



# MANIA® Fitness Pro Conventions

- + No drayage, No unions & No hidden fees
- + 40 years fitness convention experience
- + 4,000 annual convention attendees
- + 64,000 organic emails
- + 55,000 cell phone contacts
- + 300,000 virtual reaches



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Partner

# Upcoming MANIA® Conventions

## California

Attendee Forecast:  
**500**

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



### HYATT REGENCY SAN FRANCISCO AIRPORT BURLINGAME, CA

Over 30 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:  
**500**

DATES:  
April 14-16, 2023  
May 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:  
**600**

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 ses-

sions 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:  
**700**

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 800 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:  
**600**

DATES:  
Sept. 29 - Oct. 1, 2023  
Oct. 4-6, 2024  
Oct. 3-5, 2025  
Oct. 2-4, 2026



### 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 200 amazing seminars led by more than 80 cutting-edge presenters! Feel the heat at this 3-day fitness extravaganza!

## Boston

Attendee Forecast:  
**500**

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: (847) 562-4020

Visit: [scwfit.com/partner](http://scwfit.com/partner)

Present: [scwfit.com/presenter](http://scwfit.com/presenter)



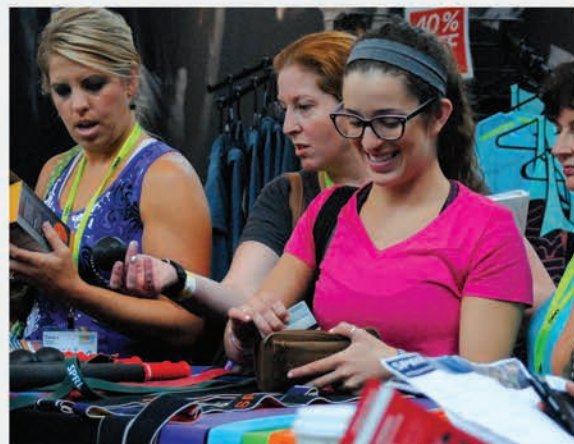
# Maximum Brand Exposure

## 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







## Sponsored Activity Sessions

Our Sponsors use activity workshops to provide a live product and program experience. Don't just "show" your merchandise or platform, get leaders in the fitness field involved. Have our influencers touch, taste and move with you! Generate a real experience for our SCW attendees – one that they will take home!



Apply to present at: [scwfit.com/presenter](http://scwfit.com/presenter)

## Sponsored Lecture Sessions

We can offer you a 75-minute lecture opportunity in which you can provide valuable education to our attendees while ensuring the optimum forum to share how your product and program positively affects the health and wellness of clients and trainers alike. Truly a "soft" sell, this environment is the perfect branding experience.



## Pre/Post Convention Certifications

MANIA® attendees hold multiple certifications – between 3 & 4 each - and they want more! They have to specialize in various products or programs to stay ahead. On Thurs., & Sun., MANIA® affords fitness pros the opportunity to earn a certification. Each MANIA® offers a variety of certifications including Group Exercise, Personal Training, Mind-Body, Aquatics, and more. Get your brand in their hands and into their clubs!



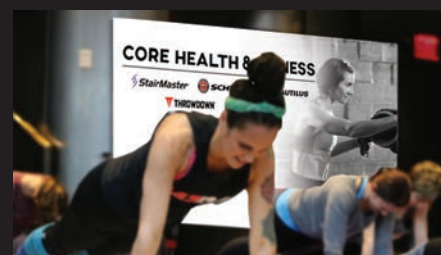
## Equipment Setup, Moving, Tear-Down and Storage

SCW utilizes non-union Hotels. Our MANIA® exhibitors need not worry about the expensive drayage bills incurred at other events. SCW has a team of experience staff who set up, move, and tear down your equipment.



## Sponsor Suite at MANIA®

Sponsors and Presenters are provided an exclusive lounge at each Conference with three days of complimentary breakfast and lunch, as well as snacks, beverages and networking throughout the week-end. Every Sponsor, Presenter, & Exhibitor is also invited to a Dinner & Drinks Party on Saturday evening.



## Room Signage

Place your company banners and pop-ups directly inside the activity and lecture rooms where your presenters are leading sessions. Only sponsors are permitted to place direct Business cards, flyers and brochures into the hands of attendees at their sessions. Your promo video also runs on a video loop at the SCW Registration Desk.



