



# Artists Advocate

## MANIA<sup>®</sup> Fitness Pro Conventions

- + Showcase your brand to highly-influential GX pros, PTs, owners, managers & directors
- + Target industry influencers that have enormous buying power
- + Maximize exposure with digital, social media, e-news & print options



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

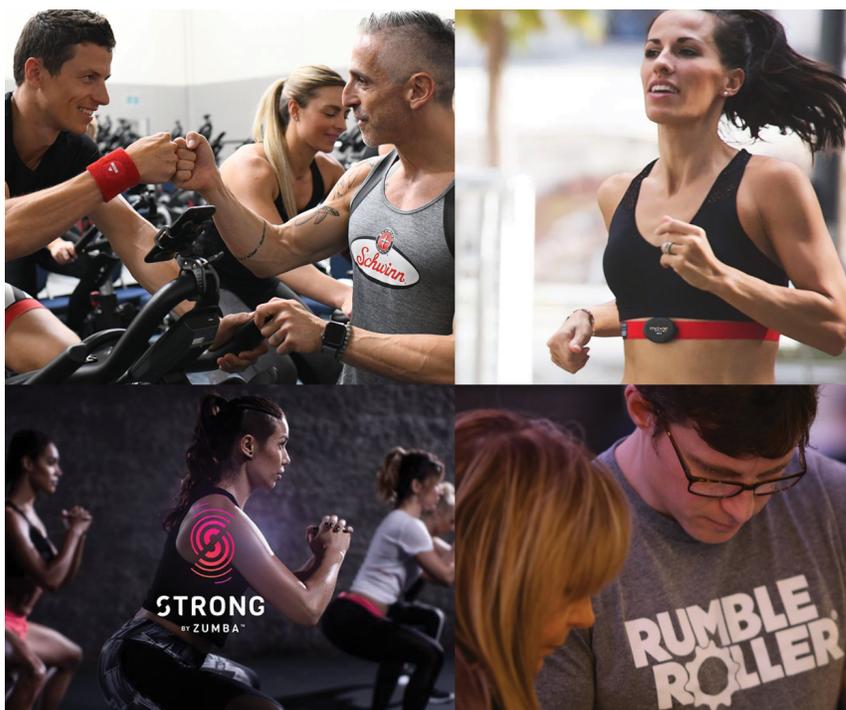
# Advertise With SCW Fitness

Advertising with SCW:  
Email: [partner@scwfit.com](mailto:partner@scwfit.com)  
Call or Text: 847-562-4020  
Visit: [www.scwfit.com/partner](http://www.scwfit.com/partner)  
Present: [www.scwfit.com/presenter](http://www.scwfit.com/presenter)

SCW Fitness Education has been successfully running MANIA® Fitness Professional Conventions for over 35 years. From San Francisco to Boston and Chicago to Dallas – our seven (7) MANIA® Conventions span the USA and are the largest provider of Fitness Education events in the world.

SCW reaches over 8,000 face-to-face and another 200,000+ through email & social media, getting your products and programming in front of hundreds of thousands of fitness pros.

Let SCW help you promote your products and programs while reaching influential fitness pros with enormous buying power and consumer influence.



## Exhibit at MANIA®

Every MANIA® Conference has an EXCLUSIVE Expo Hall LIMITED to 50 to 60 vendors that SELLS-OUT at each event. This exciting and intimate atmosphere allows attendees and invitees to visit every booth during the 3-day convention multiple times. The SCW MANIA® exhibitor spaces are not a destination but high-traffic through-ways where attendees travel from class-to-class connecting with exhibitors constantly.

Many of our Exhibitors also present actual Workshops and Lectures during the conference enabling attendees to experience their programming and products first hand. Choose one of our affordable Partnership/Sponsorship options to amplify your brand exposure and guarantee your customer connection.

# Exclusive Emails

Rent our 85,000+ email list of fitness professionals to promote your brand, new program or cutting-edge product. You supply the content and our team handles the rest. We will tailor the email to attract the eyes of our audience. We send the email out on your behalf and provide in-depth analytics and active leads to track the success.

**CORE HEALTH & FITNESS**



**CORE**  
HEALTH & FITNESS

**CREATING LEADERS  
IN FITNESS**

At Core Health & Fitness we believe that knowledge is power. With the world's greatest Master Instructors, we create the most personal, accessible and innovative education available.

Earn valuable CECs and CEUs - [register today](#) for any or all of our SCW D.C. MANIA® offerings!

