

# BIG IDEAS

## FOR YOUR BUSINESS

# PROSPECTUS

THE VENETIAN®  
JULY 1-3, 2012 • LAS VEGAS, NEVADA



2012 Martial Arts

# SuperShow™

Big Ideas for Your Business

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PRESENTED BY

CENTURY® MAIA™

# WHY YOU CAN'T MISS THE INDUSTRY'S BIGGEST SHOW!

**Invest in Your Future** – Attending the Martial Arts SuperShow is an investment in your business that pays off when you implement what you learn.

**Stay Ahead of the Curve** – Discover the latest trends and tools in the marital arts industry.

**Meet Industry Innovators and Legends** – The biggest names in the industry, from around the world, attend the Show and are ready to share their knowledge with you.

**Develop a New Network** – Meet up with like-minded colleagues from around the globe and share your big ideas.

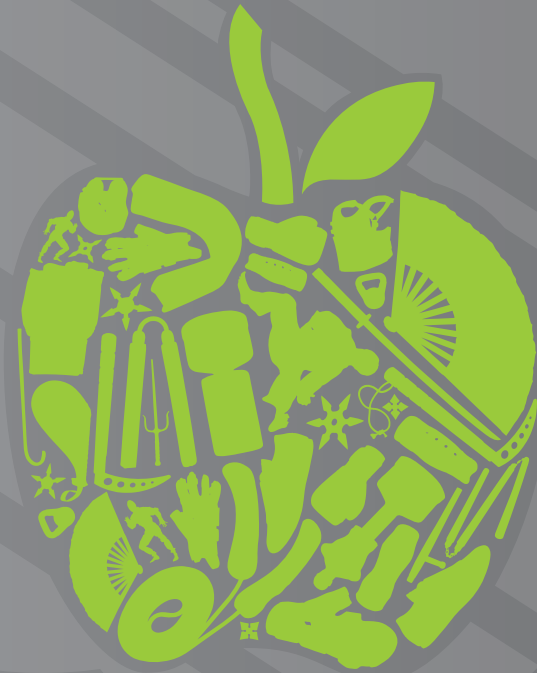
**Your Business Strategy** – Learn what matters most for your business, whether you've been in business five months or 25 years.

**Inspire Your Staff** – Enhance team rapport and inspire your staff by using the MASuperShow as a team-building retreat.

**Claim Your Expenses** – Your MASuperShow expenditures can be filed as a business expense and tax deduction.\*

**Re-Charge Your Batteries** – Extend your stay in Las Vegas! Take in the sights and world-class shows at your leisure.

\*Please contact your business's accounting professional to clarify details on tax deductions/exemptions.



# OPENING CEREMONY

**Join us for the Opening Ceremony, beginning at 7 pm on Sunday, July 1, in The Phantom Theatre.**

The anticipation surrounding our Opening Ceremony is second to none! Hands down, it's the best show in Vegas. Filled with awe-inspiring acts, exciting speakers, the presentation of MAIA's Lifetime Achievement Award, and much more, this is the show everyone will be talking about for weeks to come! There's no other show that combines the flash and tradition of martial arts with the glitz and glam of celebrity-filled Las Vegas.



## JOE LEWIS - LIFETIME ACHIEVEMENT AWARD WINNER

Since the day he dominated both fighting and forms as Grand Champion at Jhoon Rhee's US Nationals Karate Tournament in 1966, Joe Lewis has been a prominent figure in martial arts.

Long known as The Father of Kickboxing, he earned his black belt in traditional shorin-ryu karate in Okinawa in just seven months and has taught unique advanced combat principles to countless martial artists across the world.

We're excited to honor Joe Lewis with our highest distinction – the Martial Arts Industry Association's (MAIA) 2012 Lifetime Achievement Award at the Opening Ceremony.

