM
 Questex

What is Sibec?

- A unique event that brings together top fitness owners and operators to meet one-to-one with global suppliers in an intimate setting, in order to conduct business with unprecedented ease, effectiveness, and speed.
- The longest running one-to-one event in the fitness industry.




“Best in class experience from the venue, to the people, to the service and events. Sibec truly creates opportunities and relationships in a memorable way.”

- Julio Marshall, FITBENCH

Benefits of Participating at Sibec

- Network with high-level fitness and wellness industry decision-makers.
- Receive a minimum of 16 one-to one appointments with buyers you choose to meet with, via specific selection criteria that works for your business needs.
- Networking opportunities throughout the event including icebreakers and activities, meals, and receptions.
- Accomplish several months' worth of sales calls in less than two days.
- Supplier Showcase: dedicated time for buyers without appointments to stop by your table and chat.
- Achieve unparalleled ROI and incur fewer costs than any traditional, large-scale trade show.



“It allows you to have dedicated one-on-one time, which is different from every other industry event. It really allows you time to build a personal relationship and have a much deeper understanding of the product being offered.”

Todd Kapp, Elevation Health

Supplier Satisfaction

- 97% satisfaction with buyers in attendance.
- 100% of suppliers expect to book business from buyers they met at event within the next 12 months post-event.
- 100% of suppliers felt time at event was spent effectively.
- 100% of suppliers formed relationships with buyers they did not have appointments with due to the other activities and networking events included at Sibec.



Source: Sibec 2022 post show survey

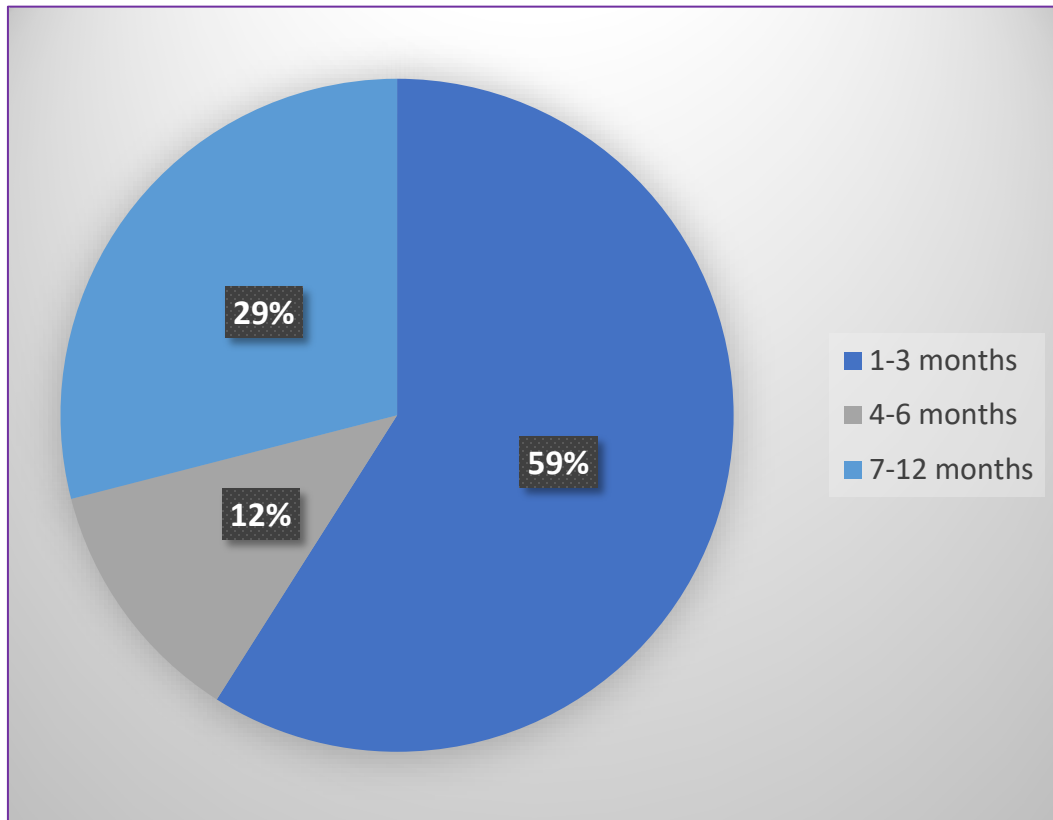
“Sibec takes all the worry out of planning ...and allows us to be on an equal footing to network and develop meaningful relationships with a great audience.”

- Terry Woods, MYZone



Grow your business

Buyers plan to purchase from suppliers they met at Sibec within:



Source: Sibec 2022 post show survey

Buyer Profile

Buyers for Sibec are:

- Planning to spend at least \$100K on equipment, services, or expansion within one year
- Owners and operators of multiple locations
- Located within the United States
- First hand decision makers
- Commercial fitness club operators

Sample Buyer List

- Director of Programming & Innovation, **Equinox**
- Regional Director, **Merritt Clubs**
- Director of Procurement & Vendor Management, **Planet Fitness**
- Fitness Director, **Hockessin Athletic Club**
- Wellness & Fitness Director, **Supreme Sports Club**
- Owner / Founder, **FUEL Bootcamp**
- Owner, **Exygon Health & Fitness**
- VP of Product & Innovation, **NY Sports Clubs**
- Owner, **Saco Sports & Fitness**
- Franchisee, **Eclipse Capital LLC**
- VP Franchise Services, **Jabz Boxing**
- CEO, **Sweat 440 Gables**
- Program Director, **Galter Life Center**
- General Manager, **Stone Creek Club & Spa**
- CEO, **Club Fitness Greensboro**
- Owner, **Gold's Gym**
- Chief of Staff, **UFC Gym**
- Assistant Vice President, **Healthplex Associates**
- Director of Operations, **Thoreau Club**
- Fitness Director, **The Houstonian**
- Vice President, **Cincinnati Sports Club**
- CEO, **The Athletic Clubs**
- Vice President, **National Fitness Center**
- CEO, **Reh-Fit Center**
- General Manager, **ClubSport San Jose**
- General Manager, **Sportsplex New Windsor**
- Regional Director, **Anytime Fitness**
- Director of Fitness Centers, **CoxHealth**
- CEO, **Fitometry**
- CEO, **Results Redefined**

Don't Take Our Word For It

*Hear what other suppliers
had to say...*

“Great event ... and a very well organised week. The attendee numbers allowed the suppliers to really get to know the buyers and forge lasting relationships. I will be returning next year.”

- Alastair Watson, Keiser

“We were able to strategically collaborate with some of the world's brightest and most forward thinking organizations to build and execute for a more impactful tomorrow.”

- Joseph Harre, Aktiv Solutions



“The best and most productive business event I have attended.”

- Krzysztof Blahuszewski, Exclusiveshape

“Our best invested sales and marketing dollar...even after attending 18 times.”

- Daron Allen, VFPNext



CONTACT US

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