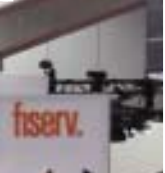


IHRSA 2012 International Convention & Trade Show



Exhibitor Prospectus

March 15-16, 2012
L.A. Convention Center
Los Angeles, California USA

- Reach thousands of industry professionals
- Demonstrate "hands on" to true industry leaders
- Reap the benefits of face-to-face time with current customers
- Exhibit shoulder-to-shoulder with over 300 leading companies

Unparalleled Sales, Networking, and Deal-Making **Opportunities**

More than Just a Trade Show

The IHRSA 2012 Trade Show is held in conjunction with IHRSA's **International Convention**, the world's preeminent educational, social and networking event for the health club industry, which draws thousands of attendees from over 70 countries each year.

The Broadest Spectrum of Qualified Decision-Makers

IHRSA Convention & Trade Show attendees include the Presidents, CEOs, and Senior Executives of the largest health club groups in the world, as well as thousands of independent club operators whose drive and ambition to propel their clubs to the next level of success make them just the kind of customers you need.



→ IHRSA 2012 at L.A. LIVE!

L.A. LIVE is a 4-million-square-foot development in Downtown Los Angeles adjacent to STAPLES Center and the Los Angeles Convention Center. The multifaceted entertainment destination features an exciting mix of unique venues, restaurants, clubs, television and radio broadcast studios including: Nokia Theater, ESPN Zone, Yard House, Wolfgang Puck Bar & Grill, Rosa Mexicano, Katsuya, Fleming's Prime Steak House & Wine Bar, The Grammy Museum and many others! L.A. LIVE will have something for everyone... all in walking distance from the Convention Center and main hotels.



Make the Right Move for Your Business – Reserve Your Space for IHRSA 2012.



“If you are looking to sell your product in the fitness industry you **HAVE to exhibit at IHRSA!”**

~ Sam Caucci, Director of Sales & Marketing / Parisi Speed School



Act Fast and Act Now!

The IHRSA 2011 Trade Show sold out and many companies missed the opportunity to participate. Those who missed out won't make the same mistake twice! Participate in the Pre-Paid Booth Allocation process outlined on the Booth Space Selection page to ensure you receive the best possible location in Los Angeles.

Your Best Sales Opportunity of the Year! More Buyers Equal More Sales

At the IHRSA 2011 show over 7,000 attendees representing thousands of the world's most successful health clubs and fitness facilities came together to see, demo and buy the newest and best our industry has to offer.

“The IHRSA 2011 Trade Show had a palpable energy!”

~ Chuck Runyon, President / Anytime Fitness, Hastings, MN



Qualified Buyers with Multi-Million Dollar Budgets

Many IHRSA attendees have multi-million dollar budgets and the authority to make purchasing decisions. Some of the health club industry's most substantial purchasing deals of the year were concluded at the IHRSA 2011 Trade Show in San Francisco!

A Powerful International Draw

Over 1,500 international participants attended IHRSA 2011 from 70 countries. International club operators know that IHRSA is the one must-attend Trade Show in North America.

Busy Floor Traffic Means More Leads, More Connections and More Sales

The two-day, one-hall Trade Show format was a resounding success for the 2011 event and we'll keep it in 2012. We'll bring customers to you until the lights go out in the exhibit hall.



→ EXHIBIT FEES

We expect the demand for exhibit space to be even greater than it was for the sold-out 2011 event. Be sure to review the Booth Space Selection schedule on page four and make plans to return your Exhibitor Contract and deposit before the Trade Show is sold-out! Exhibit fees indicated below are per 10'x10' booth space (100 sq.ft).

IHRSA Members	US\$3,100	<i>Additional fees apply for corner booth space and multi-level construction; review the Exhibitor Contract for details and additional participation guidelines.</i>
Non-Members	US\$3,925	<i>Companies must be an IHRSA Associate Member to participate in the Pre-Paid Booth Allocation Program.</i>

“We’re opening a new club in May and waited until the IHRSA Trade Show to finalize and place most of our equipment and supply orders. We were on the fence with a couple of these pieces, but after experiencing the equipment first-hand, it was an easy sell.”

