





# WELCOME!

The Health and Fitness industry is present and vital at this critical moment in our nation's history. Our growing health and obesity problems continue to demand headlines and increasing national attention and our industry is producing dynamic solutions to these great challenges. The Health+Fitness Business Expo and Conference is the place to be to see and showcase these life-changing innovations and to expand your business, fitness and wellness knowledge.

For 10 years Health+Fitness Business has been the ultimate gathering of the retail fitness industry. This August in Denver, HFB will be bringing together the ultimate blend of industry leaders and innovative products into what has become a three-day energized and professional event. Retailers, members of the media and 200+ brands converge on HFB each year to Grow Their Retail Fitness Businesses Together.

For 2007, we are proud to publish our annual HFB Expo Planner as an insert into the GearTrends® Summer Fitness issue due to our continued strong partnership with SNEWS®. They return this year as our Official Media Partner and are a vital part of our industry and the show each year. The team at SNEWS® produce the most relevant and timely fitness industry news and commentary and place an amazing level of passion into their work.

We look forward to seeing you in Denver this August!

## The Health+Fitness Business Team

# EXPO INFO

### Show Dates & Hours

#### Thursday, August 2nd

Registration ..... 7:30 a.m. to 6:00 p.m.  
 Conference ..... 8:30 a.m. to Noon  
 Expo ..... Noon to 6:00 p.m.

#### Friday, August 3rd

Registration ..... 9:00 a.m. to 6:00 p.m.  
 Early Morning Workouts ..... 8:00 a.m. to 9:00 a.m.  
 Expo ..... 10:00 a.m. to 6:00 p.m.

#### Saturday, August 4th

Registration ..... 8:00 a.m. to Noon  
 Conference ..... 8:30 a.m. to 10:00 a.m.  
 Expo ..... 10:00 a.m. to 2:00 p.m.

### Pre Show Questions

hfreg@nielsen.com  
 www.healthandfitnessbiz.com

### Green Steps

Your badge is made from recycled paper and soy ink—one more Green Step closer to a healthy environment. Find out more about the Green Steps program at healthandfitnessbiz.com. Don't forget to recycle your badge after the show!



Now is your chance to offset the carbon emissions your travel releases into the environment. Know what your environmental footprint is and do something about it! Check out healthandfitnessbiz.com and look for this button to find out how.

### Directions from Airport

Denver International Airport (DIA) is 23 miles east of the Colorado Convention Center. Shuttles are \$17, taxis are approximately \$35 and there is public bus transportation for \$4 to \$8. If you rent a car, it is an approximate 30 minute drive to downtown.

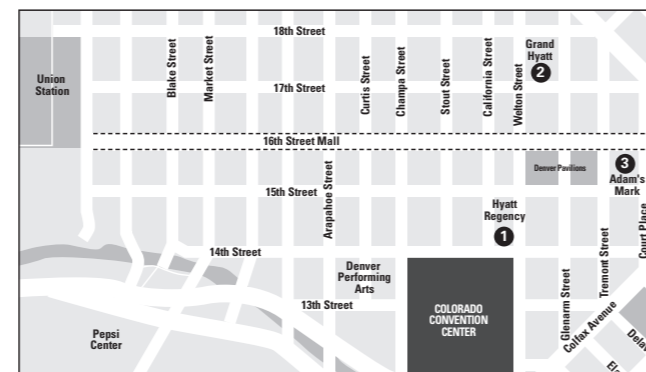
### Hotels

Health+Fitness offers the best selection of hotels at special show reduced rates. Book online today, or call 800/221-3531 or 212/532-1660 (NY and int'l)

### Rental Cars

Book online at healthandfitnessbiz.com to receive great discounted rates for Hertz Rent-a-Car.

### Hotel Key



- 1 - Hyatt Regency Denver @ Colorado Convention Center
- 2 - Grand Hyatt Denver
- 3 - Adam's Mark Denver

Check out healthandfitnessbiz.com for a complete list of events and seminars at HFB 2007.



# CONFERENCE INFO

### Keynote Speaker: Paul Zane Pilzer

Thursday, August 2nd • 8:30 a.m. to 10:00 a.m.



Be prepared to be challenged by Pilzer's vision of the future for the fitness and wellness industries.

