



partner

MANIA[®] Fitness Pro Conventions

- + 7,000 annual convention attendees
- + 64,000 through organic emails
- + 60,000 cell phone contacts
- + 300,000 organic virtual reaches



scwfit.com/partner

Upcoming MANIA® Conventions

Become a MANIA® Partner:
Email: partner@scwfit.com
Call or Text: 402-649-9700
Visit: www.scwfit.com/partner
Present: 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:
1,000

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:
1,200

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



THE WESTIN GALLERIA DALLAS, TX

Dallas MANIA® promises cutting-edge Group Exercise, HIIT, Mind/Body, Aquatic, Cycle, Management and Nutrition classes.

More than 1,200 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:
1,000

DATES:
Sept. 29 - Oct. 1, 2023



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 NORTH SHORE BOSTON, MA

Boston MANIA® is a 15 year old event held in Danvers Massachusetts at the Doubletree Boston North Shore hotel. The free parking and reasonable

hotel rates make this a fantastic location. Join amazing presenters and programs sure to excite our New England clientele!

DC

Attendee Forecast:
400

DATES:
February 24-26, 2023
February 23-25, 2024



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!



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Maximum Brand Exposure

MANIA® Attendees - Who They Are

- ▶ 90% Female / 10% Male
- ▶ 74% Group Ex Instructors
- ▶ 60% Personal Trainers
- ▶ 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



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	1	2	3	8
Lecture/Panel Sessions	1	1	3	4+
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	1	2	3
Promo Discount & Video on Event Website	1	1	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
Faculty Friday Social Media Feature		1x/yr	3x/yr	6x/yr
Hot Topic Tuesday Social Media Feature		1x/yr	3x/yr	6x/yr
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	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	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		1	1	1
Host Focus Group				1
Product / Format Exclusivity				1

Sponsorship By Convention

Convention	Associate+ Sponsorship	Expo Booth	Attendee Forecast
DC MANIA®	\$1,999	\$499	400
California MANIA®	\$3,999	\$899	800
Florida MANIA®	\$2,999	\$699	700
Atlanta MANIA®	\$4,999	\$1,299	1,000
Dallas MANIA®	\$5,999	\$1,499	1,200
Midwest MANIA®	\$4,999	\$1,299	1,000
Boston MANIA®	\$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