

PROSPECTUS



March 17-18, 2011
Moscone Center South
San Francisco, California USA

IHRSA's 30th Anniversary
International
Convention & Trade Show

It is a milestone you will not want to miss. For three decades, IHRSA has been proud to host the longest running Trade Show in the health club and fitness industry, partnered with the only International Convention of its kind offering unmatched education, inspiration and motivation. In 2011, be a part of an even greater event that will connect your company's products and services with buyers from the world over.

EXHIBITOR



3

DECADES OF EXCELLENCE

A TRADITION OF SUCCESS

As IHRSA prepares for its 30th Anniversary International Convention & Trade Show, we would like to invite you to join us in San Francisco in March 2011.

This past March, at our 29th annual gathering in San Diego, it became clearer than ever that our association – IHRSA – is truly a family. Yes, more than 10,000 fitness professionals from 82 countries participated in our event, but more importantly, it was the passion on display by so many individuals in attendance that hit home with us.

Passion for the industry, passion for their association, passion for the roles they play . . . all of it was on display, nowhere more vividly than on IHRSA's vast, vibrant Trade Show floor.

In 2011, the industry's best event will be even better!

- For the first time in IHRSA's history, the exhibit hours will be contained within two days, providing maximum intensity on the show floor and cost savings for exhibiting companies.
- IHRSA will have *more* Trade Show hours that are free of educational programming.
- All exhibits will be together in one large hall . . . the Moscone Center South.
- International attendance, which continued to grow in 2010, promises to be even greater in 2011.
- Exhibitors will be highlighted in all IHRSA magazines: *Club Business International (CBI)* and *Fitness Business Latin America (FBLA)*.
- Dedicated sections of IHRSA's primary website – www.ihrsa.org – will include exhibitor highlights in the months leading up to the show.

Partnering with IHRSA will help you achieve visibility among the industry's foremost leaders and decision-makers. Your involvement with IHRSA 2011 will allow you to build lasting business relationships.

Remember, because IHRSA is a member-owned association, all of its profits are invested back into services for members, and used to fund global initiatives that foster industry growth. As you may know, IHRSA's mission is to grow, protect, and promote the health and fitness industry, and to provide its members with benefits that will help them be more successful.

Needless to say, we look forward to seeing you at IHRSA 2011, an event three decades in the making!

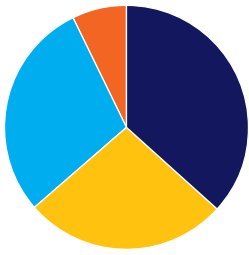
Sincerely,



Joe Moore
President & CEO
IHRSA



Only IHRSA Attracts the Decision Makers You Need to Reach!

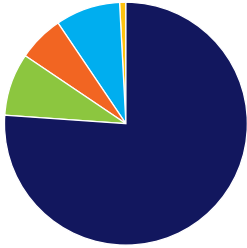


IHRSA 2010 attendee breakdown by title:

- 36.7% Executive Level
- 27% Directors and Managers
- 29% Fitness Professionals
- 7.2% Other



Only IHRSA provides you valuable exposure to an evolving global marketplace!



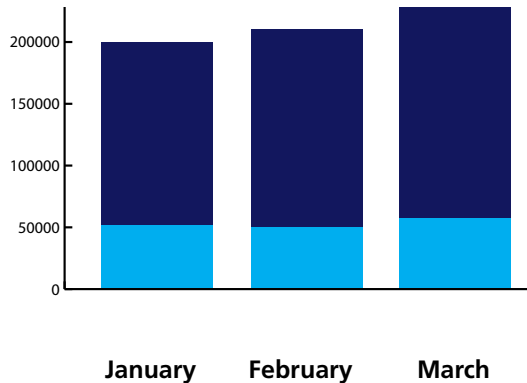
IHRSA 2010 geographic attendee breakdown:

- 76% United States
- 8.3% Europe
- 5.9% Pacific Rim
- 8.6% North and South America (excluding US)
- 0.8% Other

Maximize Your Online Exposure

IHRSA LIVE

From January to March 2010, the fitness industry's premier website had hosted more than 600,000 visits by fitness industry professionals, averaging more than 200,000 page views and 49,250 unique visitors a month, during the key pre-show months.