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



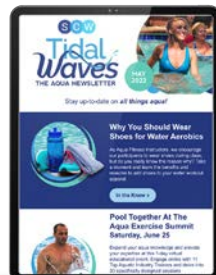
## SCW Spotlight eNewsletter

The SCW Spotlight Newsletter is emailed to over 64,000+ Fitness Professionals every month as well as posted on all SCW social media outlets. Each issue contains 4-6 articles and 6-8 ads, addressing a variety of topics focusing on industry events & trends, new fitness techniques, products, and what's working at clubs today.



## Health & Fitness Business eNewsletter

A glance at popular corporate and commercial articles, announcements, and events in the Fitness Industry from around the world brought to you by the leaders in fitness education at SCW.



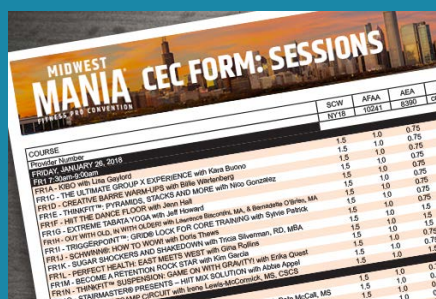
## SCW Tidal Waves Aqua eNewsletter

The Aqua newsletter from SCW, Tidal Waves is a monthly update to aqua-focused fit pros across the country and beyond. Get your message directly to those who want it most.



## Networking

With a focused concentration of fitness professionals at every MANIA® convention you'll find boundless opportunities to get the word out about your brand. It's the perfect place to gain product exposure, awareness and traction.



## CEC/CEUs For Sessions

SCW secures CECs and CEUs saving you time, effort, and money. We have long-standing relationships with ACE, ACSM, AFAA, NASM, AEA, and more.






## Logo Inclusion

SCW Fitness provides logo exposure on our website, in our printed MANIA® brochure and on maps that are online, printed, and placed on signs in the Expo. Online logos link directly to your website.



## Social Media

SCW Fitness is becoming increasingly more involved in the social media world and that presence continues to grow each day! Every campaign and event makes its impact felt through the most popular social media outlets, getting you the exposure you and your brand deserves!

SOCIAL MEDIA PLATFORMS			
FACEBOOK	INSTAGRAM	LINKEDIN	
Monthly Impressions / Reaches	78,000 Monthly Impressions	2,400 Monthly Impressions	12,000 Monthly Impressions
Followers / Likes	21,565 Followers / Likes	2,610 Followers	15,890 Followers



# Sponsorship Benefits & Pricing

## Sponsorship Benefits

Sponsorship Level	Associate	Associate +	Co-Sponsor	Premiere
Booth	1	1	2	4 (endcap)
Booth Location Choice Order		3rd	2nd	1st
Activity Sessions	1	3	4	8
Lecture / Panel Sessions	1	2	3-4	5+
Sponsor Suite - Breakfast, Lunch, Dinner	2	4	5	6
Booth & Equipment Transport + Storage	Free	Free	Free	Free
Equipment Set-Up, Moving, Tear-down	Free	Free	Free	Free
CECs/CEUs for Sessions (Not Certifications)	Free	Free	Free	Free
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®
Webinars & Podcast (Automatically added as Podcast as well)		1	2	4
Spotlite eNewsletter - Article & Ad	2x/yr	4x/yr	6x/yr	8x/yr
Health & Fitness Business eNewsletter - Article & Ad	2x/yr	4x/yr	6x/yr	8x/yr
Tidal Waves (Aqua) eNewsletter - Article & Ad	2x/yr	4x/yr	6x/yr	8x/yr
Email Featured Program (Pre or Post)		2x/yr	4x/yr	8x/yr
Certification (Pre-Con or Post-Con)		1	2	3
VIP Complimentary 3-Day Registration	1	2	3	4
Sponsor Discount (Link & Video)	1	1	2	2
Digital Video of Recorded Session / Lecture	1	2	3	4
Focus Group		1	1	2
Product / Format Exclusivity				1

