

Leisure Facilities

20-22 Sept 2011
NEC Birmingham

LEISURE INDUSTRY WEEK



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Leisure Industry Week 2010 saw the largest increase in attendance of key decision makers from across the UK commercial leisure industry.

With in excess of £4 billion worth of spending power walking the halls it is no wonder that over 40% of exhibitors rebooked for 2011.

Leisure Facilities at LIW attracts thousands of operators from across the industry including gyms, health and leisure centres, theme parks, play centres, sports clubs, pubs, hotels, swimming pools, holiday centres and many more. It is clear that with such a high proportion of key decision makers in attendance and with over 65% of visitors finding a new supplier at the show that confidence is growing across the industry following the downturn.

Taking part in the Leisure Facilities sector of LIW provides operators with a platform to launch new products and services, network with key decision makers and meet buyers face to face from national operators such as Virgin Active, Merlin Entertainments, Punch Taverns and Bourne Leisure as well as thousands of independents and owner-operated businesses who can make quick decisions when sourcing new products and services.



Core Communities @ LIW

- Health & fitness: gyms, health clubs, hotels, leisure centres, local authorities
- Sports clubs: sports / golf clubs, professional stadia
- Family attractions: theme parks, cinemas, farm parks, play centres, museums & heritage sites
- Commercial pools and spas: swimming pools, water parks, spas, holiday centres
- Licensed trade: bars, clubs, pubs, hotels
- Catering & hospitality: restaurants, cafes, retail destinations

Industry Supporters

Health & Fitness at LIW

Works in partnership with the Fitness Industry Association (FIA), ISRM, IFI and other organisations to deliver an event that unites the industry and provides a catalyst for change.

Play & Attractions at LIW

Backed by the British Association of Leisure Parks, Piers and Attractions (BALPPA), the Play Providers Association (PPA) and the National Farm Attractions Network (NFAN) to deliver the only national meeting place for operators of family-day-out destinations.

Pool & Spa at LIW

The only UK platform for suppliers to the commercial swimming pool and spa market. Offering interactive feature areas, live demonstrations, expert insight and workshops to operators of wet leisure areas from across the industry.

Show Features and Sponsorship Opportunities



The EnviroZone provides a live theatre for consultants and service providers to help educate leisure operators on how to reduce their energy consumption, embrace sustainable solutions and comply to the latest regulations.



The Franchise Lounge will allow franchisors to host one-to-one meetings with potential franchisees. Whether offering catering outlets, health and fitness training or retail opportunities interest in this area will draw from the expertise and passion that stakeholders have for their respective sectors and attract those looking to make their own mark on the industry.

"I've been visiting the show for 15 years which demonstrates how important it is to me and my role at Leisure Connection. The show gives me the opportunity to network and meet with key people and this year I had pre-arranged meetings throughout my visit. It's great to see that the industry is still demonstrating new and innovative ideas in the current climate."

Kevin Yates, Head of Commercial Development, **Leisure Connection**

Play & Attractions

Play & Attractions at LIW is the exhibition for the UK's family entertainment and visitor attraction sector. If you operate any sort of play or attraction business, you'll find everything you need to help improve your business here.

Health & Fitness

Health & Fitness at LIW works in partnership with the Fitness Industry Association (FIA). It's the show where the networking, seminars & exhibition continues to bring together the leading suppliers and decision makers.

Sport

Sport at LIW (formerly known as Sports Development Week) remains the leading meeting place for the UK sports industry, with some of the best FREE live demonstrations, and sports education in the country.

Pool & Spa

Pool & Spa at LIW provides an exclusive platform for suppliers and providers to commercial, private and public pool operators as well as delivering local authority and private gym and health club owner/operators.

Eat & Drink

Eat & Drink at LIW attracts F&B decision makers from across the leisure industry including gyms, health clubs, visitor attractions, sports clubs, leisure centres, local authorities and many more.

Leisure Facilities

Leisure Facilities at LIW. Taking part in Leisure Facilities means you will meet buyers face to face from nationwide companies such as Virgin Active, Centre Parcs, Merlin Entertainments and hundreds more.

Licensed Business

Licensed Business at LIW is the UK's only exhibition for the licensed trade with the depth and breadth to attract thousands of senior decision makers and place them in one inspirational business environment.

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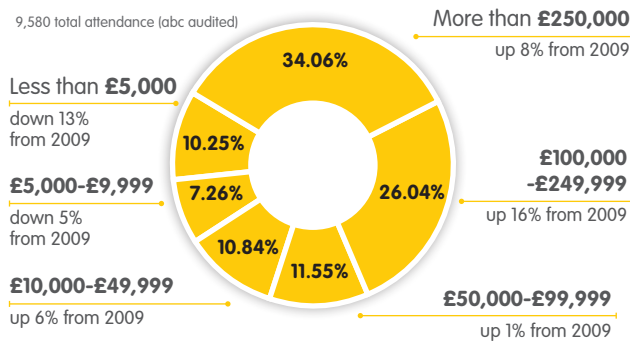
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Budget breakdown of LIW visitor with purchasing power:

9,580 total attendance (abc audited)



"Good leads were generated and we saw many visitors who had an interest in managing their energy emissions more effectively."