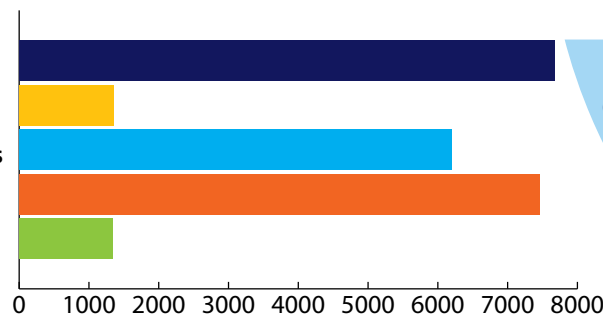


2010 ■ page views ■ unique visitors



CBI Readership

- Presidents/Board, VPs, GMs
- COO, CEO, CFO, CTO, etc.
- Directors, Department Heads
- Managers
- Sales/Marketing Staff



Total March
CBI Circulation
28,045

Bonus circulation of CBI at IHRSA 2011 . . . Onsite distribution is an additional 4,000 copies!

ABOUT IHRSA

The International Health, Racquet & Sportsclub Association is a not-for-profit trade association representing health and fitness facilities, gyms, spas, sports clubs, and suppliers worldwide. The association's membership includes more than 9,000 clubs in 78 countries, along with more than 650 industry manufacturers and service companies. IHRSA offers high-quality publications, such as *Club Business International*, websites, webinars, educational networking events in major markets worldwide, and will host the premier gathering in the industry, the 30th Anniversary International Convention & Trade Show, March 16-19, 2011. To learn more, visit www.ihrsa.org or call +1 617-951-0055. Join the fitness industry's leading suppliers next March to celebrate our three decades of bringing qualified buyers and sellers together!

For more information on arranging exhibit space, contact Tom Hunt at 800-228-4772 or +1 617-951-0055 ext. 152, or by e-mail at teh@ihrsa.org.

EXHIBITOR BENEFITS

The benefits of exhibiting at an IHRSA Trade Show continue to improve and expand, to better serve YOU – our customer – and to ensure a return on your investment.

- **FREE consulting services** to assist you in all aspects of planning your display, from early conception to onsite installation . . . as a membership organization, we truly have your best interests in mind.
- **FREE access** to the pre-registered list of attendees beginning November 1 – in real-time, 24 hours a day, every day. See the moment when buyers register with IHRSA to plan your pre-event promotions accordingly.
- **FREE product and service listing** in the March Show Issue of *Club Business International* (CBI) with an expanded circulation of 28,000 copies, in addition to highlights in *Fitness Business Latin America*.
- **FREE presence** on the IHRSA 2011 Trade Show online, where you can post videos, news and promotions about your product line, and preview all the exciting event and Trade Show activities scheduled in your booth.
- **FREE customer invitations** to the Trade Show – Offer your best clients complimentary access to the Trade Show, and select educational offerings during the Convention.
- **FREE booth carpet and display drape** in the official show colors, plus identification signage for your booth and around the Trade Show floor.
- **FREE webinar series** designed to assist you with your pre-planning efforts, identify cost-saving opportunities, generate new customer leads, and navigate the installation procedures and union requirements.



IHRSA members typically spend \$180,000 per year, or 5.3% of their total revenue, on fitness equipment, office technology, and facilities and grounds.

Source: IHRSA 2009 Industry Data Survey.



EXHIBIT FEES

In celebration of our 30th Anniversary, we anticipate that booth space will be in extremely high demand. Be sure to review the Booth Space Selection schedule and make plans to return your contract and deposit in early before the Trade Show is sold-out! Exhibit fees indicated below are per 10'x10' booth space (100 sq. ft.).

IHRSA Members \$3,000 Non-Members \$3,800

Additional fees apply per corner booth space and multi-level construction; review the Exhibitor Contract for details and additional participation guidelines.