His *The Wellness Revolution* was the "shot heard round the world" for the wellness industry and it defined wellness as an industry—linking tens of thousands of disparate service and product suppliers with a single cause. He challenges scientists, fitness professionals, businesspeople, food manufacturers, doctors, and others focused on disease prevention and anti-aging to realize that they are part of a worldwide revolution.

*"For the first time, medical costs now exceed profits for most large employers, and corporations are beginning to recognize that wellness and disease prevention are the only viable solutions to rising healthcare costs that threaten their very existence."*

In his latest book, *The New Wellness Revolution*, Pilzer explains how the opportunities—and challenges—for fitness and wellness professionals are greater than ever before. As a supplier of fitness solutions, you are at the forefront of this movement and are primed to take advantage of this combined industry estimated at \$500 billion in 2007, rising to \$1 trillion in just 5 more years.

Mr. Pilzer is a dynamic speaker and will kick off HFB in a big way with his big concepts. Learn how your business can serve the needs of this new wellness revolution and take advantage of the opportunities that are out there for the taking.

### Third Annual SNEWS® Fitness Forum

#### Scoring With The Women ...

#### How to satisfy a woman and make her a customer for life

Thursday, August 2nd • 10:30 a.m. to 12 noon



Whether you are a supplier, retailer or consultant, satisfying what women want should be front of mind since they make – or highly influence -- at least three of four purchases in the fitness industry. As in past SNEWS® Forums, this one too will allow an open and honest discussion with panelists and among attendees about the challenges and opportunities in marketing, designing, selling and talking to women. A topic that no one can ignore, "Scoring with the Women" will allow a group of manufacturer and retailer panelists from inside and outside the industry to discuss and debate, then attendees will be given the floor to ask hard questions, get answers and prompt more discussion. Refereed by SNEWS® editor-in-chief Therese Iknoian, the panel is sure to be a rocking good time as well as offer a thought-provoking educational venue.

Panelists are from inside the industry, Kim Moore, Exercise Equipment Northwest; Dale Hansen, Hansen Fitness; Jeff Laborde, Inspire Fitness; and, for perspective from outside fitness, Kim Walker, Outdoor Divas retailer founder; and Kim Coupounas, GoLite outdoor gear CEO.

### Boutique Thinking in a Big Box World

#### With Joe Marcoux

Saturday, August 4th • 8:30 a.m. to 10:00 a.m.

Over the course of a nearly 20-year career in specialty retail, Joe has worn just about every hat in the business. He has been a VP of a fitness equipment manufacturer and everything from a sales associate to shop owner on the retail side. As a sales trainer, Joe uses this lifetime of experience, success and insight into the sales process to teach sales professionals of all experience levels ways to raise their game to new heights, helping thousands of consumers benefit from a healthy lifestyle.



Using his accelerated learning techniques, Joe Marcoux will teach you to be a Boutique Thinker and to help you raise your fitness selling skills to new heights.