# THE RIGHT PRICE THE RIGHT LOCATION



## FABULOUS LAS VEGAS!

Not only is Las Vegas the perfect place to grow your business with the MASuperShow, but there's also no better place for a fun-filled getaway. Visit Hoover Dam, play a round of golf, hop a helicopter and see the Grand Canyon, check out the famed Las Vegas Strip, or just soak up the rays poolside – no matter your interest, Vegas has something for you! Learn what Las Vegas has to offer at their official tourism site: [www.visitlasvegas.com](http://www.visitlasvegas.com).

## HOTEL INFORMATION

The excitement of the 2012 MASuperShow is returning to the famed Las Vegas Strip – in an all new location! Not only does The Venetian® offer an amazing venue for learning how to take your martial arts business to the next level, but it's also the perfect place to kick back and relax at the end of the day.

The MASuperShow group rate for the Five Diamond luxury at The Venetian® is an unbelievable \$109\* per night! Some of the standard amenities for these luxurious suites include a sunken living room, wireless high speed Internet access, a 32" flat screen LCD HD TV, remote controlled Roman shades, and more. A lavish bathroom includes a Roman tub, separate shower, dual sink vanity, and a 17" LCD HD TV.

Access to the Canyon Ranch Fitness Center for two adults is included with your suite.

With headliner entertainment, 16 fine and casual dining options, exciting shopping venues, and fast-paced gaming, The Venetian® is a perfect balance of entertainment and relaxation in an opulent environment.

*\*Additional \$12 per night resort fee is required.*

## RESERVE YOUR TICKETS AND ROOMS TODAY

### The Venetian®

3355 Las Vegas Blvd. South, Las Vegas, NV 89109  
(702) 414-1000

**For reservations, call (866) 659-9659 or book online at <http://resweb.passkey.com/go/RMART>**

Group Code is: RMART

Group Rate expires: Friday, June 8, 2012

### REGISTER TODAY!

TYPE	PRICE	MAIA MEMBER	EXPIRES
Early Bird	\$249	\$199	March 31
Regular	\$299	\$249	June 22
On-Site	\$399	\$349	July 3

**Start saving** – Call a MAIA Black Belt Account Manager today at (866) 626-6226.

Convenient, interest-free, payment plans are available! Visit [www.MASuperShow.com](http://www.MASuperShow.com) today to learn more and to register to attend.



# SPEAKERS MMA BUSINESS NEW TRACK!



Gain insight and explore educational resources for the ever-growing MMA market! This new track offers business education, networking, and physical training opportunities in MMA, making it perfect for all schools, whether you're a full-time MMA school, or offer MMA in addition to your traditional classes. These speakers are entrepreneurial experts in every facet of MMA business and know exactly how to grow your school.

**RENZO  
GRACIE**



Owner, New York Jiu-Jitsu Academy  
Building a Successful MMA School

**GREG  
JACKSON**



2010 MMA Coach of the Year  
Proven Coaching Strategies for MMA

**RICARDO  
LIBORIO**



Head Coach and Co-Owner, American Top Team  
Competition Grappling

**CHAE  
SONNEN**



Middleweight UFC Athlete  
Infusing Fitness with Martial Arts

**TYRON  
WOODLEY**



Undefeated Strikeforce MMA Athlete  
How to Finish a Takedown with Style

**MORE  
SPEAKERS**

**Watch**  
MASuperShow.com  
for exciting Show announcements!

# SPEAKERS MORNING WORKOUTS



Start your day off right with one of our energizing morning workouts!