EXHIBITOR SCHEDULE

We are pleased to announce that we will be occupying only Moscone South in 2011, which means every exhibitor, every booth, will be where the action is!

Exhibit Installation	Tuesday, March 15	8:00am - 7:00pm
	Wednesday, March 16	7:00am - 7:00pm
	Thursday, March 17	7:00am - 10:00am
Trade Show Hours	Thursday, March 17	11:00am - 6:00pm
	Friday, March 18	6:00am - 8:30am Morning Workout 11:00am - 6:00pm
	Saturday, March 19	7:00am - 4:00pm
Exhibit Dismantle	Friday, March 18	6:01pm - 11:00pm
	Saturday, March 19	7:00am - 4:00pm

The 6,642 attendees at IHRSA 2010 represented more than 12,000 fitness facility locations in 82 countries!

BOOTH SPACE SELECTION

Exhibit Space Will Be In Extremely High Demand – Take Action Now!

All IHRSA Associate Members are invited to participate in our highly popular Pre-Paid Booth Allocation program that essentially gives every company who makes an early commitment preferential placement before the open sales period begins.

Beginning May 21, 2010

Act Immediately to Enhance Your Position in San Francisco

Mail a completed Exhibitor Contract (faxed copies will not be accepted) with the 50% deposit on total booth fees due to guarantee your opportunity to select your company's location during the Pre-Paid Booth Allocation period . . . an exclusive benefit for all IHRSA Associate Members!

Simply complete the Contract without identifying a location preference and base your deposit on the number of 10'x10' booths you are looking to secure. You will select your actual booth location when an IHRSA representative contacts you during the booth allocation process in August.

Beginning August 2, 2010

IHRSA Associate Member Pre-Paid Booth Allocation Begins

Our sales team will begin contacting those companies who mailed in their Exhibitor Contract and advance deposit to secure their booth selection. Companies will be contacted in order of the size booth requested and their ranking on the 2010 IHRSA AMPS Report*.

Beginning October 1, 2010

Booth Selection Begins for IHRSA Associate Members Only!

IHRSA Associate Members who did not participate in the Pre-Paid Booth Allocation period may now call IHRSA to secure their location. A completed Exhibitor Contract and the 50% deposit of total booth fees due must be received within five (5) days of making your selection.

Beginning November 8, 2010

Open Sales Period . . . If Space is Still Available!

Companies that are not IHRSA Associate Members may now contact IHRSA to purchase booth space . . . but why wait? Join IHRSA today by calling 800-228-4772 (US & Canada) or +1 617-951-0055 to speak with a membership representative and save on your total booth fees. New membership applications are also accepted online at www.ihrsa.org/suppliers.

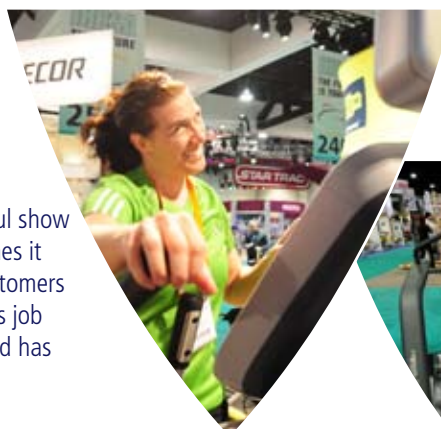
* The 2010 IHRSA Associate Member Points System (AMPS) Report coincides with IHRSA's fiscal year: July 1, 2009 – June 30, 2010 and ranks all IHRSA Associate Members based upon points awarded for qualifying activities. Visit www.ihrsa.org/amps for details.

"The Convention and Trade Show represents the newest knowledge and technology. All in a friendly atmosphere, where I as a single club owner receive the same respect as an international fitness chain operator. IHRSA gives a fantastic feeling of being a part of this vibrant industry."

**Tom Hoel, Owner Aerobicgarden
Denmark**

"We strongly felt the 2010 IHRSA Convention was the most successful show we have participated in over the years. In these tough economical times it has been critical for us to gain valuable one on one time with key customers and decision makers around the world. IHRSA has done a tremendous job organizing one of the most recognized conventions in the industry and has made the event a must attend for Octane Fitness."