**HIIT presented by StairMaster**

A Moment in Time Workshop  
Sorja Friend-Uhl, 11:15am - 12:30pm

[Register Now](#)

High Five Workshop  
Abbie Appel, 3pm - 4:15pm

[Register Now](#)

**STRONG** BY ZUMBA



**NO, IT'S NOT  
A DANCE CLASS.**

The music is reverse-engineered so that every squat, every lunge, and every burpee are perfectly synced to the beat. We partnered with some of the best music producers in the world, including Timbaland, to create a **unique music + workout experience.**

[WATCH](#)



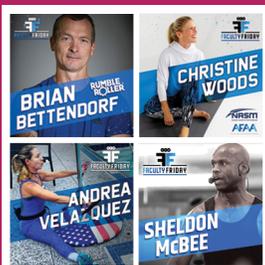
## SCW Spotlite eNewsletter

The SCW Spotlite Newsletter is emailed to over 85,000+ Fitness Professionals every month along with posting to all social media outlets. Each issue contains 4-6 articles and 6-8 ads, addressing a variety of topics focusing on industry events and trends, new fitness techniques, products, and what's working at clubs today.



## Hot Topic Tuesday

Influence thousands of people with this exclusive social media blast. Have your topic of choice highlighted to create excitement and attract followers to your brand!



## Faculty Friday

Sponsored MANIA® Presenters now get even more exposure! From Up-And-Comers to Fitness Veterans, we create more buzz about your presenters and land more people in their classes!

# MANIA® Fitness Pro Convention Session + Program Featured Emails

SCW features our Sponsor's sessions and certifications in our SCW emails that promote our MANIA® conferences. Using photos of your programming, these emails target past and future MANIA® attendees while highlighting your brand's programs and products. Increase attendance of your sessions and certifications while creating an indelible imprint on the fitness industry.

**CALIFORNIA MANIA®** Fitness Pro Convention  
March 25-29 | Hyatt Regency San Francisco Airport



**RAISE THE BARRE**

Barre Sessions & Certifications  
at California MANIA® Fitness Pro Convention  
March 25-29 | Hyatt Regency San Francisco Airport

[Learn More & Register >](#)

**THURSDAY, MARCH 26**

*Savvier Fitness*

**BARRE ABOVE® - POWERED BY SAVVIER FITNESS®**  
with Tricia Murphy Madden

**FRIDAY, MARCH 27**

*Savvier Fitness*

**BARRE SO HARD - POWERED BY SAVVIER FITNESS®**  
with Tricia Murphy Madden

**BARREFLOW**  
with Karli Taylor

**BODYWEIGHT BARRE**  
with Kelli Roberts

**BARREFLOW FIRE & IRON**  
with Karli Taylor

**DC MANIA®** Fitness Pro Convention & Certifications  
Feb 26-March 1 | Hyatt Regency Dulles



**CYCLING THAT SIZZLES**

**DC MANIA® Fitness Pro Convention**  
February 26 - March 1 | Hyatt Regency Dulles

[REGISTER HERE >](#)

**Cycling Workshops, Certs & CECs**

**Thursday, February 27**

SCHWINN® INDOOR CYCLING INSTRUCTOR CERTIFICATION with Robert Sherman

**Friday, February 28**

SCHWINN®: PRIME DESIGN with Robert Sherman  
SCHWINN®: BALANCING ACT - CYCLE FUSION with Abbie Appel  
SCHWINN®: SCHWINTENSITY with Robert Sherman  
SCHWINN®: RHYTHM DONE RIGHT with Abbie Appel

SCHWINN®: CONNECT, COMPETE, COMPARE - MOTOSUMO with Mindy Mylrea

**Saturday, February 29**

SCHWINN®: TAKE IT TO THE MAX with Kelli Roberts  
SCHWINN®: HOW TO WOW with Mindy Mylrea  
SCHWINN®: R&R - RIDE & RESTORE with Kelli Roberts  
SCHWINN®: STEP INTO YOUR SHINE with Mindy Mylrea  
SCHWINN®: MUSIC & SO MUCH MORE with Abbie Appel

**Sunday, March 1**

SCHWINN®: LET THE MUSIC PLAY with Mindy Mylrea

**DC MANIA<sup>+</sup>** HEALTH & FITNESS BUSINESS SUMMIT  
Fitness Pro Convention

**FRIDAY AT MANIA**

OUTLINES | COUPONS | EVALS | EXPO | SCHEDULE

**MANIA DANCE OFF**  
Join the stars of MANIA® & the best in dance fitness. With Hot Booty Ballet™, Raqisa®, ZUMBA®, Manuel Velazquez, LaBlast®, ZUMBA®, Manuel Velazquez, HIGH Fitness, & POUND®, you're sure to learn some great new moves to take back home. You even can win a free certification from one of these amazing programs. 6pm Room A **ATTEND THE DANCE OFF**

