

The logo for LIW (Leisure Industry Week) features the letters 'LIW' in a bold, white, sans-serif font. The right side of the letters is filled with four vertical stripes of color: red, yellow, green, and blue. The background is a warm, orange-to-yellow gradient with faint, stylized silhouettes of people in various leisure activities.

LIW

12TH - 13TH SEPTEMBER 2017

BRINGING THE LEISURE INDUSTRY TOGETHER

New for 2017 six dedicated sectors providing world class education & key decision makers/influencers under one roof at the NEC, Birmingham



LIW is a place to conduct business with over **9000 industry professionals** set to attend.

The show attracts key decision makers and business influencers:





FITNESS EDUCATION SUMMIT

Group wide education summit attracting over 3000 fitness professionals and influencers including group fitness managers, personal training manager, group exercise managers and coordinators, fitness instructors and pt's.



OPERATORS CONFERENCE

The operators conference is the perfect place for delegates from all aspects of leisure management including trust managers, operation and facilities directors, health and safety managers, duty managers and regional managers from the leisure industry.



PHYSICAL ACTIVITY & HEALTH

The overriding message throughout will be addressing inactivity and future developments in health. Leading innovations in physical activity, health and play will be highlighted by key exhibitors, as well as new technology and assessment methods in health and physical wellness screening.



SPORT WORLD

Opportunity for sports programme leaders, strength and conditioning coaches, sports managers and leisure centre managers to be educated on the roles of sport in all areas of participation and inclusion. Featuring leading presenters and case studies captivating the latest trends.



POOL & SPA

The pool and spa area of LIW is the perfect place to see the most up to date wet leisure developments for all sizes of investment and operators. it will highlight advances in technology and pool maintenance, health and safety and offer forum for the latests challenges in wet leisure.

GOING BEYOND THE EXPO

Exhibitor benefits:

Full marketing package across all social media and digital databases

Inclusion on marketing literature throughout extensive print and digital media campaigns

Hosted meets and facilitation of network introductions

Ability to provide experts for industry insight and hosted session in feature areas

Product reviews in advance of shows through all platforms including technology development and product innovation

Inclusion on monthly e-newsletter

Webinars and insights editorial to database as part of industry insights update monthly broadcast.

Opportunity to be a key show partners or headline presentation partner of features and workshops

Additional off floor marketing packages tailored to your needs including evening entertainment



Reserved Stands
 Available Stands

ENTRANCE



To exhibit at the **UK's leading leisure industry trade show** contact:

- **SALES@LIW.CO.UK**
- FOR **PRESS, PR & MARKETING** ENQUIRIES PLEASE CONTACT: **MARKETING@LIW.CO.UK**
- FOR **ALL OTHER ENQUIRIES** CONTACT: **ENQUIRIES@LIW.CO.UK** OR CALL: **01926 485423**

SAVE THE DATE:
12TH - 13TH SEPTEMBER 2017