Ryan Pertile, Marketing Manager, Octane Fitness



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EXHIBITOR PRODUCT & SERVICE CATEGORIES

Here are just some of the categories of exhibitors that were represented at the IHRSA 2010 International Trade Show in San Diego.

Aquatic / Pool
Architects / Facility Designers / Decor
Associations / Certification & Educational Organizations
Audio / Video Equipment
Climbing Walls & Structures
Computer Software / EFT Billing & Collections
Consultants: Sales / Marketing / Promotions / Training / Personnel
Equipment Cleaning, Maintenance & Repairs
Fabric Domes & Structures

Fitness Equipment & Accessories
Fixtures / Furniture / Lighting / Lockers
Flooring / Courts / Mats / Sports Surfaces
Food & Beverage / Nutritional Products / Supplements
Health Clubs / Gyms / Franchises
Insurance
Laundry
Leasing & Financing
Locker Room Amenities / Towels
Medical & Rehabilitation Equipment
Pilates / Stretching / Yoga
Publications / Magazines / Publishing

Security / Locks
Spa Services / Skin Care / Massage / Equipment
Sporting Goods / Apparel / Pro Shop / Music
Steam / Sauna
Tanning
Technology / Internet / Programs
Testing / Heart Rate Monitors / Scales / Body Composition / AEDs / First Aid
Youth Fitness / Children's Programming / Playground Equipment



IHRSA's 30th Anniversary Celebration in San Francisco will bring qualified **buyers and sellers from around the world together in one dynamic Trade Show.** Join the fitness industry's leading suppliers of equipment and services next March!

IHRSA 2010 EXHIBITOR LIST

2XL Corporation
3D ART
3M
A-1 Textiles
Ab Coaster
ABC Financial Services, Inc.
ABSOLO
Active Rewards
Admiral Furniture
Aerobics & Fitness Association of America (AFAA)
Aeromat Fitness Products / Ecowise Fitness Products
Affiliated Acceptance Corporation
AIR Sports Watch
Alcan Airex AG
Alexandave Industries Co., Ltd.
All Brands Vending
Am-Finn Sauna & Steam
American College of Sports Medicine (ACSM)
American Council on Exercise (ACE)
American Express OPEN
American Specialty Health
ANT+
Anytime Fitness Inc.
Aon Affinity Insurance Services
Apex Fitness
AptusSoft
AquaMassage International, Inc.
Art4Fitness
ASF International
Aspen Information Systems
Association Insurance Group
ASTEK Technology Ltd.
Athletic Business
Athletic Republic

Athletix Products by Contec, Inc.
Atwood Consulting Group
AV Now, Inc.
AVACEN, Inc.
Avanti Fitness, Inc.
AVID Fitness Headphones
Acess / North America, LLC
Balanced Body Pilates
Beauty Secrets, Inc.
Best Priced Products, Inc.
BH North America Corp.
BIOMETRICS Nutrition & Fitness
Biospace, Inc.
Body Bar, Inc.
Body Solid
Body Training Systems
BOSU® by Fitness Quest
BroadcastVision Entertainment
California University of Pennsylvania
Celsius, Inc.
Centaur Floor Systems LLC
The Cleaning Station by Clean Holdings
Clif Bar & Company
Clipper Magazine
Club Industry
Club Insider
Club Resource Group
ClubCom and Zoom Media
Communication Consultants
Concept2 CTS Inc.
Courtclean
CP Mobelsysteme GmbH & Co. KG
Creative Fitness Marketing
Creative Health Products
Creative Insurance Services, Inc.
CRS Products International, Inc.
CSI Software

