

4 Reasons to Partner with SCW Health & Fitness Business Summit

- ▶ Develop and grow your list of interested and engaged customers
- ▶ Get in front of industry owners, managers & directors
- ▶ Maximize your ROI & brand exposure through targeted organic emails, text messages & live sessions
- ▶ Navigate the white noise of social media & connect with customers face-to-face

SPONSORSHIP BENEFITS	Start-Up	Innovators	Leaders	Experts
Lecture Session Presentation (75 min)	1	2	2	3
Feature in Club Conference Emails	1	2	3	4
eCoupon		1	2	3
Social Media Post (Facebook, Twitter, Instagram, Pinterest, LinkedIn)		1	2	2
Article in SCW Health & Fitness Business News			1	2
Article in SCW Spotlight eNewsletter			1	2
Ad in SCW Spotlight eNewsletter			1	2
Promotion in Daily MANIA® Email				1
Expo Booth				1
Business Keynote				1

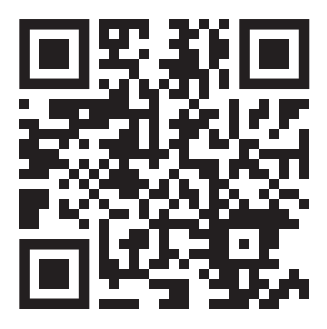
Over 50 Lecture, Workshop & Panel Topics Include:



Build a Better Fitness Business Today.

Partnership & presenting opportunities:

Email: partner@scwfit.com or Call or Text: 847.562.4020



- + Reach regional industry owners, managers, and directors - they come to you!
- + Amplify your brand awareness & media exposure through organic emails, text messages and live session presentations
- + Connect with industry leaders at our affordable annual events in 7 major locations



scwfit.com/partner



Reach Over
250+
Managers,
Owners &
Directors

FR1 7:00am-8:15am	5 Social Media Do's & Don'ts Maurer	
FR2 9:15am-10:30am	New Hire to All-Star Stevenson	
FR3 Session 1 10:45am-12:00pm	FR3 Session 2 11:30am-12:45pm	Multi-Media Marketing for Growth & Profitability Kooperman Session 2
FR4 1:00pm-2:15pm	How's and Whys of In-Club Education Hoff	
FR5 2:30pm-3:45pm	Digital, Virtual & Live, Oh My! Maurer	
FR6 4:00pm-5:15pm	Leading for Maximum Performance Kooperman	
FR7 6:00pm-7:00pm	 STATE OF THE INDUSTRY Darden, Howard, Kooperman & Murphy Madden	
SA1 7:30am-8:45am	Instant Success with Instagram Hoff	
SA2 KEYNOTE 9:45am-11:00am	BUSINESS KEYNOTE ADDRESS SLINGSHOT LEADERSHIP with Brent Darden	
SA3 11:15am-12:30pm	Bootcamp for Your Front Line Hoff	
SA4 Session 1 12:45pm-2:00pm	SA4 Session 2 1:30pm-2:45pm	Savvy Social Media in the Fitness Space Hogg
SA5 3:00pm-4:15pm	Making the Most of the Millennial Market Murphy Madden	
SA6 4:30pm-5:45pm	Wearable Technology - Exceptional Member Engagement Fitzpatrick	
SA7 6:00pm-7:00pm		
SU1 7:30am-8:45am	Relevant Fitness: Myths, Marketing & Money Ross	
SU2 9:00am-10:15am	Build + Achieve Your Business Visions Polson	
SU3 11:00am-12:15pm	10 Steps to Launching Successful Programs Murphy Madden	
SU4 12:30pm-1:45pm	Creating Standout Online Marketing Polson	

DC
February 24-26, 2023
California
Mar. 31 - Apr. 2, 2023
Florida
Apr. 14-16, 2023

Atlanta
July 21-23, 2023
Dallas
Aug. 25-27, 2023
Chicago
Sept. 29 - Oct 1, 2023
Boston
Nov. 3-5, 2023

20+ Seminars led by 10+ Elite Experts Focused on Fitness Business Solutions:

- Social Media • Sales/Retention • Fitness Trends
- Marketing • Membership • Finance
- Technology • Programming • Leadership

www.scwfit.com/BUSINESS

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MANIA® Fitness Pro Conventions Now Featuring the SCW Health & Fitness Business Summit

The SCW Health & Fitness Business Summit is the perfect place for Managers, Owners, and Directors to take their Clubs & Studios to the next level by learning from the experts. Learn skills and techniques to grow your business, from those who have paved the way.

Exclusive, Non-Union Venues

Enjoy the full range of fitness offerings in seven beautiful venues. MANIA®s are held in exclusive hotels - Grand Hyatts, Westins & Hiltons - all of which are non-union, allowing exhibitors the freedom and savings to exhibit without exorbitant drayage fees.



Intimate & Affordable for Owners, Directors and Managers

Reach 450+ Fitness Industry Owners, Managers and Directors spanning across Commercial Multipurpose Clubs, Boutique Studios, YMCAs, JCCs, Parks & Recs, Universities, and Hospital Wellness Centers. (Connect with 35-100 Attendees at each Business Summit).

Marketing, Technology, Trends, Sales, Retention & Leadership

Three (3) days of laser-focused business sessions exclusively dedicated to marketing, technology, trends, sales, retention, products, programming, finance and leadership.



Digital and Print Advertising Opportunities

- Article in SCW eNewsletter
- eCoupons
- Use of SCW Organic Social Media (300,000+)
- Use of SCW Organic Attendee Email List (61,000+)
- Use of SCW Organic Attendee Text Message List (55,000+)
- Ad in Daily Email distributed to Convention Attendees
- Online Brochure Ad
- Welcome Bag Insert
- Inclusion in Emails promoting Convention



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