



Partner

## Mania<sup>®</sup> Fit Pro Conventions

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



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

# Upcoming Mania® Conventions

## Atlanta

Attendee Forecast:  
**400**

DATES:  
July 25-27, 2025  
July 2026



**GRAND HYATT ATLANTA IN BUCKHEAD ATLANTA, GA**  
Atlanta Mania® delivers more of what you want - top sessions in Aquatics, Group EX, HIIT, Mind/Body, Cycling, and Personal Training. Explore specialty workshops in Yoga, Barre, Athletic Training, Pilates, Active Aging, Nutrition, and Leadership.

Learn more at [scwfit.com/atlanta](https://scwfit.com/atlanta)

## Dallas

Attendee Forecast:  
**400**

DATES:  
August 22-24, 2025  
August 28-30, 2026



**THE WESTIN GALLERIA DALLAS DALLAS, TX**  
Dallas Mania® delivers cutting-edge Group Exercise, HIIT, Mind/Body, Aquatic, Cycle, Management, and Nutrition classes. With top presenters and an action-packed Expo Hall, it's the most comprehensive fitness convention in Texas - offering unmatched education, energy, and inspiration!

Learn more at [scwfit.com/dallas](https://scwfit.com/dallas)

## Midwest

Attendee Forecast:  
**400**

DATES:  
Oct. 3-5, 2025  
Oct. 2-4, 2026



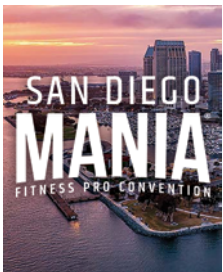
**THE HILTON ROSEMONT CHICAGO O'HARE HOTEL ROSEMONT, IL**  
Be one of the many fitness pros blown away at this one-of-a-kind training event in the Windy City! Gain powerful knowledge as you choose from 200+ workshops led by 80+ top presenters. Don't miss this unforgettable fitness experience!

Learn more at [scwfit.com/midwest](https://scwfit.com/midwest)

## San Diego

Attendee Forecast:  
**250**

DATES:  
November 6-8, 2025  
FEATURED AT:  
**Athletic Business**  
SHOW 2025



**SAN DIEGO CONVENTION CENTER**  
Join the Newest MANIA® at the 2025 Athletic Business Show in San Diego! 50+ workshops, 30+ expert presenters, certifications, 200+ booths, and

2,000+ (AB) attendees. Enjoy the FREE Expo & Workout Stage and a FREE Thursday Night Party with dinner, dancing & drinks!

Learn more at [scwfit.com/sandiego](https://scwfit.com/sandiego)

## Boston

Attendee Forecast:  
**350**

DATES:  
Nov. 14-16, 2025  
Nov. 13-15, 2026



**DOUBLETREE BY HILTON DANVERS, MA**  
Boston Mania® takes place in one of the nation's most beautiful cities - now at a brand-new location! Join top presenters for exciting programs that energize and inspire the New England fitness community. Don't miss this final event of 2025, packed with trends for the next year in fitness!

Learn more at [scwfit.com/boston](https://scwfit.com/boston)

## DC

Attendee Forecast:  
**300**

DATES:  
Feb. 27-March 1, 2026



**HYATT REGENCY DULLES HERNDON, VA**  
Our Newest Mania® Fitness Convention in D.C. offers nearly 60 world-renowned Presenters with 200 sessions & certs at an affordable price! Personal Training & Group Exercise sessions focus on function, athletic performance and recovery plus much more!

Learn more at [scwfit.com/DC](https://scwfit.com/DC)

## Florida

Attendee Forecast:  
**250**

DATES:  
November 17-20, 2026  
FEATURED AT:  
**Athletic Business**  
SHOW 2026



**ORANGE COUNTY CONV. CENTER ORLANDO, FL**  
Join us in Florida at the 2026 Athletic Business Show in San Diego! 50+ workshops, 30+ expert presenters, certifications, 200+ booths, and 2,000+ (AB) attendees.

Enjoy the FREE Expo & Workout Stage and a FREE Thursday Night Party with dinner, dancing & drinks!

Learn more at [scwfit.com/florida](https://scwfit.com/florida)



## 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](https://scwfit.com/partner)

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



# Maximum Brand Exposure

## Mania® Attendees - Who They Are

- ▶ 85% Female / 15% Male
- ▶ 74% Group Ex Instructors
- ▶ 60% Personal Trainers
- ▶ 15% 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.



[partner@scwfit.com](mailto:partner@scwfit.com) | (847) 562-4020

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



## Access to Your Recorded Sessions

As a sponsor or presenter, you'll receive a recording of your session at Mania® to help promote your class and refine your presentation. Plus, your session will continue to reach new audiences through our post-event recordings package, where we actively market and sell featured content.



