



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

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

[sibecamericas.com](https://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 tablet 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.”

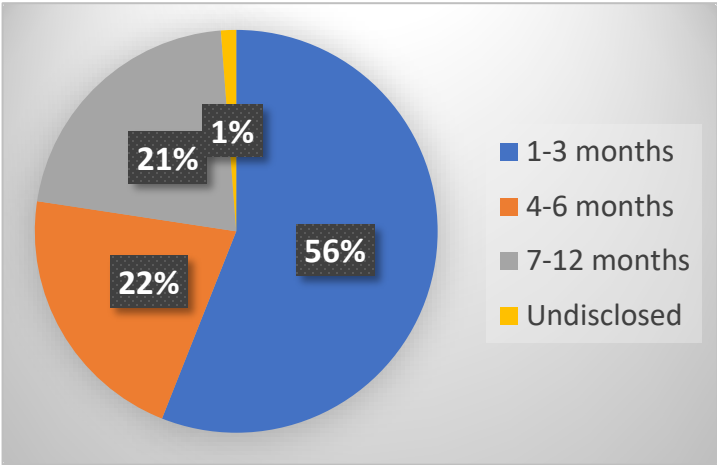
**Terry Woods**  
MyZone

# 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  
 Fitsu, 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 / GymIt, 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

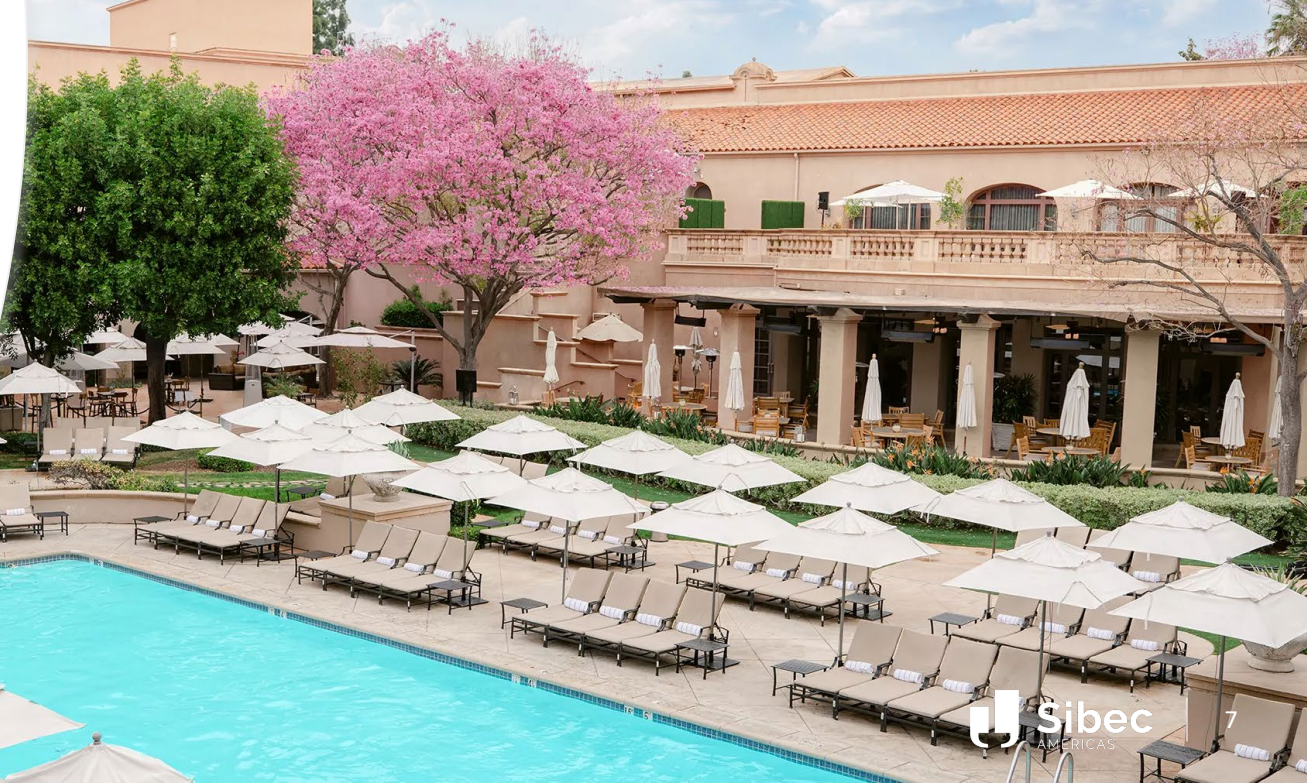
Spenga, CEO  
 Sportium, Sports Director  
 Station 24 Fitness, CEO  
 Texas Family Fitness, COO  
 The Alaska Club, CEO  
 The St. James, COO  
 The Thoreau Club, Fitness Director  
 TITLE Boxing Club, Director Development  
 TruFit, VP Operations  
 Universal Athletic Club, Executive Director  
 US 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

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“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

A photograph of four people (three men and one woman) standing together and smiling at the camera. They are all wearing lanyards with identification badges. The photo is overlaid with a semi-transparent pink filter. The text of the testimonial is written in white over the photo.

“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:

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Visit [sibecamericas.com](http://sibecamericas.com) for details or [sibecevents.com](http://sibecevents.com) to learn about other Sibec events.

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