

CONTEST ENTRY FORM

Seventh Annual Club Industry's Fitness Business Pro's

BEST OF THE BEST

Are you ready to put your best program up against those of other fitness facilities? If so, then follow the instructions on the two pages of this entry form to enter our Seventh Annual Best of the Best contest.

You may enter any of the six award categories or all six categories if you choose*. Winners will be honored at the Club Industry show in Chicago on Oct. 16, 2009. Winners also will be featured in the magazine and on the Web site.

Fitness Facility Types

Facilities eligible to enter include:

- **For Profit** (multipurpose, fitness-only, studios, sports clubs)
- **Nonprofit** (YMCA, YWCA, JCC)
- **Hospital/Wellness and Retirement Communities**
- **Specially Targeted Facilities** (university, parks and rec, military, hotel, corporate)

What to Submit

Provide FOUR copies of answers to the following questions along with four copies of the entry form on the following page. All questions must be answered or the entry will be disqualified. The more details you provide (budget, revenue, goals), the better your chances of winning.

1. Description of the program
2. The start date and end date (if program has ended) of the program.
3. Total budget for the program.
4. How much money you actually spent.
5. Monetary goal of the program.
6. Actual revenue brought in by the program.
7. Goal for the number of participants.
8. Actual number of participants.
9. Other goals of the program (if there were other goals).
10. Did the program meet those goals?
11. Number of new members who joined your facility after they completed this program. (This question is not applicable to the Best New Member Integration Program category.)
12. How was the program marketed? (Include four copies of each example of marketing materials). Note how many of the

Award Categories

- **Best New Member Integration Program**
- **Best Community-based Program** (program in the community to help with community events/causes)
- **Best Nonmember Program** (program for nonmembers inside your facility)
- **Best Children's Program** (one program rather than all of your children's programming)
- **Best Behavior Modification Program** (i.e., nutritional, weight loss)
- **Best Group Training Program** (i.e., Boot Camp)

following marketing methods you used: direct mail, in-house signage, newspaper ads, TV ads, radio ads, e-mail campaign, other.

13. What kind of follow-up is in place with members (or non-members) after they complete the program?
14. What has been the measurable effect of the program on participants (weight/inches lost, usage increase, program participation increase, referrals from participants increase, etc.)
15. What makes your program innovative?

***Please submit a separate check for \$40 for each entry in each category. Checks should be made payable to:
Club Industry's Fitness Business Pro**

FOR QUESTIONS:

e-mail Pamela Kufahl at pam.kufahl@penton.com.

DEADLINE: July 7, 2009

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BEST OF THE BEST

A copy of this form must be on the front of each copy of the entry that you submit.

Award Category Entering (see list on page 1): _____

Name of Fitness Facility: _____

Contact: _____

Contact Title: _____

Street Address: _____

City/State/Zip code: _____

Phone: _____

E-mail: _____

Signature: _____

Entries must be postmarked by July 7, 2009.

Other Notes

1. Any category with fewer than three entrants will not be judged and checks will be returned.
2. If sending digital images by CD or e-mail, they must be 300 dpi and at least 5 inches by 7 inches as an eps, jpg or tif. Digital images should be mailed to the address below or e-mailed to pam.kufahl@penton.com with the name of the club and the entry category clearly noted in the subject line.
3. Mail four copies of this form, four copies of your answers to these questions and four copies of supporting documents/photos to:
Pamela Kufahl
Club Industry's Fitness Business Pro
9800 Metcalf Ave.
Overland Park, KS 66212
Attn: Best of the Best 2008

FOR QUESTIONS:

e-mail Pamela Kufahl at pam.kufahl@penton.com.

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