CSM Fitness Equipment
CSSN Inc dba Card Scanning Solutions
CYBEX International, Inc.
CycleOps Power
Decade Transmitters Inc.
DietMaster Pro by Lifestyles Tech
Digilock
DINOFLEX Group Limited Partnership
DKN Technology
Dollamur / Swan Sport Surfaces
Dr. Fresh, Inc.
Dynamic Activity
EduFit Personal Training Studio
Egg Whites International
Eldorado Climbing Walls
Entre Prises Climbing Walls
Equator Fitness
ERC Wiping Products, Inc.
Everlast Sports Nutrition
EVERLAST Sports Surfacing
Exerbotics LLC
EZFacility.com, Inc.
Fabiano Designs
Face2Face Retention Systems
Fantaa International Technologies - F.I.T.
FieldTurf Tarkett
First Service
Fiserv
Fit Interactive
FITNESS ANYWHERE, Inc.
Fitness Audio, LLC
Fitness Equipment Depot Worldwide
Fitness Flooring
Fitness Insurance
Fitness Pak, a Division of InterWest Insurance
Fitness Wholesale

fitRewards
 Five Diamond Trading Company, LLC
 FLEXCO - Tuflex Rubber Flooring
 FLEXI-SPORTS GmbH
 FreeMotion Fitness
 Function First Designs
 Garmin International
 GB Global Marketing USA
 Go Figure, Inc.
 GOJO Industries, Inc.
 Gold's Gym International
 Good Earth Products
 Gopher Performance
 Gordon's Action Products, Inc. / Aeroball
 GP Industries, Inc.
 GRAVITY® by efi Sports Medicine
 The Green Revolution, Inc.
 Gym Tek
 GymValet
 h/p/cosmos sports & medical gmbh
 Hafele America Co.
 Hampton Fitness Products
 Harbinger Fitness
 Health Club Media Network
 HealthLine
 Healthways
 Helix Co.
 HEX TANNING
 HOIST Fitness Systems, Inc.
 Hollman, Inc.
 Hydra-Gym Athletics
 HydroMassage
 Hyper Wear, LLC
 I-Trainer International, Inc.
 ICA / Travel Network Inc.
 IDEA Health & Fitness Association
 Ideal Products, Inc.
 Indo Board Balance Board
 Inflight Fitness
 INFOTRADE MEDIA CO., LTD.
 Intek Strength
 Intelametrix, Inc.
 Interactive Fitness Holdings
 International Play Company
 International Sports Sciences
 Association (ISSA)
 InTouch Technology
 Iron Grip Barbell Company
 Ironman Investments, Inc.
 Bench Dip Blaster
 Ivanko Barbell Company
 Jacobs Ladder LLC
 JumpSport Inc.
 K & K Insurance Group, Inc.
 KangenFit
 Kangoo Jumps
 Keiser
 Kidzpace Interactive, Inc.
 Korr Medical Technologies
 Landice, Inc.
 Legacy Lockers
 LeMond Fitness
 Les Mills International
 Life Fitness
 Life Measurement, Inc.
 Lifeline USA
 Lincoln Equipment
 List Industries Inc.
 Loos & Co., Inc.
 M-Core F.T.S.
 Mad Dogg Athletics

Marketing World Authorized Distributor
 of Permanon
 Marpo Kinetics
 Matrix Fitness
 Maxion Design
 McArthur Towel & Sports
 Members Today
 Memphis Pool Supply
 MINDBODY, Inc.
 Modern Postcard
 Mogo Organics LLC
 Mondo
 MotionSoft
 Muscular Dystrophy Association
 Mystic Tan
 National Academy of Sports Medicine
 (NASM)
 National Exercise Trainers Association
 (NETA)
 National Federation of Professional
 Trainers (NFPT)
 National Fitness
 National Strength & Conditioning
 Association (NSCA)
 Neil Hirsch & Associates
 New Leaf
 Nicros Climbing Walls
 Noritsu Technical Services
 North West Rubber
 Norvell Skin Solutions, LLC
 NuStep, Inc.
 Octane Fitness
 Ohlson Lavoie Collaborative
 OpenAire, Inc.
 ORBITER, LLC
 Oreck Vacuum
 Paramount Acceptance
 Paramount Fitness Corporation
 Parisi Speed School
 Partition Systems Inc. of South Carolina
 PAVIFLEX - TECHNICAL FLOORING
 PAVIGYM
 Peak Performance
 Peak Pilates
 Perform Better
 Performance Food Centers
 Personal Training on the Net
 Petra Hygienic Systems
 PFP - Personal Fitness Professional
 Philadelphia Insurance Companies
 PLAYTIME LLC
 Polar Electro, Inc.
 Power Plate North America
 Power Systems, Inc.
 PowerBlock, Inc.
 Precor Incorporated
 ProMaxima Strength & Conditioning
 Prospec US, Inc.
 ProSun International
 ProTeam
 PumpOne
 RB Rubber Products, Inc.
 Ready Care Industries
 RealRyder International LLC
 REGUPOL AMERICA
 Respondesign LLC
 Retention Management
 Robot Coupe
 RomFab
 Salisbury Industries - Lockers.com
 Salutron