**KEVIN  
KEARNS**



Founder, Burn with Kearns  
Burn With Kearns

**JESSY  
NORTON**



Certified Group  
Fitness Instructor  
Cage Fitness

**DAVE  
KOVAR**

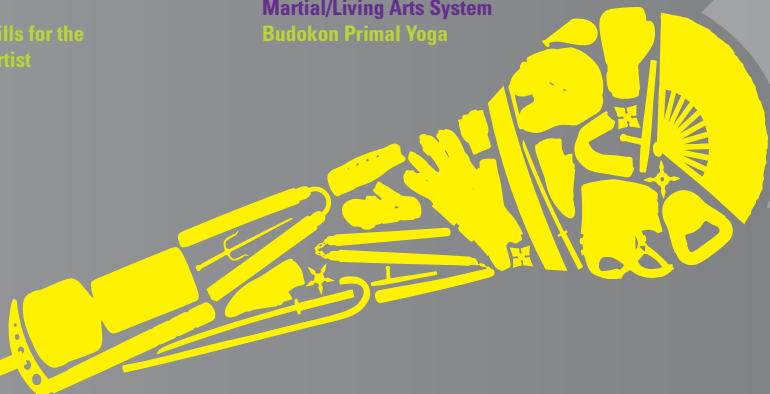


Owner, Kovar's Satori Academy  
of Martial Arts  
Dynamic Drills and Skills for the  
21st Century Martial Artist

**CAMERON  
SHAYNE**



Founder, Budokon Yogic/  
Martial/Living Arts System  
Budokon Primal Yoga



# SPEAKERS PHYSICAL TRAINING

Hit the mat for hands-on education! Join some of the best trainers in the martial arts industry to perfect your training techniques.

**MIKE CHAT**



Founder, XMA  
XMA - A New Beginning!

**AARON  
LAWRENCE**



Owner, Quest Martial Arts  
Drills & Skills for Dynamic Classes

**ERNIE KIRK**



Certified Contact Weapon  
Defense and Control Instructor  
Krav Maga Workout

**CLIFF  
LENDERMAN**



Owner, Lenderman's Academy  
Standing Submissions and Counters

**CHRISTINE  
BANNON-  
RODRIGUES**



Nine time World Champion,  
Forms, Fighting, and Weapons  
Drills for Sport Karate Fighting

**TYRON  
WOODLEY**



Undefeated Strikeforce  
MMA Athlete  
How to Finish a Takedown  
with Style

**CHAE  
SONNEN**



Middleweight  
UFC Athlete  
Infusing Fitness with  
Martial Arts

**RICARDO  
LIBORIO**



Head Coach and Co-Owner,  
American Top Team  
Competition Grappling



# SPEAKERS

## NEW STUDENTS/RETENTION



When it comes to enrolling new students and retaining current students, these speakers know exactly how to help your school grow!

**ZULFI AHMED**



Founder, Bushi Ban International  
**Get Them - Keep Them: Strategies that Work**

**BRANNON BELISO**



Owner, One Martial Arts  
**The 11 Elements to Creating Student Success**

**JASON FLAME**



MAIA Elite Consultant  
**Testing vs. Graduation: Increase Your Bottom Line and Retention**

**ROBBY BEARD**



MAIA Elite Consultant  
**Fill Your School with the Fitness Market: Recruit, Rebuild, Retain**

**NICOLE BILGERE**



Creator, Champion Sparring Games  
**Using Play to Make Them Stay: Games that Build Skills and Retention**

**AARON HENSLEY**



Owner, Premier Martial Arts - North Augusta  
**Spar Wars and Trunk or Treat: Create Better Participation in Your Special Events**

**MIKE METZGER**



MAIA Elite Consultant  
**Creating a System for the Perfect Intro and Enrollment**

**MICHAEL PERRI**



Head Instructor, Championship Martial Arts - Oviedo  
**31 Students in 31 Days**

**JOSEPH SEO**



Owner, Seo's Martial Arts  
**How to Systemize Your Renewals**



# SPEAKERS

## BUSINESS MANAGEMENT

Take your business to the next level with our Business Management track! With incredibly strong management records in the martial arts industry, these speakers know just what it takes to succeed.

**BILL CLARK**



Owner, Karate America  
Old School Model vs. New School Model

**PHIL GOSS**



Attorney  
So You Think Your School is Lawsuit Proof...Really?

