

# The #1 Resource for Sporting Goods Industry Customers and Contacts

**NEW  
EDITION  
2016!**



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

## Sample Retailer

### OMEGA SPORTS, INC.

130 S Walnut Cir  
Greensboro, NC 27409-2625  
Tel: (336) 854-0797  
(800) 232-9193  
Fax: (336) 299-1043  
Email: [alloyd@omegasports.net](mailto:alloyd@omegasports.net)  
Web: [www.omegasports.net](http://www.omegasports.net)

#### STORE CLASSIFICATION:

Full Line Sporting Goods  
Running Specialty  
Operating 16 Units in NC  
Est Sales: \$30,000,000 - \$100,000,000

#### OFFICERS & BUYERS INCLUDE:

Philip W. Bowman (President)  
Thomas Rock (Owner)  
Alan Lloyd (Executive Director)  
Ashley Bailey (Marketing Director)  
Robert Hager (VP Personnel)  
Robyn Cooper (Buyer - Equipment)  
Doug Henderson (Buyer - Footwear)  
Mille Henderson (Buyer - Apparel)  
John Geer (Buyer - Accessories)  
Megan Schwanke (Buyer)

#### PRODUCT CATEGORIES INCLUDE:

Brand/Perf AP, Licenced AP, Ski &  
Rugged AP, Licensed Products, Athletic  
FW, Rugged FW, Team EQ, Exercise  
EQ, Golf EQ, Other Sports, 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.

**10,700 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.

**1,400 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, 2016 International Trade Show Calendar.

## The SGI Directory covers your category:

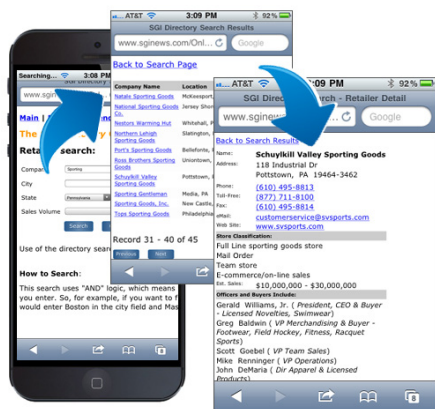
(retailer count of actual headquarters stores/buying centers, not branch stores)

- Branded & Performance Apparel .. 6807
- Licensed Apparel ..... 1622
- Ski & Rugged Apparel ..... 3610
- Imprinted/ Embroidered Apparel . 1729
- Urban Apparel ..... 227
- Fashion/Casual Apparel ..... 330
- Licensed Products ..... 894
- Athletic Footwear ..... 5122
- Rugged Outdoor Footwear ..... 3031
- Team Athletics ..... 1663
- Bicycle ..... 1808
- Bowling, Billards & Games ..... 317
- Camping, Climbing & Hiking ..... 1358
- Exercise & Weight Training ..... 972
- Golf ..... 1312
- Fishing ..... 1444
- Hunting, Shooting & Archery ..... 1304
- Ice Hockey & Skating ..... 577
- In-line & Skate-boarding ..... 1010
- Ski ..... 1509
- Snowboard ..... 1349
- Soccer ..... 1213
- Lacrosse ..... 543
- Sports Accessories ..... 5651
- Sports Medicine & Training ..... 1282
- Tennis/Racquet Sports ..... 1422
- Trophies & Awards ..... 446
- Water Sports ..... 1667

## 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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