

Sponsorship Benefits				
Sponsorship Level	Associate \$21,000	Associate + \$28,000	Co-Sponsor \$40,000	Premiere \$80,000
Booth	1	1	2	4 (endcap)
Booth Location Choice Order		3rd	2nd	1st
Activity Sessions	2	3	4	8
Lecture Sessions	1	2	3-4	5+
Sponsor Suite - Breakfast, Lunch, Dinner	2	4	5	6
Equipment Set-up, Moving, Tear-down	1	1	1	1
CECs/CEUs for Sessions (Not certifications)	Free	Free	Free	Free
Inserts into Welcome Bags	1	2	2	3
Online Coupon	1	2	3	4
Logo Inclusion	1	1	2	3
Website Linkage	1	1	2	3
Signage	1 Rm	2 Rms	3 Rms	All Rms
Social Media (Facebook, Twitter, Instagram, LinkedIn)	1x/MANIA®	2x/MANIA®	4x/MANIA®	8x/MANIA®
SCW Webinars (Automatically added as Podcast as well)		1	2	4
Health & Fitness Business News	1	1	2	4
Email Featured Program		2x/yr	4x/yr	8x/yr
Article & Ad in SCW Spotlight eNewsletter	2x/yr	4x/yr	6x/yr	8x/yr
Lead Article in SCW Spotlight eNewsletter		1x/yr	4x/yr	8x/yr
Pre/Post-Con Certification		1/MANIA®	2/MANIA®	3/MANIA®
Daily MANIA® Ad (Th, Fr, Sa, Su)		1/yr	3/yr	8/yr
Daily MANIA® Presenter Feature (Th, Fr, Sa, Su)		1/yr	3/yr	8/yr
Daily MANIA® Product Feature (Th, Fr, Sa, Su)	1/yr	1/yr	3/yr	8/yr
Daily MANIA® Program Feature (Th, Fr, Sa, Su)		1/yr	3/yr	8/yr
VIP Complimentary 3-Day Registration		1	2	3
Sponsor Paragraph in Brochure		1	1	1
Host Focus Group				4
Product / Format Exclusivity				1

Sponsorship By Convention				
Convention	Associate Sponsorship	Associate+ Sponsorship	Expo Booth	Attendee Forecast
DC MANIA®	\$1,499	\$1,999	\$499	400
California MANIA®	\$2,999	\$3,999	\$899	800
Florida MANIA®	\$2,249	\$2,999	\$699	700
Atlanta MANIA®	\$3,749	\$4,999	\$1,299	1,200
Dallas MANIA®	\$4,499	\$5,999	\$1,499	1,400
Midwest MANIA®	\$3,749	\$4,999	\$1,299	1,200
Boston MANIA®	\$2,249	\$2,999	\$599	650

**Regional Influence. National Power.**  
Constant Foot Traffic, No Drayage, No Unions, No Hidden Fees!  
Get started today at [www.scwfit.com/partner](http://www.scwfit.com/partner)



- # MANIA® Fitness Pro Conventions
- + 40 years fitness convention experience
  - + 7,000 annual convention attendees
  - + 64,000 organic emails
  - + 55,000 cell phone contacts
  - + 300,000 virtual reaches
  - + No drayage, No unions & No hidden fees

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FitPro



# Upcoming MANIA® Conventions

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Call or Text: 402-649-9700  
Visit: [www.scwfit.com/partner](http://www.scwfit.com/partner)  
Present: [www.scwfit.com/presenter](http://www.scwfit.com/presenter)

## California

Attendee Forecast:  
**800**

DATES:  
March 31-April 2, 2023  
March 22-24, 2024



**HYATT REGENCY SAN FRANCISCO AIRPORT BURLINGAME, CA**  
Over 20 years running, California MANIA® takes place in beautiful northern California, five minutes from the airport! This

convention offers a diverse track of Leadership classes for a truly full-facility experience. It's a who's who of fitness presenters and professionals, making this convention a guaranteed success!