~ Jaime Andrews, General Manager / VIDA Fitness, Washington D.C.

→ EXHIBITOR SCHEDULE

Exhibit Installation	Tuesday, March 13	8:00am - 7:00pm
	Wednesday, March 14	7:00am - 7:00pm
	Thursday, March 15	7:00am - 10:00am
Trade Show Hours	Thursday, March 15	11:00am - 6:00pm
	Friday, March 16	6:30am - 8:30am (Early Morning Workout)
		11:00am - 6:00pm
Exhibit Dismantle	Friday, March 16	6:01pm - 11:00pm
	Saturday, March 17	7:00am - 4:00pm





“ IHRSA provides the best opportunity to grow your business both here in the US and Internationally. ”

~ Randy Ivey, Marketing Consultant /
iGo Figure Software



→ EXHIBITOR BENEFITS

The benefits of exhibiting at an IHRSA Trade Show continue to improve and expand to better serve *YOU* 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 partner publications.

FREE presence on the IHRSA 2012 Trade Show online, where you can submit 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.

FREE booth carpet and display drape in the official Show colors, plus identification signage for your booth and around the Trade Show floor.

FREE Access to the Trade Show and Opening Reception for all company employees as well as full Convention registrations for two of your company personnel.

→ BOOTH SPACE SELECTION – HOW DO I GET A BOOTH?

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

Beginning June 1, 2011

Act Immediately to Enhance Your Position in Los Angeles

Return a completed Exhibitor Contract with the 50% deposit of 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!

Beginning August 15, 2011

IHRSA Associate Member Pre-Paid Booth Allocation Begins

Our sales team will begin contacting those companies who mailed in their Exhibitor Contracts and advance deposits to secure their booth selection. Companies will be contacted in order of the size booth requested and their ranking on the 2011 IHRSA AMPS* Report.

Beginning October 3, 2011

Open Booth Selection Begins for IHRSA Associate Members Only!

Trade Show space not reserved during Pre-Paid Booth Allocation is now available for purchase! To secure a booth 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 7, 2011 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 2011 IHRSA Associate Member Points System (AMPS) Report coincides with IHRSA's fiscal year: July 1, 2010 – June 30, 2011, and ranks all IHRSA Associate Members based upon points awarded for qualifying activities. Visit www.ihrsa.org/exhibitors for details.*

“The IHRSA Show is a fantastic way for our staff to find out about the latest and most innovative products available in our industry!”

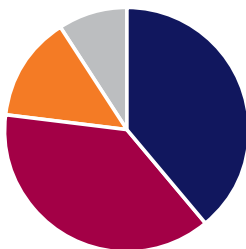
~ Bob Shoulders, Industry Veteran



IHRSA Attracts Attendees with Buying Power!!!

→ IHRSA 2011 ATTENDEE BREAKDOWN BY TITLE:

- 39% Executive Level
- 38% Directors and Managers
- 14% Trainer/Instructor/Coach
- 9% Other (Consultants, Distributors, Media)



Global Reach Like No Other Show in the U.S.!

→ CONNECT WITH CUSTOMERS IN RAPIDLY EMERGING MARKETS

- Over 7,000 attendees, with more than 1,500 participants from 70 countries!
- 35 international federations and partners covering all continents
- Attendee group tours from Russia, Spain, Argentina, Brazil, UK, Australia, Canada and Japan
- You never know where your next customer will come from!



“This was our first time exhibiting at IHRSA and we had a blast!”

~ Alysia Kanemoto / EFX Performance

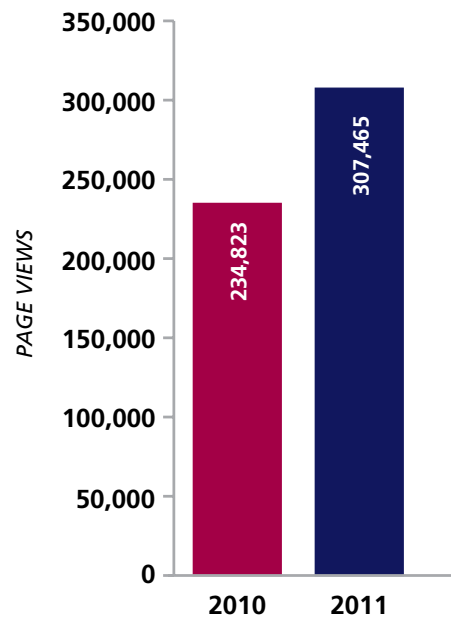


Maximize Your Exposure!

