



Trade Show Exhibitors Overview

ATHLETICA/SPORT SYSTEMS

Athletica / Sport Systems Unlimited builds dashboard systems that serve the needs of all kinds of customers, from community-owned rinks in Buick Creek BC, and Trois-Rivieres Quebec, to Division 1 Universities like Michigan, Minnesota, Dartmouth and Brown, to 20,000-seat NHL arenas that convert from hockey to other events over a hundred times a year.

Currently, 22 of 30 NHL arenas have Athletica dashboards, including new installations this summer in St. Louis, Tampa Bay and Ottawa.

INNOVATION is what we're all about. We innovate to make the game safer for players and spectators; to make conversions between activities easier for facility operators; to make the investment in facilities equipment more profitable for owners.

Find out more: www.SportSystemsCorp.com

BAUER HOCKEY

Bauer Hockey is the world's most recognized designer, marketer and manufacturer of hockey equipment. Founded in Kitchener, Ontario in 1927, Bauer developed the first skate with a blade attached to a boot, forever changing the game of hockey. Since then, Bauer has continued to develop the most sought after products in the industry, including the widely successful Supreme and Vapor lines. Bauer Hockey is the leader in providing head-to-toe equipment to both skaters and goaltenders including top players such as Patrick Kane, Steven Stamkos, Henrik Lundqvist, Mike Richards and Eric Staal to name a few. More elite players choose Bauer equipment than any other brand as more than 90% of NHL players wear at least one piece of Bauer equipment.

BLADEMASTER

BLADEMASTER is the global leader in skate care. We set the standard for manufacturing excellence with the field service to match. The BLADEMASTER team provides unparalleled products and services to customers worldwide. Our full line of skate sharpening and skate care products satisfy the needs of all skaters – from beginners to National Ice Hockey Federations and Pro Hockey Leagues throughout the world.

Please visit: www.blademaster.ca

BRADY BRADY INC.

Brady Brady Inc. is the exclusive publisher for the bestselling Canadian children's illustrated book series, Brady Brady. Mary Shaw (author) created Brady Brady in 2000 to encourage her son to read. Together with Chuck Temple (illustrator), the co-creators produced 15 sports-themed children's books for readers including hockey (12), baseball (2), and football (1). The series is distributed internationally and is translated in French. For more information visit www.bradybrady.com.

Defender Mouthguards

Defender Mouthguards is now offering it's Dental-Grade Custom Mouthguards directly to the Hockey community at a fraction of the cost a Dentist would charge. Defender Starts by taking a dental impression, to produce a model of the athlete's teeth on which to build their mouthguard. We then laminate multiple layers of protective material over the athlete's model to achieve the necessary protective thickness. Because of this fit the athlete will be able to speak and breathe normally. The athlete is then able to personalize their mouthguard with designs and logos. Team order discounts and services are available. *Defender Mouthguards... Your Best Defense Against Sports-Related Dental and Concussion Injuries*

FLOORBALL PRO

FloorballPro Inc. is introducing floorball to the North American hockey community. Floorball is incredible off-ice training for hockey players and is used by Hockey Canada Skills Academies across the country. Discover the training secret of European NHL players like Gaborik, Hossa and the Sedins and play floorball to develop incredible toe-drags and dangles like you have never seen before. Learn more at <http://www.floorballpro.com> and check out our special "Training for Hockey Players" section. Call Juha at 416-830-3992 to get started.

JET ICE

Founded in 1979, Jet Ice is proud to be an all-Canadian company with locations in Newmarket, Ontario and Emerald Park, Saskatchewan. Jet Ice offers a complete range of products and services for the ice making industry, including ice paints, application packages, custom in-ice logos, painting services, training seminars and water treatment systems.

Jet Ice has become recognized for its high quality products and services which has made it the product of choice for the National Hockey League, Hockey Canada and the World Curling Federation. Jet Ice offers creative solutions that meet the needs of the ice making industry

OKANAGAN HOCKEY SCHOOLS

The **Okanagan Hockey School** has been providing hockey instruction to athletes since 1963. With programs designed for players of all levels from ages 5 to 20, they have become an International leader in hockey instruction.

