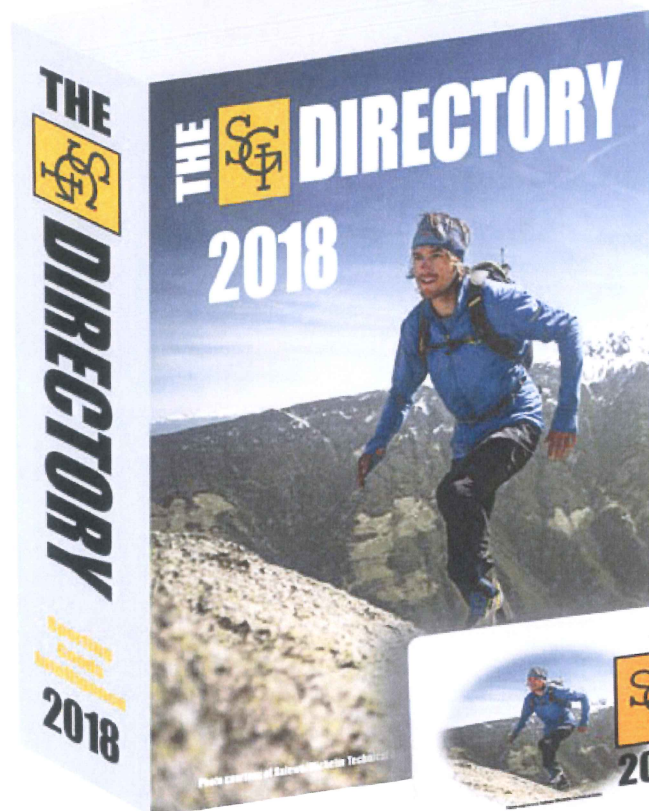


# The #1 Resource for Sporting Goods Industry Customers and Contacts

**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.*

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