Exhibitor presence on IHRSA.ORG as well as your free listing in the special *Product Premier* section of the March *CBI* issue helps to ensure attendees know who you are before, during and after the show! Additionally, IHRSA.ORG's "live" editorial coverage provides huge viewership (see chart) and highlights the latest in fitness equipment.



→ IHRSA.ORG PAGE VIEW COMPARISON: MARCH 2010 TO MARCH 2011



Club Business International – Your Global Connection to the Health & Fitness Industry

→ CBI READERSHIP MONTHLY CIRCULATION

Presidents/Board, VPs, GMs	7,650
COO, CEO, CFO, CTO, etc.	1,420
Directors, Department Heads	6,230
Managers	7,435
Sales/Marketing Staff	1,115
Total	23,850

Club Business International (CBI) is the world's leading, and most respected, magazine for the commercial health and fitness industry. The March "Show Issue" has an expanded circulation of 28,045.



→ EXHIBITOR PRODUCT & SERVICE CATEGORIES

Here are just some of the categories of exhibitors that were represented at the IHRSA 2011 International Trade Show in San Francisco.

- Aquatic / Pools & Supplies
- Architects / Facility Designers / Construction / Decor
- Associations / Certification / Educational Organizations
- Audio / Video Equipment / Music
- Climbing Walls / Structures
- Computer Software / EFT Billing & Collections
- Consultants: Sales / Marketing / Promotions / Training / Personnel
- Equipment Cleaning / Maintenance / Repairs
- Fitness Equipment / Fitness Accessories
- Fixtures / Furniture / Lighting / Lockers
- Flooring / Courts / Mats / Sports Surfaces
- Food & Beverage / Nutritional Products / Supplements / Services
- Group Exercise / Programming / Instruction
- 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
- Steam / Sauna
- Tanning
- Technology / Internet / Programming
- Testing / Heart Rate Monitors / AEDs / Body Composition / First Aid
- Youth Fitness / Children's Programming / Playground Equipment



→ IHRSA 2011 EXHIBITOR LIST

2XL Corporation - GymWipes
 3D Art Pte Ltd - Dynaforce 3D
 A-1 Textiles & Hospitality
 Ab Coaster, LLC
 Abbott Nutrition
 ABC Financial Services, Inc.
 Active Network, Communities
 Active Rewards
 Aerobics & Fitness
 Association of America (AFAA)
 Aeromat Fitness Products /
 EcoWise Fitness Products
 Affiliated Acceptance Corporation
 Airex
 Alpha Strong
 Alter G, Inc.
 Am-Finn Sauna Company

American College
 of Sports Medicine (ACSM)
 American Council on Exercise (ACE)
 American Public University
 American Specialty Health
 Ant+ Dynastream Innovations
 Apex Fitness Group
 ApexNetwork Physical Therapy
 AptusSoft
 Art 4 Fitness
 International
 Aspen Core Fitness
 Aspen Information Systems, Inc.
 Association Insurance Group
 Athletes HoneyMilk
 Athletic Business
 Athletix Products by Contec, Inc.

AV Now Fitness Sound
 Avanti Fitness
 AVID Fitness
 Balanced Body®
 BallBike Pro
 Batca Fitness Systems
 Batuka
 Biospace, Inc.
 Biotonix
 The Blaster
 Body-Solid, Inc.
 BOSU® by Fitness Quest, Inc.
 Broadcastvision Entertainment
 C + P Mobelsysteme GmbH & Co. KG
 California University of Pennsylvania
 CardiOLD Kiosk
 Centaur Floor Systems, LLC

Clean Designs, LLC
 Clean Holdings, LLC
 Clif Bar & Company
 Clinemetrica
 Club Industry
 Club Insider
 Club Resource Group
 Club Vitals
 ClubCom - Zoom Media
 ClubWebX
 Concept2 CTS
 COR Systems
 Coral LLC
 Core-Tex
 Coverall North America, Inc.
 Creative Agency Group
 Creative Fitness Marketing