Mike Ford, Director, PowaSava

"LIW has provided ITM Leisure with an eye-opening insight into new markets that had previously gone unexplored. Coupled with the planned investment and development of the Coin Op area we envisage LIW becoming the new meeting place for this sector every autumn."

David Cope, Sales Manager, ITM Leisure

"Another great show in terms of quality and quantity of new prospects interacted with at the show coupled with being able to network within our customer base. As major sponsors of the show we are delighted to be part of the continued and ongoing success of LIW and the team organising the show delivered yet another winning combination of pre-marketing, show attendance and new innovations to keep the show interesting, looking forward to 2011 already!"

Darrell Boxall, Managing Director, XN Leisure

Who came? A sample of visitors from LIW 2010

3D LEISURE, Operations Director · ACS INTERNATIONAL SCHOOLS, Head of Property & Facilities · ADVENTURE ISLAND, Managing Director · APOLLO CINEMAS, Operations Manager · ARMAGH CITY & DISTRICT COUNCIL, Facilities Manager · ARUNDEL LIDO, Operations Director · ASTON UNIVERSITY, Facilities Operations Manager · AYLESBURY VALE DISTRICT COUNCIL, Director · BANHAM ZOO LIMITED, Head Of Operations · BANNATYNE FITNESS, Regional Estates Manager · BARNSELY PREMIER LEISURE, Building Service Manager · BELFAST CITY COUNCIL, Leisure Centre Manager · BERKELEY HEATH ENTERPRISES, Operations Manager · BIRMINGHAM CITY COUNCIL, Centre Operations Manager · BLENHEIM PALACE, IT & Systems Manager · BOLTON ARENA, Commercial Manager · BOURNEMOUTH BOROUGH COUNCIL, Contracts Manager · BRADFORD COUNCIL, Membership Advisor · BRENTWOOD LEISURE TRUST, Chief Executive · BROADLAND HOLIDAY VILLAGE, Facilities Manager · BROADLAND HOLIDAY VILLAGE, Facilities Manager · BUTLINS, Operations Manager · CADBURY HOUSE HOTEL, Leisure Club Manager · DAVID LLOYD, Operations Manager · DOLPHIN FITNESS, Managing Director · DRAYTON MANOR THEME PARK, Managing Director · EDGBASTON PRIORY CLUB, Operations Manager · ESPORTA, Purchasing Manager · EXETER CITY COUNCIL, Leisure Facilities Manager · FITNESS FIRST CLUBS, Purchasing Manager · GAMBADO, Managing Director · GRAND PIER, Operations Manager · GULLIVERS, Operations Director · JELLYBEANS PLAY CENTRE, Managing Director · KINGS SWIMMING POOLS, Managing Director · KINGSWOOD LEISURE SERVICES, Managing Director · KNOWSLEY SAFARI PARK, Operations Director · LAVENDER HOTELS, Managing Director · MANCHESTER CITY COUNCIL, Head Specialist - Indoor Dev · MONKEY BUSINESS, Managing Director · MOUNT BATTEN CENTRE, Operations Manager · ODDS FARM PARK, Managing Director · PARKWOOD LEISURE, Purchasing Manager · PARTYMAN GROUP, Operations Director · ROSSENDALE LEISURE TRUST, Head Of Operations · SALFORD COMMUNITY LEISURE, Head of Sport and Leisure · SIR MATT BUSBY SPORTS COMPLEX, Facilities Manager · THE O2, Director Of Operations · VIRGIN ACTIVE, Head of UK Purchasing · WINDSORS GYM, Managing Director and many, many more.

What visitors to LIW 2010 came to source

(Number of visitors stating products of interest when registering for LIW 2010)

MEMBERSHIP & BOOKING SYSTEMS	757
MARKETING/MANAGEMENT SERVICES	728
ENTERTAINMENT	656
CHANGING ROOM SUPPLIES/SHOWERS	618
SIGNAGE	595
VENDING	584
FACILITIES MAINTENANCE/RENOVATION	566
CLEANING/ HYGIENE PRODUCTS	553
WORKWEAR/PROMOTIONAL PRODUCTS	540
CASH HANDLING/PAYMENT COLLECTION	535
ONLINE SOLUTIONS	533
LOCKERS/STORAGE	519
EPOS/TILL SYSTEMS	512
IT & SOFTWARE	501
COMMUNICATION SYSTEMS	399
INTERIOR DESIGN/FURNITURE	388
DISABLED ACCESS EQUIPMENT	384
CONSULTANCY	367
SECURITY SOLUTIONS	348
THEMING/ANIMATION/SPECIAL EFFECTS	308
FINANCE/INSURANCE	272
FRANCHISING	272

For details on stand availability and sponsorship opportunities within Leisure Facilities at LIW, please contact:
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