

SCW
MANIA[®]
FITNESS PRO CONVENTION

scwfit.com/partner

EXHIBITORS

2018 - 2019



No Drayage, No Unions, No Hidden Fees - Saving you thousands of dollars!

UPCOMING MANIA® EVENTS

For more information contact

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[CLICK HERE TO BECOME AN EXHIBITOR >>](#)



900 ATTENDEES

- Single Booth: \$1,099
- Double Booth: \$1,978.20

DATES:

2018: 1/26 - 1/28
2019: 2/22 - 2/24
2020: 2/21 - 2/23
2021: 2/26 - 2/28
2022: 2/18 - 2/20

NEW YORK CITY MANIA®

GRAND HYATT NEW YORK • NEW YORK, NY

New York City MANIA® Convention is in the heart of Times Square located at the Grand Hyatt New York Hotel - conveniently situated directly above Grand Central Station and next door to the Chrysler building. There is no union drayage and rooms at the Grand Hyatt are only \$199/night (normally \$300).



900 ATTENDEES

- Single Booth: \$999
- Double Booth: \$1,798.20

DATES:

2018: 4/6 - 4/8
2019: 3/29 - 3/31
2020: 3/27 - 3/29
2021: 3/19 - 3/21

CALIFORNIA MANIA®

HYATT REGENCY SAN FRANCISCO AIRPORT • BURLINGAME, CA

Over 15 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!



900 ATTENDEES

- Single Booth: \$899
- Double Booth: \$1,618.20

DATES:

2018: 5/4 - 5/6
2019-2021: TBD

FLORIDA MANIA®

DOUBLETREE RESORT • ORLANDO, FL

Spoil yourself at the DoubleTree Resort and Spa on Orlando's exciting International Drive with prices you can't afford to pass up! Enjoy all new Nutrition seminars, Pilates programming, Strength sessions, Cycling programs and Management classes with the most respected presenters in the fitness industry.



1,300 ATTENDEES

- Single Booth: \$1299
- Double Booth: \$2,338.20

DATES:

2018: 7/27 - 7/29
2019: 7/26 - 7/28
2020: 7/24 - 7/26
2021: 7/23 - 7/25
2022: 7/22 - 7/24

ATLANTA MANIA®

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, Seniors, Kids, Pregnancy, Nutrition and Leadership. Come join us in Hot'Lanta!



1,500 ATTENDEES

- Single Booth: \$1499
- Double Booth: \$2,698.20

DATES:

2018: 8/24 - 8/26
2019: 8/23 - 8/25
2020: 8/21 - 8/23
2021: 8/20 - 8/22

DALLAS MANIA®

THE FAIRMONT DALLAS • DALLAS, TX

Dallas MANIA® promises cutting-edge Group Exercise, Mind/Body, HIIT, Aquatic, Cycle, Management and Nutrition classes. More than 1,500 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!



1,300 ATTENDEES

- Single Booth: \$1299
- Double Booth: \$2,338.20

DATES:

2018: 10/5 - 10/7
2019: 10/4 - 10/6
2020: 10/2 - 10/4

MIDWEST MANIA®

THE WESTIN O'HARE • ROSEMONT, IL

Be one of the many fitness professionals who will 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!



500 ATTENDEES

- Single Booth: \$499
- Double Booth: \$898.20

DATES:

2019: 1/25 - 1/27
2020: 1/24 - 1/26
2021: 1/22 - 1/24
2022: 1/28 - 1/30

D.C. MANIA®

(2017) HYATT REGENCY • RESTON, VA

2019-2022 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!



900 ATTENDEES

- Single Booth: \$899
- Double Booth: \$1,618.20

DATES:

2017: 11/10 - 11/12
2018: 12/7 - 12/9
2019: 12/13 - 12/15
2020: 12/11 - 12/13
2021: 12/10 - 12/12

BOSTON MANIA®

(2017) DOUBLETREE • DANVERS, MA

2018-2021 WESTIN WATERFRONT • BOSTON, MA

Boston MANIA® will take place in one of the most beautiful cities in our nation. Join amazing presenters and programs sure to excite our New England clientele! This 10-year-old event will be moving to downtown Boston across from Faneuil Hall and two minute from the airport.



