



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

May 19-22, 2024 | The Langham Huntington | Pasadena / Los Angeles, California

sibecamericas.com

AN EXPERIENCE FROM
Questex

What is Sibec Americas

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



“Sibec provides the most conducive environment for buyers and suppliers to achieve their goals, in a first-class environment!”

David Corley
Human Touch Chairs

Benefits of Participating at Sibec Americas

- Network with high-level fitness and wellness industry decision-makers.
- Reserve a minimum of 15, one-to-one appointments with buyers you choose to meet with, via specific selection criteria that works for your business needs.
- Endless networking opportunities throughout the event including icebreakers and activities, meals, and receptions.
- Accomplish several months' worth of sales calls in less than three 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.
- Enjoy time on your own to experience the luxurious Langham Huntington Resort.

A photograph of two men shaking hands at a trade show booth. The man on the left is wearing a black t-shirt and a lanyard with a badge. The man on the right is wearing a blue t-shirt and glasses. They are both smiling. In the background, there is a laptop displaying a website and other people at the booth.

“Sibec is the best marketing dollars any company can spend.”

Hillis Lake
American Barbell

Supplier Satisfaction*

- 99% of suppliers plan to book business with a buyer they met at Sibec within 1 year.
- 100% of suppliers were satisfied with the buyers in attendance
- 84% of suppliers consider Sibec to be more effective than other fitness industry events.
- 93% built strong relationships with buyers in attendance.



*2023 post event survey

“Sibec continues to provide an environment that puts like minded people together to have great conversations about our industry. Quality is the word I use about this event.”

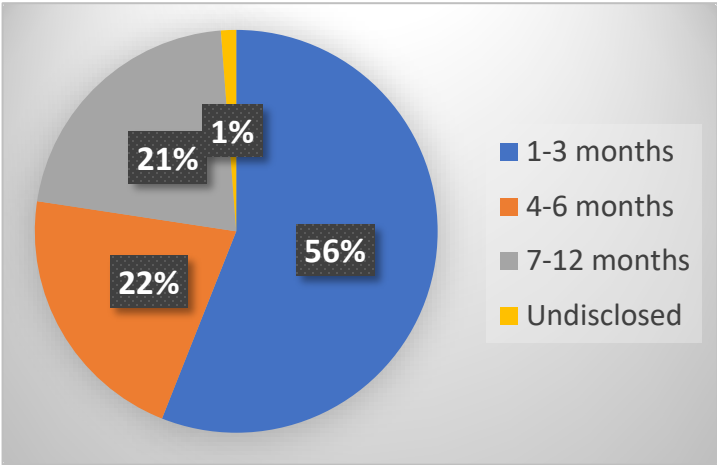
Terry Woods
MyZone

Buyer Profile*

100+ Number of total employees

10K Average Total Members

Buyers plan to purchase from a supplier they met at Sibec within...



*2023 Sibec buyer profile self-report and post event survey



99% of hosted buyers place an order with a supply company they met at Sibec within one year.

60% Renovating or remodeling at least one location within one year

79 Average number of locations

Sample Buyer List

ACAC Fitness & Wellness Centers, COO

Active Wellness LLC, Director of Design

American Family Fitness, CEO

Amped Fitness, CEO

Arch Amenities, VP Development

Best Fitness, CEO

Blink Fitness, Regional Director

California Athletic Clubs, President

California Family Fitness, Sr. VP Operations

Charter Fitness / CFX, Executive VP Operations

Chuze Fitness, Buyer

City Fitness, CEO

Corporate Fitness Works, President

Denver Health and Fitness, Owner

East Bank Club, Director of Fitness

Elevation Health, Sr. Regional Director of Fitness

Equinox, Director(s)

Exos, Procurement Manager

FitCo Health Club, Owner

Fitness 1440, Shareholder

Fitness 19, Director of Business Administration

Fitness Club Management, CEO

Fitness Connection, VP Retail Operations

Fitness Project, CEO

Fitsi, Chairman

Fuel Fitness LLC, VP Operations

Gen3 Advisors, Owner

Gold's Gym(s), Owners

GreatLIFE Golf and Fitness, President

Health Club Doctor Inc, President

Health Fitness / Midtown HealthBusiness Analyst

Healthworks Fitness Group / Gymlt, Director Operations

Invited Clubs, National Fitness Director

Life Time, Director of Procurement

Lift Brands, President of Franchise Operations

MADabolic, Owner(s)

Max Fitness, Director of Fitness

Megatlon, Services and Fitness Director

Motion Fitness, Owner

Mountainside Fitness, VP

MUV Brands, CEO

National Fitness Centers, Vice President

NEV, Executive Vice President

Oschner Fitness Centers, Director

Optum Workplace Well-Being, Director Design

Physiq Fitness, CEO

Planet Fitness, Sr. Director Procurement

Razor Sharp Fitness, Owner

Rochester Athletic Club, General Manager

Self Esteem Brands, Sr. Director

Smart Fit, Director Infrastructure and Supply

Spenga, CEO

Sportium, Sports Director

Station 24 Fitness, CEO

Texas Family Fitness, COO

The Alaska Club, CEO

The St. James, COO

The Thoreau Club, Fitness Director

TITLE Boxing Club, Director Development

TruFit, VP Operations

Universal Athletic Club, Executive Director

US Fitness Holdings, Director

Valley Fitness, President

VIDA Fitness, Director Ops

Workout Anytime, VP Fitness

World Gym, Senior Director

YouFit, CRO

Exos, Procurement Manager

The Langham Huntington Resort

Capturing the grace and elegance of classic Southern California, The Langham Huntington is Los Angeles' original getaway. The iconic landmark hotel is located in charming Pasadena, just minutes from downtown Los Angeles.