**R.S. MITCHELL**



Owner, Mitchell's Martial Arts Fitness  
Advantages and Disadvantages of Becoming a Licensed After School Program

**ALAN BELCHER**



MMA Fighter and School Owner  
Bringing MMA into your Martial Art School

**FARID DORDAR**



CEO and Founder, ChampionsWay  
Hardcore School Growth: How to Make it Happen

**BOB LEIKER**



Co-Developer, TAKE Defense  
Additional Revenue Streams for Your Holiday Sales

**TINA NEWBERRY**



MAIA Elite Consultant  
The Nine Profit Centers in Every School

**ROLAND OSBORNE**



Founder, Hyper Martial Arts  
The Power Business Blueprint and Simple Schedule

**DR. ROBYN SILVERMAN**



Creator, Powerful Words Character Development  
Creating a Community of Character: Cultivating Responsible, Respectful Role Models in Your School

**DAVE SKLAR**



Founder, KICK International  
How to Run a Successful In-School Tournament



# SPEAKERS

## MARKETING/PUBLIC RELATIONS

Learn the latest and greatest techniques for promoting your martial arts business from our expert Marketing/Public Relations speakers!

**KAREN EDEN**



Inspirational Columnist,  
*MASUCCESS*  
Everybody's Guru

**STEVE GIROUX**



Owner, Giroux Brothers Martial Arts  
Using Feeder Programs to Market Your School

**MICHAEL PARRELLA**



Owner and CEO, Full Contact Online Marketing  
How to Manage Your School's Online Reputation

**TIGER SCHULMAN**



Owner, Tiger Schulmann's Mixed Martial Arts  
Follow Your Martial Arts Passion

**TOM FOX**



Leader, Martial Arts Nutrition  
Martial Arts Nutrition: Join the Fight Against Chronic Disease and Childhood Obesity

**RONDY MCKEE**



Owner, White Tiger Taekwondo and Martial Arts  
Recruiting Students Through Shoestring Marketing

**TOM PATIRE**



Personal Safety Expert  
Marketing to the Mainstream:  
How to Network with the Community

**TIFFANY RICHARDS**



Owner, Peaceful Warrior Martial Arts and Healing Center  
Be Your Own Publicist: Eight Steps to Getting the Media's Attention...and Keeping It

**RICK TUCCI**



Owner, Princeton Academy of Martial Arts  
Capturing the Adult Market

**BARRY VAN OVER**



Founder, Premier Martial Arts International  
Marketing Mastery - Going from Zero to Hero!



# MASUPERSHOW 2012 AGENDA

\*Subject to Change

## Friday, June 29, 2012

2:00 pm-5:00 pm Pre-Conference Registration

## Saturday, June 30, 2012

8:00 am-5:00 pm Registration Open

9:00 am-1:00 pm \*ATT Certification

9:00 am-2:00 pm \*Tom Patire Certification

9:00 am-3:00 pm \*Fight Like A Girl Certification

Noon-6:00 pm \*Kevin Kearns Certification

3:00 pm-8:00 pm \*ATT Certification

\* See page 12 for details

## Sunday, July 1, 2012

8:00 am-6:00 pm Registration Open

8:00 am-Noon \*Success Seminar

9:00 am-2:00 pm \*ATT Certification

10:00 am-11:00 am Corporate Café with Phil Goss and Michael Swain

11:00 am-Noon \*ESPN Wide World of Sports, Fred Schoeler

1:30 pm-4:00 pm \*MAIA U Instructor College with Dave Kovar

2:00 pm-6:00 pm Tradeshow – Exhibit Hall

5:00 pm-6:30 pm Welcome Reception in Exhibit Hall

7:00 pm-9:00 pm Opening Ceremony, Phantom Theatre

## Monday, July 2, 2012

7:00 am-8:00 am Early Morning Workouts

7:00 am-2:00 pm Registration Open

8:00 am-6:00 pm Tradeshow

9:00 am-10:00 am Seminar 1

10:30 am-11:30 am Seminar 2

11:30 am-1:00 pm Lunch & Learn Seminars

1:00 pm-2:00 pm Seminar 3

2:30 pm-3:30 pm Seminar 4

4:00 pm-5:00 pm Seminar 5

6:00 pm Exhibit Hall Closes

7:00 pm-9:00 pm Gold Party (Invitation Only)

