

# 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
Online Coupon		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

## Business Lecture, Workshop & Panel Topics Include:



### Build a Better Fitness Business Today.

Partnership & presenting opportunities:

Email: [partner@scwfit.com](mailto:partner@scwfit.com) or Call or Text Beth Kahny: 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](https://scwfit.com/partner)





Connect With  
**450+**  
Managers,  
Owners &  
Directors

FR1 7:30am-8:45am	INEXPENSIVE MARKETING FOR GROWTH & PROFITABILITY Sara Kooperman, JD	
FR2 9:00am-10:15am	NEW HIRE TO ALL-STAR Chris Stevenson	
FR3 11:00am-12:15pm	CREATE VALUE - RETAIN CLIENTS Amber Toole	
FR4 Session 1 12:30pm-1:45pm	FR3 Session 2 1:15pm-2:30pm	PERSONAL AND SMALL GROUP TRAINING SALES Sheldon McBee, MS
FR5 2:45pm-4:00pm	NEW WORLD MANAGEMENT Bill McBride	
FR6 4:30pm-5:45pm	BUILDING SUCCESSFUL HYBRID BUSINESSES Liz Clark, MS	
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	
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	
SA4 Session 1 12:30pm-1:45pm	SA4 Session 2 1:15pm-2:30pm	SAVVY SOCIAL MEDIA IN THE FITNESS SPACE Diva Richards
SA5 2:45pm-4:00pm	MAKING THE MOST OF THE MILLENNIAL MARKET Murphy Madden	
SA6 4:30pm-5:45pm	MONETIZING YOUR PASSION & SKILLS Bob Esquerre MA, NSCA-CPT	
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 Brent Darden	
SU4 12:30pm-1:45pm	FITNESS & TECHNOLOGY: MAKE IT MATCH Bill McBride	

**California (San Fran)**  
Mar. 31 - Apr. 2, 2023

**Florida (Orlando)**  
Apr. 14-16, 2023

**Atlanta**  
July 21-23, 2023

**Dallas**  
Aug. 25-27, 2023

**Midwest (Chicago)**  
Sept. 29 - Oct 1, 2023

**Boston**  
Nov. 3-5, 2023

**DC**  
Feb. 25-27, 2024

## Over 16 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 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
- 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](http://www.scwfit.com/BUSINESS)