Shape.net Software
 SofSurfaces, Inc.
 SOWA Tech Company Ltd.
 Speed Queen
 Sports & Fitness Insurance Corporation
 Sports Solutions, Inc.
 SportsArt Fitness
 SPRI
 StairMaster, Inc.
 Star Trac
 Steam Sauna / My Sauna
 Steamist
 The Stick / RPI of Atlanta
 STOTT PILATES®
 Strive
 Sun Ergoline, a Division of JK Products
 & Services
 Sunlight Saunas
 Sunny Health & Fitness
 Supreme Audio
 TAFT Consulting, LLC
 Tanita Corporation
 Taylored Flexibility
 Technogym
 The Tennis and Track Company
 Terraboost Media
 ThermaSol Steam Bath Company
 Thin & Healthy's Total Solution
 Tiger Tail Rolling Muscle Massager
 TKO Sports Group USA Limited
 TMI Salt Pure Corp
 Total Health Interactive
 Treeforms
 Trigger Point Performance
 Troy Barbell & Fitness
 TRUE Fitness Technology, Inc.
 TruMotion
 Tuff Stuff Fitness Equipment, Inc.
 Tune Belt, Inc.
 Tung Keng Enterprise Co., Ltd.
 Twin Oaks Software
 Twin Oaks Software Development Inc.
 U.S. Rubber Recycling, Inc.
 ULTRASUN USA
 UMAX Strength
 UniMac
 United Leasing, Inc.
 Valhalla Scientific
 Vectra Fitness
 VersaClimber
 VI-CORE
 Vibram FiveFingers
 ViPR
 Visual Fitness Planner
 Vitabot
 Volo Innovations
 Waterplay Solutions Corporation
 WaterRower, Inc.
 Waters Fitness LLC
 Weight Loss Buddy Inc.
 Woodway
 Worldwide Sport Nutrition / MET-Rx
 X-FORCE AB
 X-Pole US, Inc.
 Xerox FreeColorPrinters
 YogaFit Training Systems Worldwide, Inc.
 YOUSA
 Zhejiang Hope Sports Equipment Co., Ltd.
 Zumba Fitness



For more information on arranging exhibit space, contact Tom Hunt at 800-228-4772 or +1 617-951-0055 ext. 152, or by e-mail at teh@ihrsa.org

IHRSA SHOW MANAGEMENT TEAM

T: 800-228-4772 (US & Canada) or +1 617-951-0055

See contact extensions below.

Purchase Exhibit Space

Tom Hunt, ext. 152

Associate Vice President – Exhibit Sales

E: teh@ihrsa.org

Sponsorship Opportunities

Lynne Fussteig, ext. 102

Associate Vice President – Sponsorship & Promotions

E: lsf@ihrsa.org

Reserve Advertising Space

Michele Eynon, ext. 131

Vice President of Advertising & Membership

E: me@ihrsa.org

New Associate Membership

Will Finn, ext. 130

New Business Development Manager

E: wjf@ihrsa.org

Manage Exhibit Logistics

Jeff McNally, ext. 176

Trade Show Manager – Logistics

E: jm@ihrsa.org

Associate Membership Service

Meghan Burnham, ext. 122

Advertising & Associate Coordinator

E: mb@ihrsa.org

Marketing Support

Phil Bonomo, ext. 237

Vice President – Marketing & Sales

E: pb@ihrsa.org

General Comments, Feedback, Recommendations

Bill Dussor, ext. 133

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iHRSA
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