# **Worldwide Sporting Goods Equipment Showcase**

You are invited to attend our Fitness Equipment Showcase at the Central Valley Convention Center.

Join over 50 experts from more than 20 equipment manufacturers for demonstrations of their newest product lines. There will also be workshops on equipment sales and product training.

In addition to demonstrations and workshops, you can look forward to:

special offers

discounts

free samples

promotional items

**Morning**: Special appearances by professional baseball and football players, as well as former Olympic figure skating and gymnastics medallists.

**Midday**: Refreshments served on the mezzanine and lower levels of the convention center. Lunch tickets are available for $5.00 in advance, $6.00 day of Showcase. Free coffee/tea.

**Evening**: Drawings for door prizes. Grand Prize ‑ Complete Build‑a‑Body Flex‑All system. Other prizes include merchandise certificates ranging from $25.00 to $500.00.

The Equipment Showcase will take place from 9:00 a.m. to 8:00 p.m. We look forward to seeing you at the convention center.

## Directions to the Showcase:

1. Take interstate 81 south to the I‑238 outerbelt.

2. Head west on I‑238 until you reach the Richgrand Mall exit.

3. Exit left onto Poplar Street at the Richgrand Mall exit.

4. Drive three miles to Jason‑Miller Road.

5. Turn right at Jason‑Miller Road and travel two miles south to Rosemore Avenue.

6. Turn left at Rosemore Avenue and veer right on to Main Street. The Central Valley Convention Center will be on the right.

7. Enter through the north gate from Main Street. There is plenty of parking available.

## Seminars and Demonstrations

MORNING SEMINARS

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| **Seminar Time** | **Ambassador Room** | **Regency Room** | **Ballroom** |
| 9:00 - 10:00 | How to select fitness equipment to meet your aerobic needs | Exercising your way to good health - a fitness overview | Product Demonstration:  Life-Fit: the next generation of Treadmills |
| 10:15 - 11:15 | Selling fitness - beyond the equipment | How to increase sporting goods product sales | Product Demonstration:  Outfitting the team |
| 11:30 - 12:30 | Making a Fishing Equipment sale on the golf course (and other useful tips) | How to turn Sports Memorabilia into a profitable collection | Product Demonstration:  Body Lean: power Exercise Bikes and Steppers |

AFTERNOON SEMINARS

|  |  |  |  |
| --- | --- | --- | --- |
| **Seminar Time** | **Ambassador Room** | **Regency Room** | **Ballroom** |
| 1:30 - 2:30 | Making a Fishing Equipment sale on the golf course (and other useful tips) | How to increase sporting goods product sales | Product Demonstration:  Life-Fit: the next generation of Treadmills |
| 2:45 - 3:45 | Selling fitness - beyond the equipment | Exercising your way to good health - a fitness overview | Product Demonstration:  Body Lean: power Exercise Bikes and Steppers |
| 4:00 - 5:00 | How to select fitness equipment to meet your aerobic needs | How to turn Sports Memorabilia into a profitable collection | Product Demonstration:  Outfitting the team |

## Worldwide Sporting Goods Showcase Products on Display

EXERCISE BIKES

**Body Lean Exercise Bike**, Improves cardiovascular fitness with upper and lower body workout. Built-in family safety system. Fully enclosed chain guard. Weight 95 lbs. Some assembly required. Made in USA. Manufacturers extended warranty available. Order Number TM55201. Suggested Retail Price $299.95.

**Exer-fit Exercise Bike**, Provides vigorous upper and lower body workouts. Electronic display monitors time, speed, distance, and calories burned. Cushioned seat and handgrips. Minimal assembly. Made in USA. Manufacturers extended warranty available. Order Number TM55202. Suggested Retail Price $139.95.

**Life-Fit Exercise Bike**, Fully programmable. Select one of five pre-set workouts, or program your own workout. Provides upper and lower body workout. Enclosed chain guard. Quiet operation. Weight 89 lbs. Some assembly required. Made in USA. Manufacturers extended warranty available. Order Number TM55205. Suggested Retail Price $169.95.

ROWING MACHINES

**Treadmaster Rower**, Adjustable shocks. Electronic display monitors time, strokes, and calories burned. Cushioned seat and handgrips. Customer assembly. Made in USA. Manufacturers extended warranty available. Order Number TM55301. Suggested Retail Price $169.95.

**Treadmaster Deluxe Rower**, Adjustable shocks. Electronic display monitors time, strokes, pulse, and calories burned. Three position cushioned seat and adjustable handgrips. Customer assembly. Made in USA. Manufacturers extended warranty available. Order Number TM55302. Suggested Retail Price $249.95.

STEPPERS

**Body Lean Folding Stepper**, Adjustable tension control. Slip-resistant pedals. Built-in family safety system. Requires key to start. Weight 65 lbs. Some assembly required. Manufacturers extended warranty available. Order Number TM55302. Suggested Retail Price $99.95.

**Exer-fit Stepper**, Variable resistance control. Electronic display monitors time, count, calories burned, and tempo. Cushioned handgrips. Large rubber-coated skid-resistant foot pedals. Minimal assembly. Made in USA. Manufacturers extended warranty available. Order Number TM55305. Suggested Retail Price $199.95.

**Life-Fit Deluxe Stepper**, Fully programmable. Select one of five pre-set workouts, or program your own workout. Electronic display monitors time, count, calories burned, pulse, and total steps. Pedals have extra-wide, slip resistant footplates. Adjustable shocks. Convenience console can hold a water bottle and cassette player. Quiet operation. Weight 89 lbs. Assembly required. Made in USA. Manufacturers extended warranty available. Order Number TM55310. Suggested Retail Price $229.99.

**Treadmaster Folding Stepper**, Adjustable shocks. Electronic display monitors time, count, and calories burned. Cushioned handgrips. Slip-resistant footplates. Durable steel frame. Folds for easy storage. Customer assembly. Made in USA. Manufacturers extended warranty available. Order Number TM55113. Suggested Retail Price $109.95.

**Treadmaster Stepper with Side Rails**, Independent smooth-action stepping movement and easy glide pedals provide effective low-impact cardiovascular workout. Side rails and cushioned handgrips provide steady, secure body support. Electronic display monitors time, count, and calories burned. Durable steel frame. Customer assembly. Made in USA. Manufacturers extended warranty available. Order Number TM55113. Suggested Retail Price $119.95

TREADMILLS

**Life-Fit 805 Treadmill**, 13" x 45" belt. Manual, adjustable incline. Handrails and casters. Foldaway design. Weight 98 lbs. Customer assembly required. Made in USA. Order Number TM55805. Suggested Retail Price $149.95.

**Life-Fit 820 Deluxe Treadmill**, Four-window electronic display monitors speed, time, distance, pulse, and calories burned. Childproof safety system, requires key to start. Adjustable incline. Weight 105 lbs. Some assembly required. Made in USA. Manufacturers extended warranty available. Order Number TM55820. Suggested Retail Price $299.95.

**Treadmaster Treadmill**, Precision flywheels for smooth walking action. Electronic display shows time, speed, distance, and calories burned. Weight 125 lbs. Customer assembly required. Made in USA. Order Number TM55101. Suggested Retail Price $499.99.