## Sponsorship By Convention

Convention	Expo Booth	Associate Sponsorship	Associate+ Sponsorship	Co-Sponsorship	Attendee Forecast
DC MANIA®	\$499	\$1,499	\$1,999	\$2,499	400
California MANIA®	\$899	\$2,999	\$3,999	\$4,499	500
Florida MANIA®	\$699	\$2,249	\$2,999	\$3,499	500
Atlanta MANIA®	\$1,299	\$3,749	\$4,999	\$5,499	500
Dallas MANIA®	\$1,499	\$4,499	\$5,999	\$6,499	600
Midwest MANIA®	\$1,299	\$3,749	\$4,999	\$5,499	500
Boston MANIA®	\$599	\$2,249	\$2,999	\$3,499	400
Sponsor All 7 MANIA® Events (Receive 5% Discount)	\$6,194 5% Discount: \$5,884	\$20,993 5% Discount: \$19,943	\$27,993 5% Discount: \$26, 593	\$31,493 5% Discount: \$29,918	3,400



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



# Exhibit at MANIA® - Where It's All About You

Exhibit at MANIA® and reach influential fitness pros with enormous buying power and consumer influence. This is ideal for new product sampling and program exposure!



## The Ideal Place To Showcase Your Brand

When you exhibit at one or all of our 7 MANIA® Fitness Pro Conventions you don't need to worry about carpet, table or chair rental – it's all there. We use only quality, affordable, non-union hotels.

MANIA® Expos offer constant foot traffic from our attendees as they walk to and from their sessions. This offers enormous exposure in the foyers, hallways and immediately outside the session rooms. We offer dedicated Expo hours that ensure attendees must walk through the Expo to get to their destination.



### Exhibitor Benefits

- ▶ All MANIA® Events are held in high quality, affordable, non-union hotels
- ▶ No hidden fees
- ▶ Ship directly to the hotel
- ▶ Drive and carry in
- ▶ Save thousands of dollars on drayage



# Popular MANIA® Exhibit Options



## Single Booth

Exhibit space is regularly 8' x 8', but often 10' x 10'. Exhibitors receive a 6' table, two chairs, carpet, and pipe & drape complimentary with your booth. Exhibitors and their Booth Workers also receive a MANIA® attendee discount at \$200 savings (Was \$399, now \$199).

### Single Booth Rates:

California MANIA® = \$899	Midwest MANIA® = \$1,299
Florida MANIA® = \$699	Boston MANIA® = \$599
Atlanta MANIA® = \$1,299	DC MANIA® = \$499
Dallas MANIA® = \$1,499	



## Double Booth

Exhibit space is regularly 16' x 8', but often 20' x 20'. Exhibitors save 25% on their second booth. Exhibitors receive two 6' tables, two chairs, carpet, and pipe & drape complimentary with your booth. Exhibitors and their Booth Workers also receive a MANIA® attendee discount at \$200 savings (Was \$399, now \$199).

### Double Booth Rates:

California MANIA® = \$1,573	Midwest MANIA® = \$2,273
Florida MANIA® = \$1,223	Boston MANIA® = \$1,048
Atlanta MANIA® = \$2,273	DC MANIA® = \$698
Dallas MANIA® = \$2,623	

Purchase your booth at: [scwfit.com/exhibiting](http://scwfit.com/exhibiting)



## Rock Your Brand!

SCW is now offering new and exciting ways to rock your brand by getting your name in front of those with enormous purchasing power. Below are just a few of the sponsorship and advertising opportunities you can select. For the full listing of opportunities and updated pricing, visit: [scwfit.com/sponsorship-opportunities](http://scwfit.com/sponsorship-opportunities)



**Presenter Suite Sampling and Supplies**



**15 Second Commercial Before Recorded Sessions**



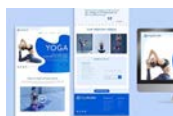
**MANIA® Mash-Up Friday Evening Sponsorship**



**MANIA® Keynote Side Banner Placement**



**MANIA® Business Room Table Flyers**



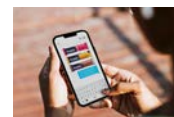
**Exclusive Email to MANIA® Attendees**



**Slide in MANIA® Keynote Presentation**



**MANIA® Registration Area Banner**



**Text (MMS/SMS) to MANIA® Attendees**



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