

Largest exhibition of sports & fitness industry in Japan

SPORTEC 2018

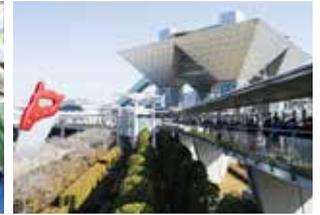
DATE JULY 25th [Wed.] - 27th [Fri.], 2018

VENUE TOKYO BIG SIGHT - WEST HALL 1·2·3·4+Atrium

www.sports-st.com/en/

Organized by **TSO International Inc.**

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What is SPORTEC 2018 ?

Welcome to SPORTEC, the largest sports business show in Japan! Wherever your interest lies in the sports business, you will find it at SPORTEC.

Ranging from the established fitness club market, through a growing boutique / studio spinning / yoga / pilates experience, all the way to the "active seniors" participating in marathons and walking races, the sports markets are expanding rapidly. The Japanese Government's 2016 sports-related national strategy set a target of 3 times industry growth to Yen 15 trillion by 2025. Sports-related investments are already increasing Japan-wide and with the coming International Sporting Events of the 2019 Rugby World Cup, 2020 Tokyo Olympics and Paralympics, and the 2021 World Masters Games Kansai, these markets will continue to grow. With an expected 65% of adults participating in sports by 2025 the businesses established to service venues, programs and personnel are also experiencing growth. The range of market encompasses fitness and sports experiences, sports tourism, beauty, the nutrition and diet market, the high growth Japanese medical and Internet of Things (IOT) industries, and the elderly health improvement focus.

To expand your business, learn of new trends, techniques and products, and be a part of the growing Japanese sports industry, we look forward to welcoming you to SPORTEC 2018!



FLOOR PLAN [Image]



Sports and Fitness Industry Professionals will gather under one roof!

At SPORTEC 2018, the show attendees can look forward to the 3-day SPORTEC trade show, 2-day special collaborative seminars, multiple events, educational sessions, and workshops by industry experts and leading business professionals.

2018 SPORTEC / IHRSA Management Seminars

At SPORTEC 2018 more than 200 professional seminars and events will be held throughout the 3-day show period. This year SPORTEC will present special collaborative seminars with IHRSA (International Health, Racquet & Sportsclub Association)!! The SPORTEC / IHRSA Management Seminars feature these three inspiring IHRSA speakers.



Chris Stevenson
Owner, Stevenson Fitness

Stealing Studio Strategies for Your Club's Success

Wednesday, 25 July | 13:00pm – 15:00pm

The studio market is one of the fastest growing segments in the fitness industry. The segment is growing and generating revenue at rates that outpace the traditional club segment. In this session, attendees will explore factors in that segment's success and learn how to replicate those best practices to create a successful boutique experience, regardless of club size. In implementing those practices, clubs will reap the same rewards as successful studios, including increased revenue and retention.

- Learn why the trend in studios has been so successful in the industry
- Explore how using the boutique experience can raise revenue and increase retention at your club
- Identify key elements to creating a studio experience and learn how to implement them – regardless of club size
- In this competitive marketplace, discover how to leverage the benefits of a full-service club over studios

It's All About the Member Experience

Thursday, 26 July | 10:30am – 12:30pm

In the highly competitive fitness industry, member experience is the key to staying ahead of the competition. A great experience leads to more referrals, better retention, and an increase in revenue. Learn how to understand your members' needs and how to train your staff to not only meet but exceed those needs. This session is full of tangible tips and tools that you can implement immediately to create an unparalleled member experience in your facility.

- Discuss the what and why of a great customer experience
- Explore the components necessary for creating a great customer experience
- Provide tangible tips and tools for crafting a great customer experience



Justin Tamsett
Owner and Managing Director, Active Management; Former Club Owner, Active Health Club and Active Fitness Centre

Millennials: How Do We Attract Them Into Our Clubs

Wednesday, 25 July | 15:30pm – 17:30pm

The Japanese Millennial is one of the gloomiest demographics as they foresee their future to be helping keeping the aging population alive – more than 27% of the Japanese population is over 65 and this expected to rise to over 35% by 2050. As a result, the Millennials are saving their money and not joining gyms. In this session, we'll analyse the different age demographics in the Japanese market and how we can market to them to generate us qualified leads. We'll look at their behaviours and their interests in order to develop a marketing strategy. You will leave this session with real actionable strategies to attract and convert Millennials.

The International Best Practices For Sales In 2018.

Thursday, 26 July | 13:00pm – 15:00pm

As the membership, personal training, retail and other product sales world morph into a hybrid model of off line and on-line sales model, what is working and what isn't? In this session, you will walk away with a clear understanding of the best practices for the sales journey – from lead to sale. We will cover the logistics of the journey, the scripts, the psychological hot buttons you need to know for your follow up and the internal systems you need to ensure every lead is captured and given every opportunity to join. Your sales journey will be smoother and more professional at the end of this session.



Paul Bedford
Managing Director, Retention Guru Ltd.

New Club Models: Why They Fit Where They Fit

Wednesday, 25 July | 10:30pm – 12:30pm

Over the past 10 years the health club industry has changed quite dramatically. Customers are now accessing fitness in very different ways than just traditional bricks and mortar facilities. This session will use a global view to provide examples of what owners, operators and investors can expect in the next five years and what they can do to compete in this maturing but fragmenting market.

By the end of this session attendees will be able to

1. Recognise new flexible business models and how to adopt them into existing business.
2. Describe which business model is most likely to impact their existing business and how to defend against them.
3. Explain why having a story to tell may just set you apart from the competition
4. Identify how technology is playing a role in changing the exercise experience for the customer
5. Explain why bricks and mortar facilities will still exist in 10 year's time.

Retention: Boutiques, Budgets and Big Box Gyms

Thursday, 26 July | 15:30pm – 17:30pm

Who's winning the retention battle and improving retention to increase sales and drive profits?

Retention of customers is the biggest problem facing the fitness industry. While many operators have well designed and executed marketing and sales strategies few have really attempted to tackle improving customer retention. The session will focus on how operators with different business models are tackling this problem and review the results they are achieving.

By the end of this session attendees will be able to

1. list the top 10 factors effecting retention
2. describe measures that are comparable across different business models
3. identify approaches that they can use in their own business to improve retention.

TICKET PRICE for 2018 SPORTEC / IHRSA Management Seminars

Advance JPY 7,000

Door JPY 8,000

For the latest updates and to register for the seminars and trade show, please visit

www.sports-st.com/en/

Register for Free e-Invitation Ticket*

Free e-Invitation Ticket allows all visitors to enter SPORTEC 2018 for the 3-day show period

Please visit <http://eventregist.com/e/SPORTEC2018?lang=en>

and register through the site!

*Without Free e-Invitation Ticket will cost you JPY 2,000 to enter the site.

*SPORTEC requires all visitors to submit business cards at registration counter.



Access Information

By Limousine Bus from the Airports

HANEDA
Airport

Approx.
25min.

**TOKYO
BIG
SIGHT**

NARITA
Airport

Approx.
60min.

Tokyo Bay Ariake
Washington Hotel

5min.
by Walk



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