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AQUAJOGGER .....	264
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BODY SOLID INC .....	841
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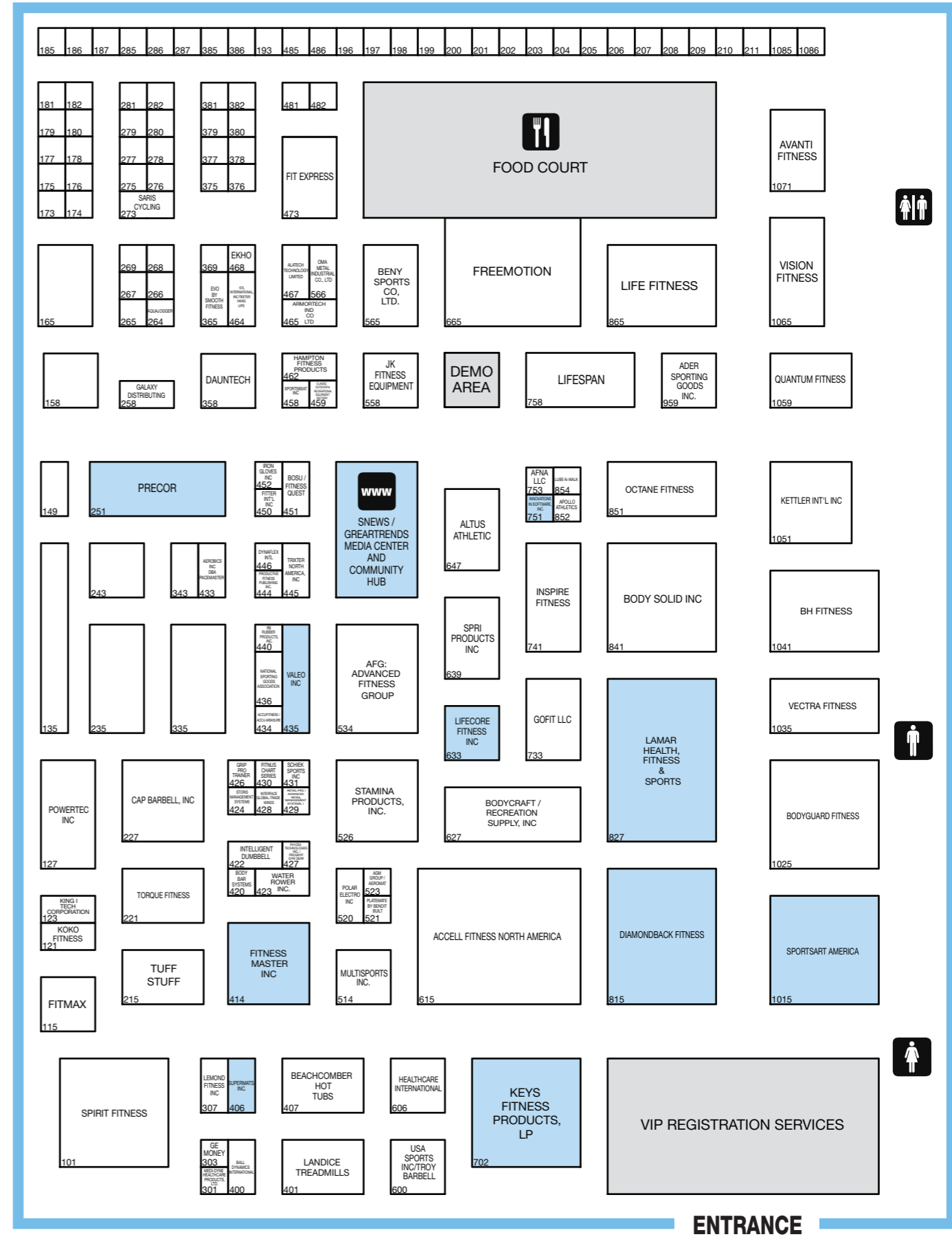
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# EXHIBITOR LISTING

**Accell Fitness North America  
Booth #615**

Contact: Nicole MacAvelia  
PO Box 665  
Kitchener, ON N2G 4B6  
Canada  
Phone: (800) 388-6887  
Fax: (519) 576-2521  
n.macavelia@accellfitness.com  
www.accellfitness.com

**Accufitness / Accu-Measure  
Booth #434**

Contact: Matt Chalek  
PO Box 4411  
Greenwood Village, CO 80155- 4411  
Phone: (303) 799-4721  
Fax: (303) 799-4778  
info@accufitness.com  
www.accufitness.com

**Ader Sporting Goods Inc.  
Booth #959**

Contact: Glen Seago  
10969 Shady Trail #103  
Dallas, TX 75220  
Phone: (214) 352-7343  
Fax: (214) 352-7360  
adersportinggoods@yahoo.com  
www.aderfitness.com

**Advanced Retail Management Systems  
Booth #429**

Contact: Bob Evans  
8100 Southpark Way, Unit A-10  
Littleton, CO 80120  
Phone: (303) 738-1800  
Fax: (303) 738-9563  
bob.evans@armsys.com  
www.armsys.com

**Aerobics Inc Db a Pacemaster  
Booth #433**

Contact: Mark Lutz  
34 Fairfield Place  
West Caldwell, NJ 07006- 6209  
Phone: (973) 276-9700 Ex:113  
Fax: (973) 276-9001  
mlutz@pacemaster.com  
www.pacemaster.com

**Aeromats  
Booth #523**

Contact: Wen Lee  
2070 Zanker Rd.  
San Jose, CA 95131  
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Fax: (707) 221-4040  
wenlee@aeromats.com  
www.aeromats.com

