



# HEALTH & FITNESS BUSINESS SUMMIT

- + 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)



# HEALTH & FITNESS BUSINESS SUMMIT

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	 <b>STATE OF THE INDUSTRY</b> 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	 <b>BUSINESS KEYNOTE ADDRESS</b> <b>SLINGSHOT LEADERSHIP</b> 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

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

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

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

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

**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

**Partnership & presenting opportunities:**  
Email: [partner@scwfit.com](mailto:partner@scwfit.com) or  
Call or Text: (847) 562-4020

[www.scwfit.com/BUSINESS](http://www.scwfit.com/BUSINESS)



## 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



Partnership & presenting opportunities:

Email: [partner@scwfit.com](mailto:partner@scwfit.com) or Call/Text: (847) 562-4020

# 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.**

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