



SPONSORS / PARTNERS
BENEFITS

2016



SCW Sponsors save on drayage, unions, and thousands of dollars in hidden event fees!

2016 MANIA® EVENTS

For more information contact Cheryl Vincent:

phone: 708-612-7599

email: sponsor@scwfit.com



1,000
ATTENDEES

PHILADELPHIA MANIA® // FEB. 19-21, 2016

Sheraton Philadelphia Downtown // 201 N. 17th Street, Philadelphia, PA, 19103

This jam-packed educational weekend focuses on the latest techniques and programming the fitness industry has to offer for both aerobic instructors and personal trainers, as well as providing sessions with leaders in club management and sales. There is now 30% more Expo/Activity space than in prior years. This event is the perfect union of stamina, strength, science and skill for our east coast contingency!



1,000
ATTENDEES

CALIFORNIA MANIA® // MARCH 18-20, 2016

Hyatt Regency Orange County // 11999 Harbor Blvd, Garden Grove, CA, 92840

The best industry event on the west coast, California MANIA® will now take place in beautiful Orange County! This convention offers a diverse track of group ex, personal training, mind-body, nutrition and leadership classes for a truly full-facility experience. California MANIA® has grown significantly since its start over 10 years ago and is a who's who of fitness presenters and professionals, making this convention a guaranteed success!



1,000
ATTENDEES

FLORIDA MANIA® // MAY 20-22, 2016

Double Tree Resort Orlando // 10100 International Drive, Orlando, FL, 32821

Spoil yourself at the fabulous Double Tree Resort and Spa on Orlando's exciting International Drive with prices you can't afford to pass up! Experience a dazzling fitness facility in a picturesque setting and enjoy all new nutrition seminars, pilates programming, strength seminars, cycling programs, nutrition and management classes, with the most respected presenters in the fitness industry.



1,200
ATTENDEES

ATLANTA MANIA® // JULY 29-31, 2016

Grand Hyatt Atlanta in Buckhead // 3300 Peachtree St. NW, Atlanta, GA 30305

Atlanta MANIA® brings you more of what you want, from the finest in aquatic, HIIT, aerobics, mind/body, cycling, and personal training, to the latest in specialty workshops including yoga, ballet barre, bootcamp, pilates, seniors, kids, pregnancy, nutrition and leadership. Come join us in Atlanta!



1,500
ATTENDEES

DALLAS MANIA® // AUGUST 26-28, 2016

The Fairmont Dallas // 1717 N. Akard Street, Dallas, TX, 75201

Dallas MANIA® promises cutting-edge group exercise, HIIT, mind/body, aquatic, cycle, nutrition and management classes. Close to 1500 of the best and brightest will be in attendance with presenters from all around the globe! This conference brings you an expanded Expo Hall and the most comprehensive fitness convention in the state of Texas!



400
ATTENDEES

D.C. MANIA® // SEPTEMBER 9-11, 2016

Hyatt Regency Reston // 1800 Presidents Street, Reston, VA, 20190

Introducing our Brand New, 8th MANIA® Convention - DC MANIA®! This event will be an exciting weekend with sessions on topics such as Personal Training, HIIT, Functional Training, Sports Conditioning, Boot Camp, Yoga, Cycling, and more! With nearly 60 world renowned Presenters, we are confident that you will receive quality education at an affordable price!



1,200
ATTENDEES

MIDWEST MANIA® // SEPT. 30-OCT. 2, 2016

The Westin O'Hare // 6100 North River Road, Rosemont, Illinois, 60018

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 more than 200 amazing seminars led by 70 cutting-edge presenters! Heat up the expansive and spacious Hyatt Regency Hotel in this 3-day fitness extravaganza!



600
ATTENDEES

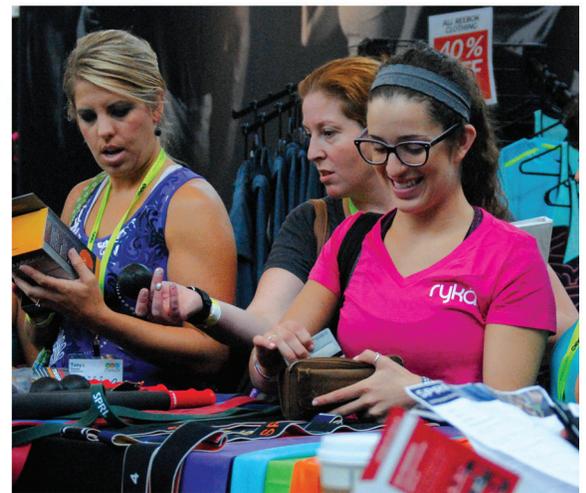
BOSTON MANIA® // NOVEMBER 11-13, 2016

Double Tree Boston North Shore // 50 Ferncroft Rd, Danvers, MA, 01923

The Boston event will take place in one of the most beautiful cities in our nation. This conference will be held at the Double Tree by Hilton Boston North Shore with amazing presenters and programs sure to excite our New England clientele!