**AFG: Advanced Fitness Group  
Booth #534**

Contact: Jeff Moser  
1620 Landmark Dr.  
Cottage Grove, WI 53527  
Phone: (800) 244-4192  
Fax: (608) 839-1260  
www.advancedfitnessgroup.com

**Alatech Technology Limited  
Booth #467**

Contact: Irene Lee  
B1, F40, No. 758 Jungming S. Rd.  
Taichung  
Taiwan, Republic of China  
Phone: 866-(42) 260-8341  
Fax: 866-(42) 260-8346  
alatech@alatech.com.tw  
www.alatech.com.tw

**Altus Athletic  
Booth #647**

Contact: Patricia Kornmeyer  
709 S. Veterans Dr.  
Altus, OK 73521  
Phone: (580) 482-0891  
Fax: (580) 482-2760  
pkornmeyer@altusok1.com  
www.altusathletic.com

**Apollo Athletics  
Booth #852**

Contact: Ron Hsieh  
1428 S. Central Park Ave., #C  
Anaheim, CA 92802  
Phone: (714) 533-8118  
Fax: (714) 533-8218  
apollo\_athletics@yahoo.com  
www.apolloathletics.com

**Aquajogger  
Booth #264**

Contact: Steve Bergstrom  
4460 Main St., Ste. B270  
Springfield, OR 97478  
Phone: (800) 922-9544  
Fax: (541) 484-0501  
steveb@aquajogger.com  
www.aquajogger.com

**Armortech Ind Co Ltd.  
Booth #465**

Contact: Vienne Lee  
No. 288 Xiang Hua Qiao East Rd., Qingpu  
Shanghai, China  
Phone: 011-86-(215) 970-3729  
Fax: 011-86-(215) 970-3626  
vienne.li@armortech.com.tw

**Avanti Fitness – Cardio Gym  
Booth #1071**

Contact: Connie Miranda  
1609 S. Grove Ave. #103  
Ontario, CA 91761  
Phone: (909) 673-0470  
Fax: (909) 673-0478  
connie@avantifitness.com.au  
www.cardiogym.com

**Ball Dynamics International  
Booth #400**

Contact: John Butler  
14215 Mead St.  
Longmont, CO 80504  
Phone: (800) 752-2255  
Fax: (877) 223-2962  
info@balldynamics.com  
www.balldynamics.com

**Beachcomber Hot Tubs  
Booth #407**

Contact: Jeff Walters  
13245 Comber Way  
Surrey, BC V3W 5V8  
Canada  
Phone: (604) 591-8611  
Fax: (604) 591-8611  
jwalters@beachcomberhottubs.com  
www.beachcomberhottubs.com

**Beny Sports Co, Ltd.  
Booth #565**

Contact: Annie Lee  
12F No. 102 Civil Blvd., Sec. 4  
Taipei, 106  
Taiwan, Republic of China  
Phone: 866-(22) 772-2308  
Fax: 866-(22) 772-2309  
annie@benysports.com  
www.benysports.com

**BH Fitness  
Booth #1041**

Contact: John Coyle  
20155 Ellipse  
Foothill Ranch, CA 92610  
Phone: (949) 206-0330  
Fax: (949) 206-0350  
johncoyle@ebladez.com  
www.ebladez.com

**Body Bar Systems Inc.  
Booth #420**

Contact: Katarina Claesson  
1942 Broadway St., Ste. 314  
Boulder, CO 80302- 5233  
Phone: (800) 500-2030  
Fax: (303) 938-6860  
katarina@bodybars.com  
www.bodybars.com

**Bodycraft / Recreation Supply, Inc.  
Booth #627**

Contact: Alan Gore  
PO Box 181  
Sunbury, OH 43074- 0181  
Phone: (740) 965-2442  
Fax: (740) 965-2449  
agore@bodycraft.com  
www.bodycraft.com

**Bodyguard Fitness  
Booth #1025**

Contact: Gaetan Blais  
9095 25th Ave.  
Saint-Georges, QC G6A 1A1  
Canada  
Phone: (800) 373-2639  
Fax: (418) 227-8120  
globalsales@bodyguardfitness.com  
www.bodyguard-fitness.com