## 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.



## 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.



## 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

SCW secures CECs and CEUs saving you time, effort, and money. We have long-standing relationships with ACE, ACSM, AFAA, NASM, AEA, and more. Receive free SCW CECs from our 1,000s of certified instructors.






## 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

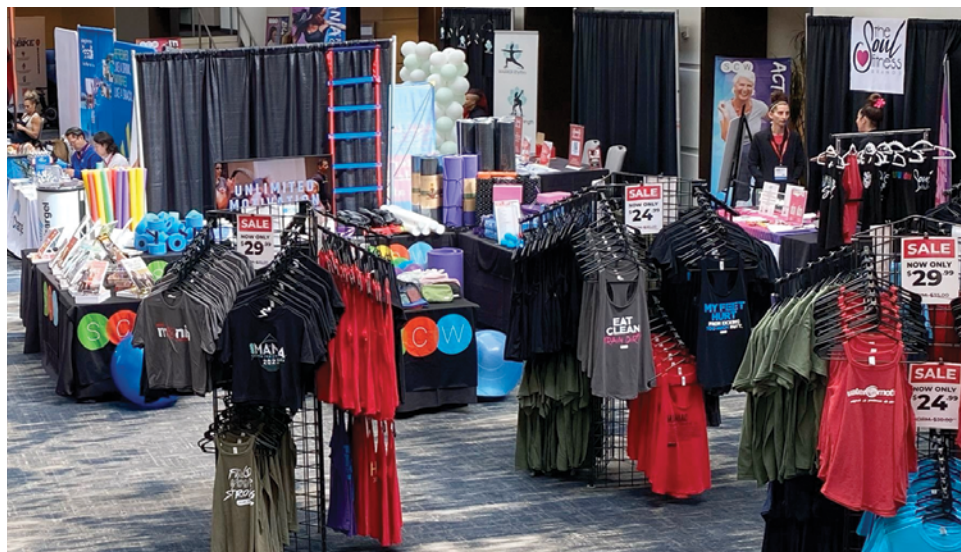


# Exhibit at Mania® - Where It's All About You

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!



Learn more about exhibiting at Mania®: [scwfit.com/exhibiting](http://scwfit.com/exhibiting)



## 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.

### Single Booth Rates:

San Diego Mania® = \$999  
Florida Mania® = \$999  
Atlanta Mania® = \$1,299  
Dallas Mania® = \$1,499

Midwest Mania® = \$1,299  
Boston Mania® = \$699  
DC Mania® = \$599



## 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.

### Double Booth Rates:

San Diego Mania® = \$1,748  
Florida Mania® = \$1,748  
Atlanta Mania® = \$2,273  
Dallas Mania® = \$2,623

Midwest Mania® = \$2,273  
Boston Mania® = \$1,223  
DC Mania® = \$1,048

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/brand](http://scwfit.com/brand)



**Presenter Suite Sampling**



**Exclusive Email to Mania® Attendees**



**Video Before Sessions**



**Slide in Mania® Keynote Presentation**



**Mania® Business Room Table Flyers**



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



**Mania® Keynote Banner Placement**



**Mania® Registration Area Banner**

## Notable Mania® Sponsors & Exhibitors

**CORE**  
HEALTH & FITNESS

**LaBlast®**

**ZUMBA®**

**THE MOBILITY RECIPE**

**FIT PRO**  
PROGRAMMING

**the Soul fitness BRANDS**

**alignsmart®**

**GYM FIT FINANCIAL**

**BodyBell Method®**

**TANITA**

**GRAB the GOLD**

**beq**  
aquatic fitness equipment

**SCHWINN**  
BY CORE HEALTH & FITNESS

**FITFIXNOW**



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

# 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
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®	\$599	\$1,749	\$1,999	\$2,499	300
San Diego Mania®	\$999	\$3,749	\$2,999	\$3,499	250 / 2000 (AB Show)
Atlanta Mania®	\$1,299	\$3,749	\$4,999	\$5,499	400
Dallas Mania®	\$1,499	\$4,499	\$5,999	\$6,499	400
Midwest Mania®	\$1,299	\$3,749	\$4,999	\$5,499	400
Boston Mania®	\$699	\$2,249	\$2,999	\$3,499	350
Florida Mania®	\$999	\$3,749	\$2,999	\$3,499	250 / 2000 (AB Show)
Sponsor All 7 Mania® Events (Receive 5% Discount)	\$7,393 5% Discount: \$7,023	\$23,493 5% Discount: \$22,318	\$26,993 5% Discount: \$25,643	\$30,393 5% Discount: \$28,873	2,350



**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)