For 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 2011 EXHIBITOR LIST

Creative Health Products
 CSI Software
 CSM Fitness Equipment
 CYBEX International, Inc.
 Diamond Corporate Services
 Digilock
 DINOFLX Group Limited
 DKN Technology
 Dollamur, LP
 dotFIT
 EFX Performance
 Eldorado Climbing Walls
 EPIC Solutions, Inc.
 Europa Sports Products, Inc.
 EVERLAST Sports Surfaces
 Extreme Conditioning
 EZ Facility, Inc.
 Fabiano Designs
 FBE Wellness

GB Global Marketing USA
 GOJO Industries
 Gopher Performance
 GP Industries
 GramercyOne
 h/p/cosmos sports & medical
 Hafele America Company
 Hampton Fitness Products
 Harbinger Fitness
 Health Club Media Network
 Health Profile Institute
 HealthLine
 Healthways
 Healthy Learning
 Helix Company
 HEX Tanning & Marketing
 HOIST Fitness Systems, Inc.
 Hollman, Inc.
 Hugger Mugger, Inc.

Kug Way Company Ltd.
 Landice Treadmills
 Legacy Lockers
 LeMond Fitness, Inc.
 Les Mills International Ltd.
 Life Fitness
 Lifecore Fitness, Inc.
 LifelineUSA
 Lightspeed VT
 Lincoln Equipment, Inc.
 Links Modular Solutions
 List Industries Inc.
 Loos & Co.

New Whey Nutrition
 Nicos Climbing Walls
 Norvell Skin Solutions, LLC
 NTS Global
 Octane Fitness
 Ohlson Lavoie Collaborative
 Ojmar U.S.
 The One Fitness Co., Ltd.
 Paramount Acceptance
 Paramount Fitness Corporation
 Parisi Franchise Systems
 PAVIFLEX
 Pavigym America Corp.

“This is the best trade show to see, demo, and purchase fitness equipment!”

~ Scott Jackson, Owner / Real Life Fitness, Nevada City, CA



Fine All Corporation
 Firestone Financial Corp.
 First Degree Fitness NA, LLC
 First Service
 Fiserv Solutions, Inc.
 Fit One LLC
 Fitness Audio, LLC
 Fitness Equipment Depot Worldwide
 Fitness Flooring
 Fitness Insurance, LLC
 Fitness Master, Inc.
 Fitness On Request
 Fitness Wholesale
 FitPro Milk
 fitRewards
 Fitter International, Inc.
 FITwave International Technologies
 FLEXI-SPORTS GmbH
 Flynn Construction
 FORE Supply Co.
 FreeMotion Fitness
 Frevola
 FUEL-powered by Island Oasis
 G2 Lifestyles
 Gantner Electronic GmbH
 Garmin International
 Gatorade

Humane Manufacturing
 Hydromassage
 Hydrorider
 Hyper Wear
 Ideal Products, Inc.
 iGo Figure, Inc.
 Indo-Row® by Fitness Quest
 Inflight Fitness
 Infotrade Media Co., Ltd.
 Intelamatrix, Inc.
 Interactive Fitness
 Holdings / Espresso
 International Play Company
 InterWest Insurance
 Iron Grip Barbell Company
 Ivanko Barbell Company
 Jacobs Ladder LLC
 JumpSport Inc.
 Junckers Hardwood Inc.
 K & K Insurance Group, Inc.
 Kamagon Fitness, LLC
 Kangoo Jumps
 Kay's Naturals
 Keiser Corporation
 Kickbutt Amped Energy Ballz
 KidCheck, Inc.
 KORR Medical Technologies