**Body Solid Inc.  
Booth #841**

Contact: David Kane  
1900 S. Des Plaines Ave.  
Forest Park, IL 60130- 2512  
Phone: (708) 427-3555  
Fax: (708) 427-3556  
dkane@bodysolid.com  
www.bodysolid.com

**BOSU® / Fitness Quest  
Booth #451**

Contact: Suzanna West  
1400 Raff Rd. SW  
Canton, OH 44750  
Phone: (800) 497-8281  
Fax: (330) 477-9996  
sales@bosu.com  
www.bosu.com

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**Cap Barbell, Inc.  
Booth #227**

Contact: Karen Nguyen  
10820 Westpark Dr.  
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Phone: (713) 977-3185  
Fax: (713) 977-3099  
karenn@capbarbell.com  
www.capbarbell.com

**Classic Outdoor  
& Recreational Equipment Factory  
Booth #459**

Contact: Christopher Cox  
Rm.15C, 15FL, 777 Jiang Ning Road,  
Jing An District  
Shanghai, 200040  
China  
Phone: 86-(215) 289-1716  
Fax: 86-(215) 289-1720  
cox@classicasia.net  
www.classicasia.net

**Dauntech****Booth #358**

No. 10 Taiyuan 3rd St. North District  
Taichung City, 404  
Taiwan, Republic of China  
Phone: 011-886-(42) 296-5671  
Fax: 011-886-(42) 296-5672  
ift.corp@msa.hinet.net  
www.dauntech.co.kr

**Diamondback Fitness****Booth #815**

Contact: Jordan Benshea  
300 Camarillo Ranch Rd.  
Camarillo, CA 93012- 5064  
Phone: (805) 776-7642  
Fax: (805) 388-5890  
jbenshea@raleighamerica.com  
www.diamondbackfitness.com

**Dynaflex Int'l****Booth #446**

Contact: Tom Smith  
1144 N Grove St.  
Anaheim, CA 92806  
Phone: (714) 630-0909  
Fax: (714) 632-5470  
dynaflex@aol.com  
www.dynaflex-intl.com

**Ekho Heart Rate Monitor****Booth #468**

Contact: Cory Mortensen  
4330 Upton Ave. S.  
Minneapolis, MN 55410  
Phone: (612) 922-3766 Ex:6  
Fax: (612) 922-3767  
corymortensen@ekho.us  
www.ekho.us

**Evo by Smooth Fitness****Booth #365**

Contact: Denny De Grazia  
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Mt. Laurel, NJ 08054  
Phone: (856) 802-3840  
Fax: (856) 793-0004  
ddegrazia@smoothfitness.com  
www.smoothfitness.com

**Fit Express****Booth #473**

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6593 Noah Curtis St.  
Shannon, MS 38868  
Phone: (662) 767-9550  
Fax: (662) 767-9056  
dchapman@fitexpress.com  
www.fitexpress.com

**Fitmax****Booth #115**

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Camarillo, CA 93012  
Phone: (805) 383-6266  
Fax: (805) 383-6299  
fitmaxipool@yahoo.com  
www.fitmax.cc

**Fitness Master Inc.****Booth #414**

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Farmers Branch, TX 75234  
Phone: (214) 350-8884  
Fax: (214) 350-8876  
edfitmax@yahoo.com  
www.fitnexonline.com

**Fitnus Chart Series****Booth #430**

Contact: Joshua Faulconer  
1901 Mineral Ct., Ste. E  
Bakersfield, CA 93308- 6819  
Phone: (661) 390-2897  
Fax: (661) 399-2898  
info@algra.com  
www.algra.com

**Fitter Int'l Inc.****Booth #450**

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Phone: (403) 243-6830  
Fax: (403) 229-1230  
tradeshows@fitter1.com  
www.fitter1.com

**Freemotion Fitness****Booth #665**

1096 Elkton Dr., Ste. 600  
Colorado Springs, CO 80907  
Phone: (877) 363-8449  
Fax: (719) 533-2932  
sales@freemotionfitness.com  
www.freemotionfitness.com

**Galaxy Distributing****Booth #258**

Contact: Jack Sanstra  
7813 E. Adimiral Pl.  
Tulsa, OK 74115  
Phone: (918) 835-1166  
Fax: (918) 835-1266  
manager@galaxy-1.com  
www.galaxy-1.com