## Tuesday, July 3, 2012

7:00 am-8:00 am Early Morning Workouts

8:00 am-6:00 pm Tradeshow

9:00 am-10:00 am Seminar 1

10:30 am-11:30 am Seminar 2

11:30 am-1:00 pm Lunch on Your Own

1:00 pm-2:00 pm Seminar 3

2:30 pm-3:30 pm Seminar 4

4:00 pm-5:00 pm Seminar 5

6:00 pm Exhibit Hall Closes

## PRE-CONFERENCE EVENTS

**Enhance your MASuperShow experience with these pre-conference events! For more information or to register, call the MASuperShow hotline at (866) 626-6226 or visit MASuperShow.com.**

**Success Seminar** — Join Frank Silverman, MAIA Executive Director, and MAIA Elite Consultants Robby Beard, Jason Flame, Mike Metzger, Tina Newberry, Adam Parman, and Cody Pepper to learn proven systems for growing your school! You'll forever change the way you do business after you learn the top five marketing methods to increase growth and retention in your school, as well as retail strategies, retention tactics, sales skills, planning methods, and much more.

Sunday, July 1. Space is limited and pre-registration is required.  
Cost: \$99/two people.

**Instructor College** — Join us for the second annual MASuperShow Instructor College, powered by MAIA University and Dave Kovar! During this hands-on workshop, Dave Kovar will teach you specific techniques to fine-tune your class planning, discover new twists for teaching the physical and mental benefits of the martial arts, and learn new techniques to disguise repetition on the mat. Participants who complete this course will receive course materials and a certificate.

Sunday, July 1. Space is limited and pre-registration is required.  
Cost: \$99 per person.



**ATT Certification** — Join Master Ricardo Liborio and his exceptional staff to complete the official ATT Training Certification. Learn the best methods for teaching MMA techniques – including grappling, striking, and takedowns.

ATT offers MMA that's strongly rooted in traditional martial arts, which makes it the perfect upgrade program for ALL of your students – including children, teens, and adults. This hands-on certification is a must for anyone wanting to add or enhance their school's MMA offerings!

Saturday, June 30, 9 am-1 pm and 3-8 pm; Sunday, July 1, 9 am-1 pm. Space is limited and pre-registration is required.

**Burn With Kearns** — Accelerated MMA Fitness Trainer Certification.

Learn, burn, and earn more with the Burn With Kearns Accelerated MMA Fitness Trainer Certification. Topics covered include integrating MMA training protocols and techniques, the five phases of MMA training, achieving flexibility, nutrient-timing techniques, and more. Attendees will receive the Burn With Kearns DVD set, course manual, medicine ball, resistance band, and a two year certification credit.

Saturday, June 30, 12 noon-6 pm. Pre-registration is required.

Burn With Kearns – (508) 541-3281 or  
[www.burnwithkearns.com](http://www.burnwithkearns.com)



**Fight Like A Girl** — Open your doors to a whole new market of women and girls with Kym Rock's Fight Like A Girl! Fight Like A Girl is a complete, 10 rank curriculum of personal violence prevention, fitness, and martial arts skills, designed especially for women. Attendees will be certified as Fight Like A Girl Instructors and will receive the full curriculum, which includes step-by-step online videos and all materials required to launch, market, and grow Fight Like A Girl classes.

Saturday, June 30, 9 am-1 pm. Fight Like A Girl – (252) 305-1014 or [www.fightlikeagirl.pro](http://www.fightlikeagirl.pro) Pre-registration is required.

#### **Tom Patire's Personal Protection Programs**

— In celebration of their 20th anniversary, Tom Patire and his team will present a completely free, five-hour training session, highlighting their top national, profit, mainstream programs. Attendees will learn more about KNOW & GO® and SEE N FLEE® Child Safety Programs, Training for Life® and Rape-Free® Women Personal Protection Programs, CDT® Liability Based Control and Escort Techniques, and Martial Ops® High Level Defense Techniques, and will participate in a roundtable discussion to learn how to enroll more students in their classes.

Saturday, June 30, 9 am-2 pm. For more information or to register, call (888) 238-7287. Pre-registration is required.