A renowned Pasadena hotel for over 100 years, the property features 379 guestrooms including 36 suites, eight cottages, world-class dining and an award-winning Chuan Spa featuring treatments inspired by Traditional Chinese Medicine and cutting-edge skin care technology.



Don't Take Our Word For It

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

“Very valuable to get to meet with decision makers. Otherwise, we would be traveling the country or outside of the country to get time to visit with the clients. Here, we get to do it all in one space.”

Caren Mansholt
Essity Professional Hygiene

“Sibec is the most professionally managed and worthwhile event I've attended. Scheduled meetings with buyers are productive and efficient. Great networking and endless sales opportunities.”

Jill Frank
JK Products & Services

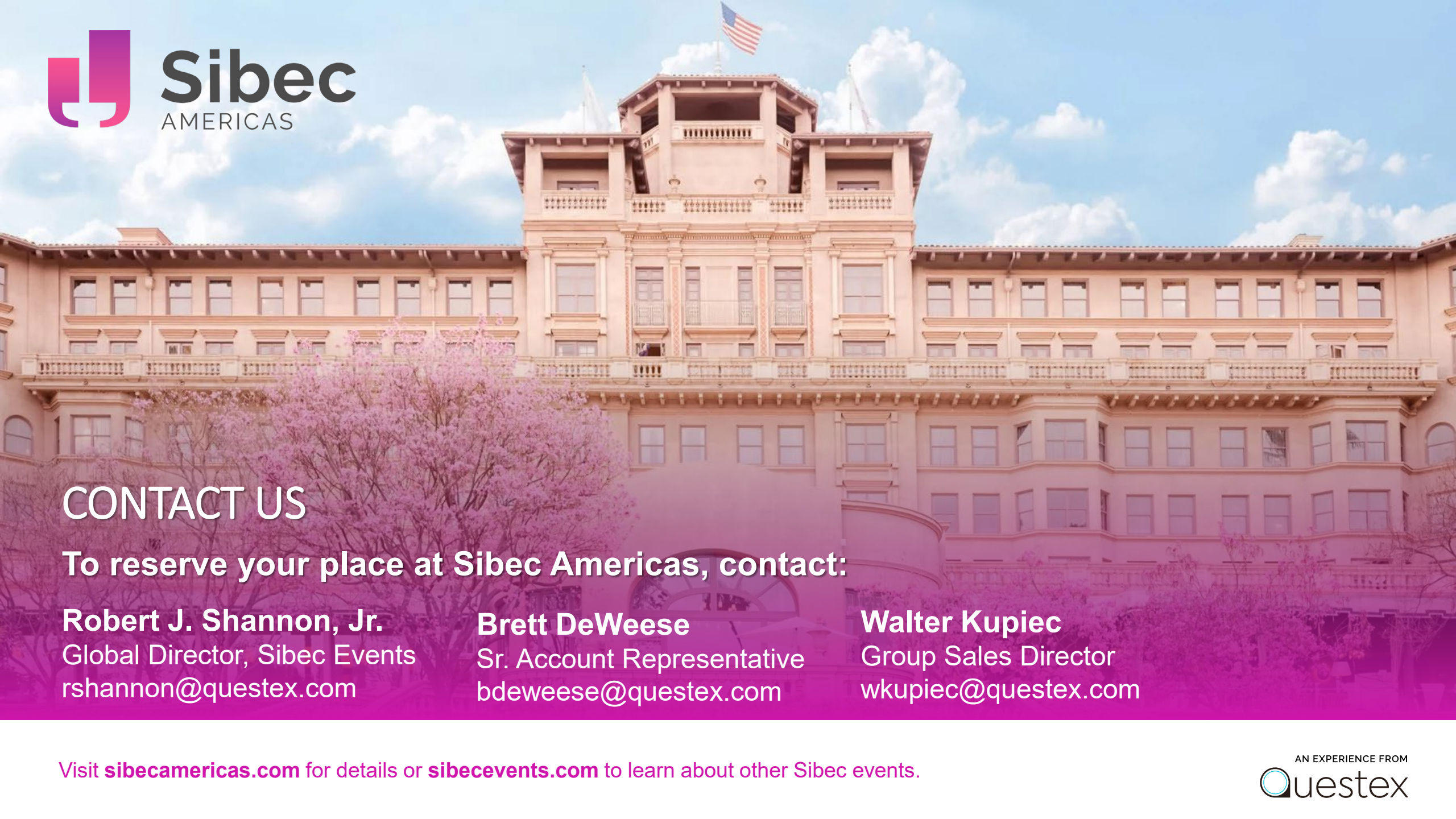


“Best in class experience from the venue to the people to the service and events. Sibec truly creates opportunities and relationships in a memorable way.”

Julio Marshall
FITBENCH

“This is the best show we've been to so far.”

Sindre Rein
Gungnir of Norway



CONTACT US

To reserve your place at Sibec Americas, contact:

Robert J. Shannon, Jr.
Global Director, Sibec Events
rshannon@questex.com

Brett DeWeese
Sr. Account Representative
bdeweese@questex.com

Walter Kupiec
Group Sales Director
wkupiec@questex.com

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