**GearTrends® / SNEWS****Booth #544**

Contact: Gene Treacy  
101 McKnight Way Ste. B, #305  
Grass Valley, CA 95949  
Phone: (530) 268-8295  
Fax: (530) 268-1973  
gene@gearrends.com  
www.gearrends.com

**GE Money****Booth #303**

Contact: Dennis Murphy  
332 Minnesota St., Ste. 600  
Saint Paul, MN 55101  
Phone: (651) 286-5081  
Fax: (651) 286-5536  
dennis.e.murphy@ge.com  
www.gemoney.com

**Gofit LLC****Booth #733**

Contact: Paul Goldberg  
9825 E. Admiral Place  
Tulsa, OK 74116  
Phone: (918) 834-6200  
Fax: (918) 834-6203  
paul@gofit.net  
www.gofit.net

**Grip Pro Trainer****Booth #426**

Contact: Erich Esswein  
1850 Ski Time Sq Dr C-106  
Steamboat Springs, CO 80487  
Phone: (970) 846-3993  
Fax: (970) 879-0094  
gripprotrainer@springsips.com  
www.gripprotrainer.com

**Hampton Fitness Products****Booth #462**

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melissalopez@hamptonfit.com  
www.hamptonfit.com

**HealthCare International****Booth #606**

Contact: Heidi Safadago  
1723 West Nickerson St.  
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Phone: (206) 285-5219  
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heidihci@msn.com  
www.hcifitness.com

**Infotrade Media Co., Ltd.****Booth #135**

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Taiwan, Republic of China  
Phone: 886-(42) 249-2199  
Fax: 886-(42) 243-5562  
service@trade-eye.com  
www.infotrademedia.com

**Innovations In Software, Inc.****Booth #751**

Contact: Sheldon Fossum  
3030 Harbor Ln. N, #225  
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Phone: (763) 559-2258  
Fax: (763) 559-3002  
sfossum@iisonline.com  
www.iisonline.com

## EXHIBITOR LISTING CONT.

**Inspire Fitness****Booth #741**

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637 South State College Blvd.  
Fullerton, CA 92831  
Phone: (877) 738-1729  
Fax: (714) 738-1728  
jefflaborde@sbcglobal.net  
www.inspirefitness.com

**Interface Global-Trade Winds****Booth #428**

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5906 Freeport Way  
Columbia, MD 65201  
Phone: (573) 529-0776  
Fax: (573) 886-9788  
igusainc@yahoo.com  
www.trade-winds.net

**Iron Gloves Inc.****Booth #452**

Contact: Dominick Cirone  
15863 N. Greenway Hayden Loop, Ste. 117  
Scottsdale, AZ 85260  
Phone: (800) 645-7394  
Fax: (480) 905-1112  
dominick@irongloves.com  
www.irongloves.com

**JK Fitness Equipment Inc.****Booth #558**

Contact: Jonah Kao  
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Whitby, ON L1N 6A6  
Canada  
Phone: (905) 217-0518  
Fax: (905) 217-0502  
www.jkfitnessequipment.com  
sales@jkfitnessequipment.com

**Kettler Int'l Inc.****Booth #1051**

Contact: Chris Bankert  
1355 London Bridge Rd.  
Virginia Beach, VA 23453  
Phone: (757) 301-2633  
Fax: (888) 222-9333  
cbankert@kettlerusa.com  
www.kettlerusa.com

**Keys Fitness Products, LP****Booth #702**

Contact: Dave Williams  
4009 Distribution Dr., Ste. 250  
Garland, TX 75041-6165  
Phone: (214) 340-8888  
Fax: (214) 340-1768  
dwilliams@keysfitness.com  
www.keysfitness.com

**King I Tech Corporation****Booth #123**

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6910 Oslo Cir., Ste. 107  
Buena Park, CA 90621  
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kiusa@king-i.com.tw  
www.king-i.com.tw

**Koko Fitness****Booth #121**

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Norwell, MA 02061  
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Fax: (781) 871-2208  
nmcintire@kokofitness.com  
www.kokofitness.com