900 ATTENDEES

- Single Booth: \$899
- Double Booth: \$1,618.20

DATES:

2018: 9/21 - 9/23
2019: 9/6 - 9/8
2020: 9/11 - 9/13
2021: 9/10 - 9/12

PHILADELPHIA MANIA®

LOWES PHILADELPHIA • PHILADELPHIA, PA

Back by popular demand, SCW is returning to The City of Brotherly Love for 2018! Join over 900 attendees searching for exciting opportunities, the best education, creative programming and latest equipment. Philadelphia MANIA® offers a diverse curriculum promising the highest standards of a professional fitness conference experience.

EXHIBIT AT THE SCW MANIA® EXPOS



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
- ▶ Avoid handling charges
- ▶ Save thousands of dollars on drayage

PRIME INFLUENCE:

MANIA® attendees are influential fitness professionals with enormous buying power and consumer influence, providing ideal opportunities for new product sampling! We limit the number of exhibitors at each event to ensure maximum results for your exhibition dollar.

STANDARD BOOTH:

Exhibit space is 8' x 8'. Exhibitors receive a 6' draped table and two chairs.

*Some events may have reduced booth space due to space limitations.

DOUBLE BOOTH:

Exhibit space is 8' x 16'. Exhibitors receive two 6' draped tables and two chairs.

*Some events may have reduced booth space due to space limitations.

CORNER UPGRADE:

Add \$200 to the standard booth price to increase your exposure through a corner upgrade.

END-CAP UPGRADE:

Increase your exposure by positioning 2 corners on the end of an island.

Add \$500 to your listed premium booth space.

SPONSORSHIP CAPABILITIES:

Receive priority booth placement, free inserts, logo identification in convention brochure, VIP convention registrations, corporate signage in activity rooms, usage of SCW's 160,000+ name mailing list and 90,000+ Email list and MORE!

SPONSOR A STAFF T-SHIRT:

Sponsoring a Staff T-shirt can add name-recognition value to your products or services. Everyone can take advantage of this marketing offer, not just exhibitors! Your company logo can be displayed on the T-shirts that will be worn on Friday, Saturday or Sunday by MANIA® Staff Assistants, who will provide exposure to the entire group of convention attendees. Additional fee shall be charged. T-shirt to be provided by sponsor, be co-Branded to include SCW logo. T-shirt Sponsorship is offered on a first come/first serve basis so act fast! All T-shirts must be approved by show management.

CREATE NEW CONTACTS:

Develop exhibitor-presenter relationships at MANIA® events. Invite a presenter to use your equipment, wear your product or teach to your music. Just ask!

WELCOME PACKET INSERTS:

Reach our attendees through their Welcome Packets with discount coupons, promotional brochures, sample products and flyers. Pay only \$450 to insert per show. You do not need to be an exhibitor to take advantage of this effective marketing opportunity. Call for non-exhibitor insert rates. All inserts must be approved by show management.

EVENT COUPON:

Coupon inclusion in e-advertisements reaching not only MANIA® attendees but the entire marketing region for each event, 7,000 - 20,000 per location. Pay only \$450 to insert per show. You do not need to be an exhibitor to take advantage of this effective marketing opportunity. Call for non-exhibitor insert rates. All inserts must be approved by show management.

UNIQUE CLUBS REPRESENTED

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

WHO ARE OUR MANIA® ATTENDEES?

- ▶ 85% Female / 15% Male
- ▶ 80% Group Ex Instructors
- ▶ 65% Personal Trainers
- ▶ 30% Decision Makers (Owners, Directors & Managers)
- ▶ 20% Mind/Body Instructors
- ▶ 20% Aqua Instructors
- ▶ Plus more including Nutrition Professionals & Life Coaches

CONTRACT INFORMATION

1. ASSIGNMENT OF SPACE

Booth will be assigned after 100% of total booth price is received and is subject to availability of space preferred, special needs and compatibility or exhibitors. SCW Fitness Education will attempt to honor all booth placement requests.

2. SPONSORS

Convention sponsors shall receive first choice of booth placement before any assignments are confirmed.

3. CONVENTION SERVICES AND RESTRICTIONS

Exhibitor agrees to abide by and comply with the rules and regulations concerning the exposition facility, drayage companies (if applicable), unions, local and federal governments (taxation), and with authorized contractors employed by the exhibit management. Exhibitor further agrees to comply with any and all product selling and display requirements requested by SCW Fitness Education. Additionally, SCW Fitness Education reserves the rights to restrict, limit or shut down any exhibitor at anytime for any reason.