In Canada, the Okanagan Hockey School currently operates four locations: Penticton and Kelowna British Columbia, as well as two NHL partnerships with the Calgary Flames and Edmonton Oilers in Alberta.

The **Okanagan Hockey Academy** operates from September to June with six teams, including the Penticton Lakers of the KIJHL and a Female Midget AAA team. They are also the owner of the Alberni Valley Bulldogs Junior A team of the BCHL.

The goal of the Okanagan Hockey Academy is to develop each player's individual and team skills in order to place each one of them in a league for which they are best suited. The positive personal growth of the players on an individual basis is encouraged through coaches, teachers, trainers, billets, and management staff.

For more information:

Okanagan Hockey School: www.hockeyschools.com

Okanagan Hockey Academy: www.hockeyacademy.ca

ONE GOAL

OneGoal is a nonprofit organization whose vision is to grow the sport of hockey by building awareness of the positive aspects of the game, and helping to break down the barriers of entry into the sport.

OneGoal's membership includes the NHL, the NHLPA, the NHL Alumni, USA Hockey, Hockey Canada, the CHL, as well as hockey rinks and retailers. Major brands such as Bauer, Reebok-CCM and Easton Sports are also part of the coalition and are working together in support of OneGoal's mission to increase hockey in North America, targeting four- to eight-year-old boys and girls. For more information, visit www.onegoal.com.

PLAY IT COOL INJURY PREVENTION PROGRAM (SHOOT FOR THE CURE)

Play It Cool™ is an injury prevention program aimed at reducing Concussions and Spinal Cord Injuries in hockey. The program equips minor hockey players with the knowledge and skills necessary to increase their safety on the ice and to enhance their abilities as players.

Our mission is to end Neurotrauma injuries in the sport of hockey. At Play It Cool we take it upon ourselves to educate the entire hockey community regarding the risks, prevention and treatment of these life altering injuries

RESPECT GROUP INC.

Sheldon Kennedy skated for three teams in his eight-year NHL career, played for Canada's World Junior gold-medalists in 1988 and captained the Memorial Cup winning Swift Current Broncos in 1989. He is best known for his courageous decision in 1997 to charge his Major Junior Hockey League coach with sexual assault for the abuse he suffered over a five year period while a teenager under his care. Converting a bad situation into positive social change, Sheldon co-founded Respect Group Inc. which delivers **Respect in Sport**; on-line training programs for coaches and parents to promote positive behaviour and respectful sport environments.

RINKBOARDS INC.

Rinkboards Inc. has been supplying the highest quality arena graphics since 1974. Our origins date to the Russia-Canada hockey conflicts of that era.

To-day we are a full service, vertically integrated source for all manner of field level and arena signage.....be it back-lit fascia or concourse (and their translucent graphics), stair, benchboard or our traditional dasherboard "rinkboard(tm)" advertising.

Some current events / venues we currently supply both complete rinkboard(tm) graphics plus the comprehensive installation logistics.....including, in some cases, the complex and demanding "in-game rotation" change-outs:

OLYMPICS: VANCOUVER 2010, SALT LAKE 2002

NHL: TORONTO MAPLE LEAFS, MONTREAL CANADIENS, OTTAWA SENATORS

Plus most national sponsors to all NHL franchises, such MOLSON, ESSO, TIM HORTONS, COCA-COLA, amongst many others.

As well as all Canadian AHL, HOCKEY CANADA and most CHL rinkboard requirements.

We look forward to meeting you at the Summit!

Scan Ice

Scan Ice is the game changing synthetic ice system that allows you to skate and play hockey anytime, anywhere!

Skating drills, puck handling, shooting and passing are no longer dependent upon access to real ice!

The result of extensive research and development, Scan Ice incorporates a proprietary synthetic materials with a unique interlocking system to provide unsurpassed quality and performance.

Scan Ice performs like the real ice, indoors or out, whatever the weather! Scan Ice is easily installed and removed making it truly portable for the user.

The ultimate game improvement tool-Scan Ice!

Please visit our exhibit at the World Hockey Summit and meet hockey great Danny Gare!

Partners



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BAUER