**LAMAR Health, Fitness & Sports****Booth #827**

Contact: Jolene Woelk  
4699 Nautilus Ct. South, Unit 205  
Boulder, CO 80301  
Phone: (303) 527-1777  
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jwoelk@lamarhfs.com  
www.lamarhfs.com

**Landice Treadmills****Booth #401**

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dave@landice.com  
www.landice.com

**LeMond Fitness Inc.****Booth #307**

Contact: Bernard Boglioli  
15540 Woodinville-Redmond Rd.  
Woodinville, WA 98072  
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Fax: (425) 482-6724  
bb@lemondfitness.com  
www.lemondfitness.com

**Lifecore Fitness Inc.****Booth #633**

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San Marcos, CA 92069  
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Fax: (760) 471-1324  
boditekk@aol.com  
www.lifecorefitness.com

**Life Fitness****Booth #865**

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5100 N. River Rd.  
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Fax: (847) 288-3703  
kristin.risner@lifefitness.com  
www.lifefitness.com

**Lifespan****Booth #758**

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Salt Lake City, UT 84104  
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bobby@lifespanfitness.com  
www.pcefittness.com

**Lube-N-Walk****Booth #854**

Contact: Charles Williams  
PO Box 1051  
Victorville, CA 92393  
Phone: (800) 877-3486  
Fax: (760) 843-3803  
cwilliams@jadfitness.com  
www.lube-n-walk.com

**Medi-Dyne Healthcare Products, Ltd.****Booth #301**

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1812 Industrial Blvd.  
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Fax: (817) 488-6616  
angela.jeffcoats@medi-dyne.com  
www.medi-dyne.com

**Multisports Inc.****Booth #514**

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4660 Pine Timbers St., Ste. 138  
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Phone: (713) 460-8188 Ex:103  
Fax: (713) 460-8180  
mssales@swbell.net  
www.multisportsfitness.com

**National Sporting Goods****Association****Booth #436**

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Fax: (847) 391-9827  
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www.nsga.org

**Octane Fitness****Booth #851**

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www.octanefitness.com

**Oma Metal Industrial Co., Ltd.****Booth #565**

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Phone: 86-757-26329810  
Fax: 86-757-26631617  
allery@oma-fitness.com  
www.oma-fitness.com

**Phyzex Technologies Inc. /****Progryp Gym Gear****Booth #427**

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Canada  
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Fax: (905) 789-7062  
sales@phyzex.com  
www.progryp.com

**Platemate By Benoit Built****Booth #521**

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Boothbay Harbor, ME 04538  
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platemate@gwi.net  
www.theplatemate.com

**Polar Electro Inc.****Booth #520**

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minna.mustonen@polar.fi  
www.polarusa.com

**Power Block  
Booth #422**

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Owatonna, MN 55060- 4203  
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Fax: (507) 451-5278  
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www.powerblock.com

**Powertec Inc.  
Booth #127**

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601 W. Harford St.  
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Fax: (570) 296-5009  
kate@powertecfitness.com  
www.powertecfitness.com

**Precor  
Booth #251**

www.precor.com

**Productive Fitness Publishing Inc.  
Booth #444**

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1645 Jillis Court, Ste. 102  
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mikej@productivefitness.com  
www.productivefitness.com

**Quantum Fitness  
Booth #1059**

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Stafford, TX 77477- 3300  
Phone: (281) 495-3003  
Fax: (281) 495-7542  
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www.quantumfitness.com

**Rb Rubber Products, Inc.  
Booth #440**

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McMinnville, OR 97128- 4914  
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Fax: (503) 434-4455  
info@rbrubber.com  
www.rbrubber.com

**Saris Cycling Group  
Booth #273**

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www.saris.com

**Schiek Sports Inc  
Booth #431**

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www.schiek.com

**Spirit Fitness  
Booth #101**

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**Sportsart America  
Booth #1015**

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scott@sportsartamerica.com  
www.sportsartamerica.com

**Sportsbeat Inc.  
Booth #458**

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**Spri Products Inc.  
Booth #639**

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**Stamina Products, Inc.  
Booth #526**

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Springfield, MO 65803  
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www.staminaproducts.com

**STL International, Inc/Teeter Hang Ups  
Booth #464**

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Puyallup, WA 98375- 6256  
Phone: (253) 840-5252  
Fax: (253) 840-5757  
info@teeterhangups.com  
www.stlintl.com

