

# LIW Show Preview



LEISURE INDUSTRY WEEK  
21-23 Sept 2010 · NEC Birmingham UK

## LEISURE INDUSTRY WEEK 2010

### Leisure Industry Week 2010

**Venue:** NEC, Birmingham  
**Dates:** 21-23 September 2010  
**Opening times:** Tues 21 September, 10am-5pm  
Weds 22 September, 10am-5pm  
Thurs 23 September, 10am-4pm  
**Contact:** Pre-register for the show at [www.liw.co.uk](http://www.liw.co.uk)

## We look forward to the highlights of this year's show, which takes place in Birmingham this month

**T**his year's Leisure Industry Week (LIW) is set to be another exciting and visually stimulating show incorporating the newest products for the out-of-home leisure industry. In 2009, the show celebrated its 21st year and attracted more than 12,500

visitors; with a host of new features, informative seminars and networking opportunities, there's set to be something for everyone again this year.

Taking place at the NEC Birmingham from 21-23 September 2010, the show will be split into seven areas: Sport,

Health & Fitness, Pool & Spa, Leisure Facilities, Play & Attractions, Eat & Drink, and Licensed Business.

"We have an array of new features, seminars and networking opportunities at this year's Leisure Industry Week. We invite everyone in the industry to come and see the latest innovations on offer and to take the opportunity to make new contacts and do business," says Jonny Sullens, portfolio director at LIW.

## 2010 LAUNCHES

**N**ew products and services set to be showcased at this year's show include:

The Pro6 from Power Plate International, a new platform that seamlessly integrates patented cable resistance technology to unite two proven exercise methods – cable

resistance and vibration training – for the first time. Power Plate classes will take place throughout the show.

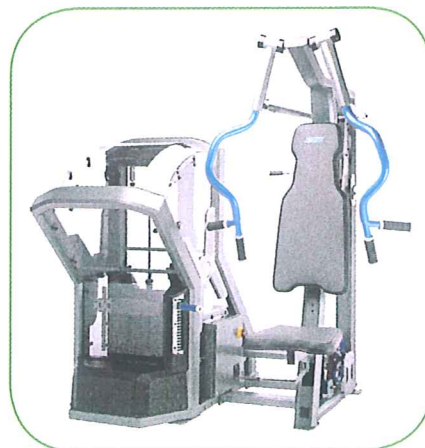
Pulse is launching its new Premium series to the UK market at LIW. With a modern design and dark carbon satin finish, the machines also offer improved biomechanics, as well as an enhanced control panel and software.

Pulse is celebrating its 30th anniversary by launching a new cardio range, including the latest in audiovisual advances. Visit stand H100 to find out more.

Cybertek will launch the Cybertek Treadmill, which features a new interface and a range of custom console and deck combinations. The new CARDIOtouch touchscreen console puts all controls in a central location and is also designed so

users can grab it to stabilise themselves while in motion. Visit stand H55 to see the Cybertek Treadmill for yourself.

Matrix Fitness Systems will showcase the new S-Series LS indoor cycle. The new model includes a variety of high



The new X-Force range will be unveiled