Through SCW MANIA® Conventions,
your company & brand will gain
unparalleled exposure and recognition.

MAXIMUM BRAND EXPOSURE



sponsor@scwfit.com
www.scwfit.com/sponsor
Cheryl Vincent
Mobile: 708-612-7599

8 MANIA® EVENTS PRICES BENEFITS (SEE BELOW)

Premiere Sponsor: \$85,000 1-31

Co-Sponsor: \$65,000 1-22

Associate Sponsor: \$45,000 1-19

Educational Sponsor: \$32,000 1-16

YOUR SPONSORSHIP INCLUDES:

- Logo recognition on every sponsored sessions & presenter listing
- Discounted Drayage
- Inserts into welcome bags
- Email recognition
- Free Decorating including tables, chairs, waste baskets, etc.
- Event Coupons
- No hidden event fees, Non-Union Hotels

Premiere Sponsor Benefits

Co-Sponsor Benefits

Associate Sponsor Benefits

Educational Sponsor Benefits

1. Corporate identification on all advertising material.
2. Corporate identification in Registration Brochure (50,000 online viewers monthly).
3. Coupon inclusion in e-advertisements reaching not only MANIA® attendees but the entire marketing region for each event, 7,000-12,000 per location.
4. Inserts in all Attendee Welcome Packets including Specialty Certificate Pre-con Registrants.
5. Standard Exhibition Booth Space (8 feet x 8 feet).
6. Free corner booth upgrade when available.
7. Priority booth placement depending on level of sponsorship.
8. SCW staff supplied to assist with booth set-up, booth operations and booth tear-down.
9. Web site linkage (average of 1.8 million hits per month on www.scwfit.com).
10. Corporate identification on onsite signage.
11. Included in at least 2 eNewsletters during a 12-month period, each reaching 70,000+ fitness professionals.
12. Classes/Sessions/Workshops that promote a particular product(s) and/or programming.
13. A 10% discount on all published advertising rates in SCW publications.
14. A complimentary six-month SCW membership offer to licensed/certified instructors.
15. Unlimited press badges upon request.
16. Invitation to the SCW Presenter Suite (Fri. breakfast/lunch, Sat. breakfast/lunch/dinner, Sun. breakfast).
17. Room at MANIA® site to conduct a 1-2 hour Focus Group and invite MANIA® attendees.
18. Option for an End Cap or Double Exhibition Booth Space (8 feet x 16 feet), when available.
19. Two VIP registrations to MANIA® (full attendance to all convention workshops, lectures and activities, restricted to booth workers).
20. List of names, addresses and telephone numbers of presenters (before convention).
21. Double Exhibition Booth Space (8 feet x 16 feet).
22. Opportunity to have SCW staff, presenters and/or hotel staff wear or utilize branded items throughout the event such as product usage, promotional t-shirts, buttons, caps, food sampling, etc. (for a nominal fee).
23. Corporate signage at the Convention appearing in every (15) activity room. Signs to be provided by convention sponsor.
24. Usage of names and addresses of attendees after the convention through a bonded mailing house.
25. Exclusive Sponsorship: This means that no other exhibitor manufacturing or distributing a same or similar product may sponsor. The Exclusive Sponsor will have input into presenter selection and workshop selection to promote usage of their product and usage of their spokespersons.
26. Half page ad in each of the MANIA® online brochures.
27. Coupon distribution after each sponsored session to drive attendees to sponsor's booth.
28. Event-wide announcements made at conclusion of partner sponsored classes driving attendees to sponsor's booth.
29. Four-time usage of SCW's 160,000 name/address mailing list, consisting of fitness professionals nationwide, through a bonded mailing house.
30. Twelve-time usage of the SCW 70,000+ email list consisting of fitness professionals.
31. Premier sponsors retain "right of first refusal" for the next MANIA® event with a 15% increase from year to year.

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