**Storis Management Systems  
Booth #424**

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**Supermats Inc.  
Booth #406**

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www.supermats.com

**Torque Fitness  
Booth #221**

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pborchert@torquefitness.com  
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**Trixter North America, Inc.  
Booth #445**

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www.x-biking.com

**USA Sports Inc.  
Booth #600**

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Fax: (713) 957-3577  
sales@troybarbell.com  
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**Valeo Inc.  
Booth #435**

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**Vectra Fitness  
Booth #1035**

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Fax: (425) 291-9650  
rorr@vectrafitness.com  
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**Vision Fitness  
Booth #1065**

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Fax: (920) 648-3373  
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**Water Rower Inc.  
Booth #423**

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www.waterrower.com



# GOLF OUTING

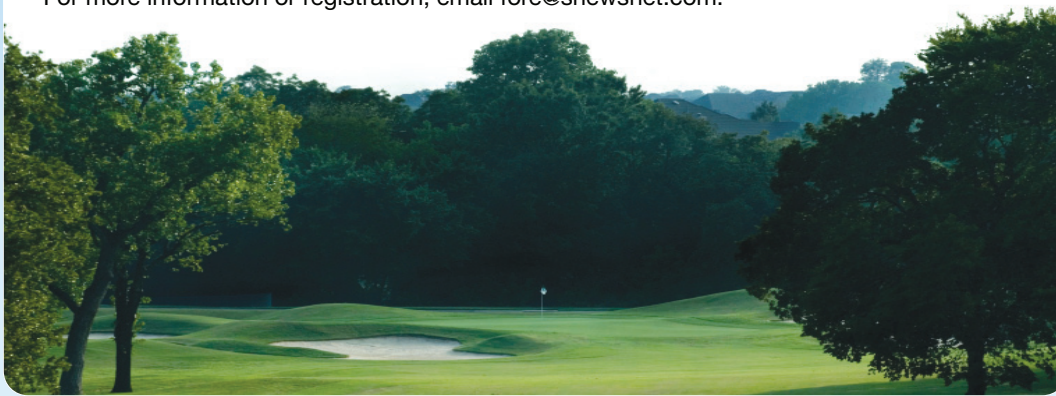


**The 2nd annual SNEWS® Golf Scramble at Health + Fitness Business**  
With special guest player, *Steve Beuerlein*, 17-year NFL Pro & now CBS NFL game analyst

**Wednesday, August 1st**

**Check-In: 12:30 p.m. • Tee Time: 1:30 p.m.**

SNEWS® cordially invites you to join us in a charity golf event to benefit Augie's Quest, looking for a cure for ALS. Golf talent not a prerequisite. Ability to have fun is! Co-sponsors: Health + Fitness Business Expo, AccuFitness, BH Fitness, Diamondback, FreeMotion Fitness, Octane Fitness, Spri Products. Food, beverage, games, prizes, goodies, special guest appearances – with all the fun to benefit Augie's Quest. For more information or registration, email [fore@snewsnet.com](mailto:fore@snewsnet.com).



## HFB STAFF

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**Andria Klingler**

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Account Executive  
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Group Marketing Director  
**Jim Palmer**

Group Financial Director  
**Denise Bashem**



# INDUSTRY PARTY



**Industry Party @ Lucky Strike Lanes**

**Thursday, August 2nd • 6:30 - 8:30 p.m.**

SportsArt hosts this year's Health+Fitness industry party at Lucky Strike Lanes—the perfect place to network and relax after a day at the show. There will be bowling, pool, a retro lounge with an outside patio and plenty of free drinks and food to enjoy. Everyone is invited!

Presented by



Publisher of Health + Fitness Business Expo Planner, Outdoor Retailer Handbook, Outdoor Retailer Show Daily, Sporting Goods Business, Interbike Event Guide, Bicycle Retailer and Industry News, ASR Trade Expo Show Guide, Fly-Fishing Retailer Guide.

Producer of Health + Fitness Business Expo & Conference, Interbike International Bicycle Expo, Outdoor Retailer Winter Market and Summer Market Expos, ASR Trade Expos, Fly-Fishing Retailer World Trade Expo.