## Florida

Attendee Forecast:  
**700**

DATES:  
April 14-16, 2023  
March 3-5, 2024



**CARIBE ROYALE HOTEL, ORLANDO, FL**  
Florida MANIA® takes place in sunny Orlando, Florida with prices you can't afford to pass up! Enjoy all new Pilates programming, Nutrition seminars,

Strength sessions, Cycling programs and Management classes with the most respected presenters in the fitness industry.

## Atlanta

Attendee Forecast:  
**1,200**

DATES:  
July 21-23, 2023  
July 19-21, 2024



**GRAND HYATT ATLANTA IN BUCKHEAD ATLANTA, GA**  
Atlanta MANIA® brings you more of what you want, from the finest in Aquatic, Aerobics, HIIT, Mind/Body, Cycling and Personal Training sessions to the latest in specialty workshops including Yoga, Barre, Boot Camp, Pilates, Active Aging, Pregnancy, Nutrition and Leadership. Come join us in Hot' Lanta!

## Dallas

Attendee Forecast:  
**1,400**

DATES:  
August 25-27, 2023  
August 23-25, 2024



**THE WESTIN GALLERIA DALLAS DALLAS, TX**  
Dallas MANIA® promises cutting-edge Group Exercise, HIIT, Mind/Body, Aquatic, Cycle, Management and Nutrition classes. More than 1,400 of the

best and brightest will be in attendance with presenters from all around the globe! This expanded Expo Hall offers the most comprehensive fitness convention in the state of Texas!

## Midwest

Attendee Forecast:  
**1,200**

DATES:  
Sept. 29 - Oct. 1, 2023  
Sept. 27-29, 2024



**THE WESTIN O'HARE ROSEMONT, IL**  
Be one of the many fitness professionals to be blown away at this one-of-a-kind fitness training experience in the Windy City! Knowledge is power, and at this event,

attendees can choose from over 250 amazing seminars led by more than 70 cutting-edge presenters! Feel the heat at this 3-day fitness extravaganza!

## Boston

Attendee Forecast:  
**650**

DATES:  
November 3-5, 2023  
November 1-3, 2024

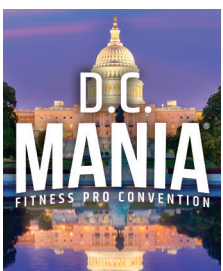


**DOUBLETREE BY HILTON DANVERS, MA**  
Boston MANIA® will take place in one of the most beautiful cities in our nation, now at a new location! Join amazing presenters and programs sure to excite our New England clientele!

## DC

Attendee Forecast:  
**400**

DATES:  
February 23-25, 2024  
February 21-23, 2025



**HYATT REGENCY DULLES HERNDON, VA**  
Our Newest MANIA® Fitness Convention in D.C. offers nearly 60 world-renowned Presenters with 200 sessions & certifications at an affordable price!

Personal Training & Group Exercise sessions focus on function, athletic performance and recovery plus much more!



## Become a MANIA® Fitness Pro Convention Partner:

Email: [partner@scwfit.com](mailto:partner@scwfit.com)  
Call or Text: 402-649-9700  
Visit: [www.scwfit.com/partner](http://www.scwfit.com/partner)  
Present: [www.scwfit.com/presenter](http://www.scwfit.com/presenter)

# Maximum Brand Exposure

## MANIA® Attendees - Who They Are

- ▶ 85% Female / 15% Male
- ▶ 74% Group Ex Instructors
- ▶ 60% Personal Trainers
- ▶ 15-27% Decision Makers (Owners, Directors & Managers)
- ▶ 20% Mind/Body Instructors
- ▶ 24% Aqua Instructors
- ▶ + More including Nutrition Professionals & Life Coaches

## Unique Clubs Represented

- ▶ 254-460 unique clubs represented at each MANIA®
- ▶ 42% Independent Clubs & Boutique Studios
- ▶ 26% YMCAs
- ▶ 18% Community Centers
- ▶ 13% Large Chains (50+ Gyms)
- ▶ 11% Small Chains (>50 Gyms)
- ▶ 6% JCCs