4. EXHIBITION HOURS

Exhibition hours may vary from convention to convention. A show schedule will be e-mailed upon receipt of the full booth payment. There will be a minimum of 10 exhibit hours in various increments during the convention.

5. PAYMENT FOR SPACE AND CANCELLATION

Payment can be submitted by visiting www.scwfit.com/partner. Full payment must accompany each exhibition registration. Once payment is made, no refund will be granted.

6. SELLING AND USE OF SPACE

All sales of any kind that involve the exchange of monies for goods received during the convention must be conducted within the confines of the booth space. Solicitations or demonstrations by exhibitors must also be confined within their booth space. Aisle space or any other public space shall not be used for exhibit purposes, including but not limited to: display signs, solicitation or distribution of promotional material. Exhibits must be constructed so that they do not obstruct the general view of any other exhibitor. SCW Fitness Education shall determine if a view is obstructed at its sole discretion. All companies making cash sales must comply with local licensing, tax and convention center/hotel regulations. No exhibitor shall sublet, assign or share any part of the space in the exhibit hall to display or demonstrate products, processes or services; distribute advertising materials in the halls or corridors; or in any other way occupy or use the facilities for a purpose inconsistent with these regulations without written consent of SCW Fitness Education. Operation of music or video devices is allowed only during times specified by SCW Fitness Education. Sound/music restrictions will be strictly enforced.

7. FIRE & SAFETY REGULATIONS

The exhibitor assumes all responsibility for compliance with all local regulations set by the official service contractor, local, state and federal governingbodies concerning fire, safety and health. No combustible materials shall be stored in or around the exhibition area. Wiring must comply with fire department and rules.

8. FAILURE TO OCCUPY BOOTH

Failure to occupy booth space one hour prior to the Grand Opening of Expo on the first day of convention will constitute forfeiture by the exhibitor, and the booth space may be resold, reassigned or used by the exhibit management. There are no refunds for failure to occupy booths.

9. EXHIBITOR ACTIVITIES

Exhibitor agrees not to schedule or conduct any outside activities including but not limited to receptions, hospitality suites, symposiums, workshops or seminars that are in conflict with the convention, whether such activities are held at or away from the convention center or show headquarters, except with written approval of SCW Fitness Education.

10. LIABILITY

Exhibitor assumes the entire responsibility and hereby agrees to protect, indemnify, define and save SCW Fitness Education, its employees and agents harmless against all claims, losses and damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by exhibitor's installation, operation, removal, maintenance, occupancy or the use of the exhibition premises or part thereof.

11. STANDARD BOOTH

Contract for use of a space provides an 8' x 8'* space, a table with drapery and two chairs.

*Some events may have reduced booth space due to space limitations.

12. PREMIUM BOOTH

Contract for use of a space provides an 8' x 16'* space, two tables with drapery and two chairs.

*Some events may have reduced booth space due to space limitations.

13. CONTRACT

This contract between SCW Fitness Education and Exhibitor is for the use of space as well as the appropriate number of tables (1 per standard booth / 2 per premium booth). Any additional booth requirements - including but not limited to additional furnishings, telephone, electrical service and lighting are the responsibility of the individual exhibitor.

14. SECURITY

The exhibit hall will be secured by SCW Fitness Education personnel at the end of each business day and re-opened 30 minutes before each business day begins. The furnishing of service shall not be construed to be any assumption of obligation or duty with respect to the protection of property of the exhibitors, which shall at all times remain in the sole possession and custody of each exhibitor and shall be the sole responsibility of each exhibitor.

15. CANCELLATION

In case SCW Fitness Education shall for any reason determine to cancel or terminate the exposition in total or the individual exhibitor in particular, the exhibitor waives all claims the exhibitor might have against exhibit management for damages or expenses and agrees to accept in complete satisfaction and discharge of all claims against exhibit management for a refund of all amounts paid by the exhibitor to SCW Fitness Education, in accordance with the agreement.

INTERESTED IN BECOMING AN EXHIBITOR?

Visit www.scwfit.com/partner or contact **CHERYL VINCENT:**

phone: 708-612-7599 • **email:** partner@scwfit.com • **skype:** [cheryl.vincent3](https://www.skype.com/user/cheryl.vincent3)