#### **ESPN Wide World of Sports - An Overnight Success that Took 15 Years in the Making —**

ESPN and Disney are two of the world's most respected and well-known names. Join Fred Schoeler to learn just how these two power house names came together to create the ESPN Wide World of Sports Complex – and how they're taking sports and competition to the next level. Attendees will learn more about sports tourism, the diversity of sports, four pillars of success – The Disney Advantage, and how they, too, can take their business to the next level.

Sunday, July 1, 11 am-12 noon. For more information, call (866) 626-6226. **No charge to attend;** registration is not required.

**Corporate Café** — Savor a cup of joe as you soak up insurance and legal advice for your business from the experts! Bring your questions and Michael Swain of Markel Insurance and Philip E. Goss, Jr., Esq., will provide straightforward answers.

Sunday, July 1, 10-11 am. **No charge to attend;** registration is not required.



# MASUPERSHOW EVENTS

**Welcome Reception** – Relax and enjoy complimentary refreshments, while you mingle with friends and exhibitors and develop a new network of martial arts colleagues.

- Exhibit Hall, Sunday, July 1; 5-6:30 pm.

**Tradeshow** – Explore the newest martial arts products and business tools as you meet the industry's best vendors on the tradeshow floor.

- Sunday, July 1; 2-6:30 pm
- Monday, July 2; 8 am-6 pm
- Tuesday, July 3; 8 am-6 pm

**Opening Ceremony** –Don't miss the official kick-off of the 2012 MASuperShow with the exciting and awe-inspiring Opening Ceremony!

- Sunday, July 1; 7-8:30 pm, The Phantom Theatre

**Lunch and Learn Sessions** – Back by popular demand are the Lunch and Learn Sessions! During this lunch hour, you'll have the opportunity to participate in seminar-style presentations that focus on enhancement opportunities for your school.

- Monday, July 2; 11:30 am-1 pm



## REVIEWS ★★★★★

“ I wanted to tell you what a great time I had at the MASuperShow! I can't pick my favorite part — meeting awesome people, attending informative classes, or winning amazing prizes. ”

~ Karen Fresh, Lake Havasu Black Belt Academy,  
Lake Havasu City, Arizona

“ This year's SuperShow was the best ever! I've networked with numerous individuals who were truly titans of the martial arts industry. I was motivated and re-inspired once again! ”

~ Sal Convento, United States Karate Academy,  
San Diego, California

“ I just wanted to say thank you for one of the most incredible and informative weekends that I've had in a long time. The seminars ranged from advice for small and big school owners, to inspiring workouts with brand new material, to a host of amazing vendors that really put their best efforts forward to not sell you their material as much as to educate you on how to improve where you are. ”

~ Heidi Chapman, Pak's Karate Academy of  
Northwest Louisiana, Bossier City, Louisiana

# REGISTER TODAY!

EARLY BIRD PRICING  
ENDS MARCH 31.

ONLY  
\$249



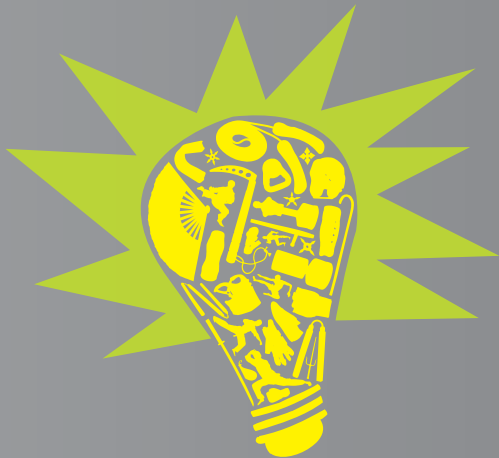
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**SuperShow**<sup>™</sup>  
Big Ideas for Your Business

**MASUPERSHOW.COM**  
**(866) 626-6226**

1000 Century Blvd.  
 Oklahoma City, OK 73110

## REGISTER TODAY!

TYPE	PRICE	MAIA MEMBER	EXPIRES
Early Bird	\$249	\$199	March 31
Regular	\$299	\$249	June 22
On-Site	\$399	\$349	July 3



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**MASuperShow.com (866) 626-6226**

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