

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 50% OFF ASSOC. SPONSORSHIP | Leader 25% OFF ASSOC. SPONSORSHIP |
|--|---|---|
| Branded Lecture Session Presentation (75 min) | 1 | 1 |
| Feature in Conference Emails | 1 | 1 |
| Social Media Post (Facebook, Instagram, Pinterest, LinkedIn) | 1 | 1 |
| Logo Inclusion & Website Linkage | | 1 |
| Article in SCW Health & Fitness Business News | | 1 |
| Expo Booth (Optional) | | 1 |
| Webinar Inclusion | | 1 |

Business 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



SCW FIT

scwfit.com/partner



Connect With
450+
Managers,
Owners &
Directors

| | | |
|------------------------------------|---|---|
| FR1 7:30am-8:45am | INEXPENSIVE MARKETING FOR GROWTH & PROFITABILITY Sara Kooperman, JD | MONETIZING YOUR PASSION & SKILLS Bob Esquerre |
| FR2 9:00am-10:15am | NEW HIRE TO ALL-STAR Chris Stevenson | FIND & ENROLL NEW CLIENTS ONLINE Brandi Clark |
| FR3 11:00am-12:15pm | CREATE VALUE - RETAIN CLIENTS Amber Toole | 5 STAR MANAGEMENT Kimberly Spreen-Glick |
| FR4 Session 1 12:30pm-1:45pm | PERSONAL AND SMALL GROUP TRAINING SALES Sheldon McBee, MS | NEGOTIATION STRATEGIES FOR FITNESS PROS Thews |
| FR4 Session 2 1:15pm-2:30pm | | |
| FR5 2:45pm-4:00pm | NEW WORLD MANAGEMENT Bill McBride | CLUB, STUDIO & CLIENT ATTRACTION Sara Kooperman, JD |
| FR6 4:30pm-5:45pm | BUILDING SUCCESSFUL HYBRID BUSINESSES Liz Clark, MS | EFFECTIVE GX & PT SALES STRATEGIES PANEL Kooperman, Toole, Clark, Smith & Robinson |
| FR7 6:00pm-7:00pm | SCW STATE OF THE INDUSTRY Darden, Howard, Kooperman & Murphy Madden | |
| SA1 7:30am-8:45am | BUILDING YOUR WELLNESS BRAND Kimberly Spreen-Glick | CREATE VALUE - RETAIN CLIENTS Amber Toole |
| SA2 KEYNOTE 9:15am-10:30am | BUSINESS KEYNOTE ADDRESS SLINGSHOT LEADERSHIP with Brent Darden | |
| SA3 11:00am-12:15pm | PUMP UP YOUR PRODUCTIVITY Marisa Hoff, MEd | BECOMING THE BOSS Detric Smith |
| SA4 Session 1 12:30pm-1:45pm | SAVVY SOCIAL MEDIA IN THE FITNESS SPACE Diva Richards | STRETCHING FOR STRENGTH - FLEXIBLE FOUNDATIONS PANEL Kooperman, Mummy, Mike, McCormick |
| SA4 Session 2 1:15pm-2:30pm | | |
| SA5 2:45pm-4:00pm | MAKING THE MOST OF THE MILLENNIAL MARKET Murphy Madden | FITNESS IN THE WORKPLACE Joanna Stone |
| SA6 4:30pm-5:45pm | MONETIZING YOUR PASSION & SKILLS Bob Esquerre MA, NSCA-CPT | CREATING WITH CANVA Marissa Hoff, MEd |
| SU1 7:30am-8:45am | RELEVANT FITNESS: MYTHS, MARKETING & MONEY Ross | MAX ENGAGEMENT = MAX RETURN Jeff Switalski |
| SU2 9:00am-10:15am | BUILD + ACHIEVE YOUR BUSINESS VISIONS Polson | THE FUTURE OF FITNESS PANEL Kooperman, Toole, Esquerre, Smith & Robinson |
| SU3 11:00am-12:15pm | 10 STEPS TO LAUNCHING SUCCESSFUL PROGRAMS Brent Darden | SMART STRATEGIES FOR SERIOUS SALES Detric Smith |
| SU4 12:30pm-1:45pm | FITNESS & TECHNOLOGY: MAKE IT MATCH Bill McBride | BUSINESS BLUEPRINT FOR 2023 Robinson |

Atlanta
July 21-23, 2023
July 19-21, 2024

DC
Feb. 23-25, 2024
Feb. 21-23, 2025

Dallas
Aug. 25-27, 2023
Aug. 23-25, 2024

California (San Fran)
Mar. 31 - Apr. 2, 2023
Mar. 22-24, 2024

Midwest (Chicago)
Sept. 29 - Oct 1, 2023
Oct. 4-6, 2024

Florida (Orlando)
Apr. 14-16, 2023
May 3-5, 2024

Boston
Nov. 3-5, 2023
November 1-3, 2024

Over 32 Seminars led by 20 Elite Experts Focused on Fitness Business Solutions:

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

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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 any drayage fees.



Intimate & Affordable for Owners, Directors and Managers

Reach 450+ Fitness Industry Owners, Managers and Directors spanning across Boutique Studios, Commercial Multipurpose Clubs, YMCAs, JCCs, Parks & Recs, Universities, and Hospital Wellness Centers.

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
- Online Coupons
- Use of SCW Organic Social Media (300,000+)
- Use of SCW Organic Attendee Email List (64,000+)
- 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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www.scwfit.com/BUSINESS