

The #1 Resource for Sporting Goods Industry Customers and Contacts

**IN STOCK
AND READY
TO SHIP!**



*Includes 1,350 page book, plus
FREE PC Edition and one year
of access to the mobile browser
compatible online version.*

Sample Retailer

SCHUYLKILL VALLEY SPORTING GOODS

118 Industrial Dr
Pottstown, PA 19464-3462
Tel: (610) 495-8813
(877) 711-8100
Fax: (610) 495-8814
Email: customerservice@svsports.com
Web: www.svsports.com

STORE CLASSIFICATION:

Full Line Sporting Goods
Mail Order
Team store
E-commerce/on-line sales
Operating 15 Units in PA, NJ
Est Sales: \$10,000,000 - \$30,000,000

OFFICERS & BUYERS INCLUDE:

Gerald Williams (President, CEO)
Greg Baldwin (VP of Merchandising, Retail Operations & Buyer - Footwear, Field Hockey, Fitness, Wrestling)
Scott Goebel (VP Team Sales)
Nick Rhoads (IT Director & Web Site Manager)
John DeMaria (Director of Apparel, Licensed Products & Buyer - Apparel, Licensed Products)
Phil Baumgardner (Director of Marketing & Buyer - Games, Sunglasses, Disc Golf)
Chris Storti (Hardgoods Buyer - Baseball, Football, Soccer, Lacrosse, Hockey, Basketball)

PRODUCT CATEGORIES INCLUDE:

Brand/Perf AP, Licenced AP, Ski & Rugged AP, Licensed Products, Athletic FW, Rugged FW, Team EQ, Bowl/Game EQ, Outdoor EQ, Exercise EQ, Golf EQ, Ice Hockey EQ, Custom AP, Other Sports, Skate/In-line EQ, Snowboard EQ, Soccer EQ, Sports Acces, Sports Medicine, Racquet EQ, Water Sports

In the fast-changing retail landscape, it's more important than ever to stay current with the latest changes and personnel moves at your customers and your competitors. The SGI Directory is the best resource for finding customers, finding contacts and keeping up with the many changes in our industry.

Try it with no risk:
I guarantee your satisfaction.

-John Horan, Publisher

37,000 industry executives, buyers and reps, all in one place.

10,600+ Retailers: Listings cover sporting goods and specialty stores, chains, buying groups, department stores, mass merchants and discounters. We tell you what each store buys, whom to call, their annual sales and more.

5,700+ Vendors: Who owns that brand? We've got the answers here. Look up top executives, functional managers and decision makers. Lists products, brands and licenses, too.

1,000+ Sales Reps: Track down the right sales talent to get your products into the market with listings of the top rep groups and hundreds of independents.

PLUS: More e-mail and web addresses than ever before, thousands of new and updated contact names, and our latest, 2018 International Trade Show Calendar.

The SGI Directory covers your category:

(retailer count of actual headquarters stores/buying centers, not branch stores)

- Branded & Performance Apparel .. 6770
- Licensed Apparel 1605
- Ski & Rugged Apparel 3550
- Imprinted/ Embroidered Apparel . 1715
- Urban Apparel 226
- Fashion/Casual Apparel 329
- Licensed Products 884
- Athletic Footwear 5084
- Rugged Outdoor Footwear 2987
- Team Athletics 1639
- Bicycle 1792
- Bowling, Billiards & Games 310
- Camping, Climbing & Hiking 1343
- Exercise & Weight Training 922
- Golf 1291
- Fishing 1425
- Hunting, Shooting & Archery 1283
- Ice Hockey & Skating 562
- In-line & Skateboarding 987
- Ski 1488
- Snowboard 1326
- Soccer 1193
- Lacrosse 529
- Sports Accessories 5629
- Sports Medicine & Training 1288
- Tennis/Racquet Sports 1397
- Trophies & Awards 441
- Water Sports 1654

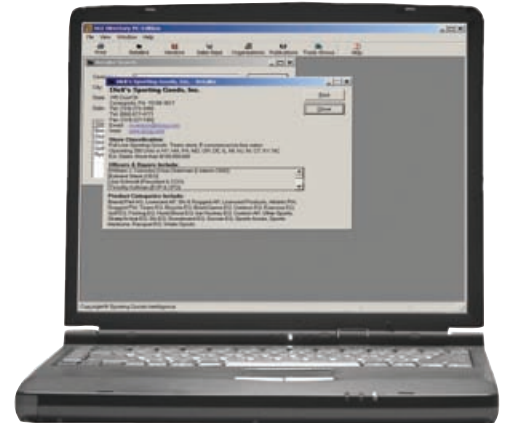
The SGI Directory is where you are:

On your bookshelf... On your phone... On your PC...

SGI Directory Online is compatible with most smartphone browsers



SGI Directory PC Edition installs on your Windows PC



Additional licenses for the **PC Edition** USB card and **Online Access** are just \$20 per seat. Call or e-mail for a quote to equip your sales team!

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or (610) 459-4040

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