Lumos, Inc.
 M-Core FTS
 Mad Dogg Athletics, Inc.
 Marpo Kinetics
 Matrix Fitness
 McArthur Towels
 Members Today
 Merrithew Health & Fitness™
 MFAC, LLC - Perform Better
 MicroFit, Inc.
 Milnor Laundry Systems
 MINDBODY, Inc.
 Mondo USA
 MotionSoft, Inc.
 My Sauna
 MYE Entertainment
 MyZone International
 National Academy
 of Sports Medicine (NASM)
 National Federation
 of Professional Trainers (NFPT)
 National Fitness Financial
 National Strength &
 Conditioning Association (NSCA)
 Nautilus Commercial Products
 Navacorp, Inc.
 New Leaf Health & Fitness

Performance Food Centers
 The Personal Trainer
 PFP Media
 Philadelphia Insurance Companies
 PLAE Performance Sports
 Playtime, LLC
 Polar Electro, Inc.
 Power Balance
 Power Plate North America
 Power Systems, Inc.
 PowerBlock
 Precor Incorporated
 ProMaxima Strength
 & Conditioning
 ProTeam
 PTStudio
 PumpOne, LLC
 Puravidah2o
 Pure Fitness
 Qingdao Grand Fitness
 Railyard Fitness
 Ravon Invest Indoor Walking
 RB Rubber Products, Inc.
 Reach Sports Group
 Ready Care Industries
 RealRyder International LLC
 REGUPOL AMERICA LLC



Rephouse
 Responddesign
 Retention Management
 Roppe Corporation (Tuflex)
 Salsbury Industries
 Salutron, Inc.
 Savvier Fitness
 SBT Core Trainer, Inc.
 SCM Brands / Zensation
 Shape.net Software
 Signature Sports Flooring
 SmartTouch Sanitizing
 Snap Fitness
 SofSurfaces, Inc.
 The Spine in Line
 SportFLOOR
 Sports & Fitness
 Insurance Corporation
 Sports & Prevention, LLC
 SportsArt Fitness
 SPRI Products, Inc.
 Sproing Fitness LLC
 StairMaster, Inc.
 Star Trac
 Steam Sauna
 Steamist Company, Inc.
 Step into Life
 The Stick / RPI of Atlanta
 Sun Ergoline
 Sunless, Inc.
 Sunny Health & Fitness
 Supreme Audio - Fitness Audio
 Sybaritic, Inc.
 Taiwan External Trade Development
 Tanita Corporation
 Technogym®
 Tennis Industry Association (TIA)
 Terraboost Media
 Timex

TKO Sports Group, USA Limited
 TMI Salt Pure Corp.
 Tongfang Health Technology Co.
 Torque Fitness
 Total Gym®
 Towel Tracker, LLC
 Trak Fitness, LLC
 Treeforms, Inc.
 Trigger Point Performance
 Troy Barbell & Fitness
 TRUE Fitness Technology
 TRX
 Tuff Stuff Fitness Equipment, Inc.
 Tune Belt, Inc.
 Tung Keng Enterprise Co. Ltd.
 Twin Oaks Software
 Development, Inc.
 U.S. Rubber Sportfloor Systems
 UMAX Strength
 UniMac
 United Leasing
 Unlimited Promotion, Inc.
 USchedule
 Varisport, Inc.
 Vasa, Inc.
 Vectra Fitness
 VersaClimber / VersaPulley
 Victory MMA and Fitness
 Visual Fitness Planner
 Vitabot
 Volo Innovations
 WaterRower
 Wattbike
 Woodway USA
 Worldwide Sport Nutrition / MET-Rx
 Yoga Direct, LLC
 YogaFit® Training Systems Worldwide
 Zumba Fitness LLC

**You're Known by the
 Company You Keep –
 Exhibit Together with
 Leading Suppliers at the
 Industry's Premier Event**



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 or +1 617-951-0055 ext.152, or by e-mail at teh@ihrsa.org.



SHOW MANAGEMENT TEAM

PURCHASE EXHIBIT SPACE

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Associate Vice President – Exhibit Sales
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SPONSORSHIP OPPORTUNITIES

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Associate Vice President – Sponsorship & Promotions
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RESERVE ADVERTISING SPACE

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Vice President of Advertising
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Associate Service Manager
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Trade Show Manager – Logistics
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NEW ASSOCIATE MEMBERSHIP

Will Finn
New Business Development Manager
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GENERAL COMMENTS, FEEDBACK, RECOMMENDATIONS

Bill Dussor
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