

# JOHN HANCOCK SPORTS & FITNESS EXPO

## 2011 EXHIBITOR LIST

2XU Compression - 1936  
 Adidas - 1940 2406  
 Aetrex Worldwide, Inc - 1525  
 ALINE Performance Insoles - 2538  
 American Laser Skincare - 1827  
 Army Health Care Team - 1314  
 ASICS AMERICA CORP - 1604  
 BALEGA - 2335  
 Bay State Games / USA Track &  
     Field – New England - 1309  
 Beef Checkoff - 2024  
 Bill Rodgers Running Center - 2325  
 BOLTHOUSE FARMS - 1829  
 Bondi Band - 2300  
 Boston Bike Tours by Urban AdvenTours - 2228  
 Boston.com - 1925  
 Brooks Sports - 1404  
 Cabot Creamery Cooperative - 1930  
 Carolina Rice - 1932  
 CBS Radio - 2327 2331 2739 2839  
 CEP - Compression Sportswear - 2526  
 Cherry Marketing Institute - 1824  
 ChiRunning - 2026  
 CLIF BAR & COMPANY - 2220 2224  
 Competitor Group, Inc. - 2217  
 Conventures, Inc. - 2034 2036  
 CW-X, WACOAL SPORTS - 2319  
 Division of Sports Medicine, Children's  
     Hospital Boston - 1828  
 ECCO - 2119 2123  
 Five Hour Energy - 2304  
 Fond Memories Graphics, Inc. - 2135 2536  
 Garmin USA - 2313  
 Gatorade - 2626  
 GENERAL NUTRITION CENTER - 2701  
 Generation UCAN - 2232  
 GoMotion - 2125  
 GU ENERGY LABS - 2303  
 Harvest House Publishers - 2640  
 Honest Tea - 2226  
 i declare! - 2127  
 iFitness Inc - 2236  
 Injinji Performance Toesocks - 1730  
 JetBlue Airways - 1519 1523  
 JOHN HANCOCK - 1520  
 K.T. Tape - 1529

LARABAR Cascadian Farm - 2306 2400  
 LONG'S JEWELERS - 2035  
 lululemon athletica - 2028  
 MARATHONFOTO - 2133  
 MARATHON TOURS & TRAVEL - 2000  
 Massachusetts Bay Transportation Authority - 2500  
 Mizuno USA - 1904  
 National Running Center - 2128  
 New Balance - 2004  
 New York Road Runners - 2100 2101  
 Newton Running - 2625 2629  
 NIKE/CITY SPORTS - 1804  
 NISSAN - 2826  
 NUUN Hydration - 2120  
 ODWALLA - 2737  
 PHITEN USA - 1830  
 Pinnacle Performance Eyewear - 2638  
 Polar Electro, Inc. - 1820  
 POM Wonderful - 2403 2405  
 Power Balance LLC - 2019  
 PowerBar - 2426 2530 2532  
 Power Crunch - 1424  
 President's Council on Fitness,  
     Sports and Nutrition - 1308  
 Princeton Running Company / Greater Boston  
     Running Company - 2732 2736  
 Recovery Sock / Sockwise - 2438  
 REEBOK - 1526  
 Renewal By Andersen Windows - 2402  
 Right on Hereford : Left on Boylston - 2027  
 Runner's World Magazine - 1901 1902  
 Running Times Magazine - 2102  
 RunningSkirts.com - 2735  
 SALONPAS - 2223  
 Samuel Adams Beer Garden  
 Saucony - 2104  
 Sennheiser Elec. Corp. - 2401  
 Skechers - 2726  
 SKINS USA - 1819  
 Skirt Sports, Inc. - 2307  
 Sof Sole - 2637  
 Spenco Medical Corp. - 1823 1825  
 SPIbelt - 2635  
 Sports Authority - 1924 1926 1928  
 Stonyfield Organic - 2740  
 Success Rice & Minute Rice - 1724

Superfeet Worldwide, Inc - 2235  
 Sweaty Bands - 2825  
 THE MARATHON GIFT COLLECTION - 2033  
 The New York Times - 1826  
 THE NORTH FACE - 2204  
 T-Mobile - 2230  
 Thorlos - 1929  
 TIMEX - 1920  
 Trigger Point Performance Therapy - 2831 2829  
 TWINLAB - 1919  
 USA-SPORT Eyewear - 2002  
 Vibram FiveFingers® - 1720  
 Wigwam - 2329  
 Women's Running Magazine - 2301 2302  
 WRIGHTSOCK - 2136  
 www.THESTICK.com - 2535 2537  
 YURBUDS - 2436  
 ZENSAH COMPRESSION APPAREL - 2023 2025  
 ZOOT - 2020

### International / National Marathons

26.2 with Donna - The National Marathon to  
     Finish Breast Cancer - 2542  
 AIR FORCE MARATHON - 1311  
 Big Sur Int. Marathon - 1313  
 California International Marathon - 2539  
 Cayman Islands Marathon - 2134  
 DUBLIN MARATHON - 2631  
 Gasparilla Distance Classic - 1316  
 ING Miami Marathon & Half Marathon - 1923  
 LAKE TAHOE & MAUI OCEANFRONT  
     MARATHONS - 1303  
 LA Marathon - 2442  
 MARINE CORPS MARATHON - 1315  
 MARATHON OASIS DE MONTREAL - 1306  
 MASS DASH RELAY - 2311  
 Philadelphia Marathon - 1301  
 Quebec City Marathon - 2440  
 Reggae Marathon, Half Marathon & 10K - 2124  
 Rio de Janeiro Marathon - 2636  
 Run Disney - 2219  
 RUN with KENYANS - 1501 1502  
 SCOTIABANK TORONTO WATERFRONT  
     MARATHON - 2233  
 Twin Cities In Motion - 2309

### Non-Profits

Audi Best Buddies Challenge - 1728  
 DetermiNation - 1305 1307  
 Fellowship of Christian Athletes - 2323  
 Girls on the Run - 1934  
 STOP AOW - 1310  
 TEAM HOLE IN THE WALL - 2234  
 Team Hoyt - 1726

### New Products / New Exhibitors

110% Compression + Ice - 1428  
 Altra Footwear - 1413  
 Arctic Ease, LLC - 2218  
 Auria LLC - 1429  
 BelleCore HoneyBelle®  
     bodybuffer - 1405  
 BioPharma Scientific - 1407  
 Cookiehead Snacks - 2333  
 EFX Performance - 1415  
 Eident Sports - 2840  
 Endure - 1527  
 Energy Armor - 2842  
 GoneForARun.com - 1402 1500  
 Hold Your Haunches Women's  
     Compression Pant - 1409  
 Inspired Endurance - 1411  
 Magic Masseur - 1927  
 MOJI - 1419 1421  
 Nite Beams - 1430  
 OhYeah! - 1427  
 PR\*BAR - 2029 2031  
 RAW THREADS - 1420  
 Razoo - 1423  
 RumbleRoller - 2642  
 SEGTERRA - 1312  
 SMART MASSAGE - 1425  
 SnuggBuds Headsets - 2730  
 Trion:z - 2742  
 TRUE POWER - 2502  
 VIVOBAREFOOT - 1426  
 XTENEX - 2639  
 Zeo, Inc. - 2001