**Work ON your Fitness Business and not just in IT!**  
If you want to grow your business and build your career, join us for the SCW Health & Fitness Business Summit. Visit the registration booth and get your discounted rate TODAY! This is a must-attend event for you and your team to catapult your fitness business from good to great. **JOIN THE HEALTH & FITNESS BUSINESS SUMMIT**

**State of the Industry Panel**  
with Melissa Layne, MEd, Herson Garcia and Andrew Gagan  
Meet with industry experts regarding the future of group fitness, personal training, nutrition and club operations as they discuss where our industry is now, the challenges we are facing in today's market, and where our future lies. 6pm Room **11 LEARN MORE**

**Watch What Happened Thursday at MANIA!**  
MANIA® got underway yesterday with Certifications in 14 individual disciplines plus the SCW Women's Forum that inspired & motivated attendees to take their fitness businesses to new heights! Keep an eye out for the daily recap videos with highlights of each day at MANIA! **WATCH THE VIDEO HERE**

**50% Off Equipment Sale!**  
Stop by the SCW Booth 18 in the MANIA® Expo for huge savings on equipment! Everything from Weigins, Foam Rollers, Yoga Mats, & more are on sale. Get the best prices on equipment you can find, cash or credit & carry it out! Check it out before it's too late, because when they're gone, they're gone! **VIEW EXPO MAP HERE**

**FREE Parking**  
Hotel Self Parking  
2300 Dulles Corner Boulevard  
Herndon, Virginia 20171  
Outdoor self parking is FREE to all guests staying at the hotel and all guests attending MANIA®.  
**MORE HOTEL & PARKING INFO HERE**

**\$40 OFF SCW Online Certs!**  
Show Only Special! Choose 35+ Nationally Recognized & Accredited SCW Certifications. Many online certification courses includes a FREE LIVE COURSE within a year. **SAVE \$40 with code CERT20. SHOP CERTS HERE**

**EXCLUSIVE CORE HEALTH & FITNESS**  
Visit our booth for more coupons.

**myzone**  
Visit our booth for more coupons.

**FEATURED SESSIONS**

**AguaPole® Tone**  
with Andrea Velazquez & Jeannie Brown Johnson  
7am-8:30am  
Room G

**Turf Yoga Fusion**  
with Angelique Haghighi & Jen Keenan-Shyaska  
9am-10:30am  
Room A

**Techniques to Engineer Your Life**  
with Aaron Armstrong  
10am-11:30am  
Room K

Not your typical water workout class! Experience aquatic fitness like never before with an AquaPole class. Allow your mind to relax as you move through water with over 150 possible movements. AquaPole will give you your water workout to the next level with high intensity, safety and lower body training. Get ready to take back home and share a class!  
[www.aquapolefitness.com](http://www.aquapolefitness.com)

Explore the lighter side of TURF training. This class incorporates yoga movement into our basic HIIT style Turf Training. Learn how to combine simple yoga poses with a higher intensity class. A great idea for cardio-based clients looking for cardio-based training schedules.  
[www.turftoyogafitness.com](http://www.turftoyogafitness.com)

You are in control of your life and your training. It's time to show how you design IT! This presentation focuses on chore setting and how to ground our creative, ambitious, or entrepreneurial dreams into action by using real life systems engineering.  
[www.scwf.com/business](http://www.scwf.com/business)

**Premier Sponsor**  
**CORE HEALTH & FITNESS**  
StarMaster | Schwinn | Nautilus  
Treadmill | SpinaTrac

**Co-Sponsors**  
ruha | Savvy Fitness | water motion | ZUMBA | STRONG

**Associate Sponsors**  
HIGH | myzone | POUND | Turf | WFLA

Follow us on social! @scwmania #scwmania



## SCW Daily MANIA® Emails

During each MANIA® Fitness Convention we send out 4 early morning comprehensive daily emails (Thursday-Sunday) with timely announcements, featured programs and highlighted presenters, videos, advertisements and more. Drive attendees to your session and your booth. Increase awareness to the 6 surrounding states to each MANIA® as these emails are not restricted just to those in attendance, but to the entire region at large.



### Sponsored Sessions

**MANIA DANCE OFF**

Join the stars of MANIA® & the best in dance fitness. With Hot Booty Ballet™, Raqisa®, ZUMBA®, Manuel Velazquez, LaBlast®, Manuel Velazquez, HIGH Fitness, & POUND®, you're sure to learn some great new moves to take back home. You even can win a free



### Videos

**Get Your Sunday DAILY Dose of MANIA® Here!**

Schedule | Outlines | Coupons | Eval's | Expo Pass | CEC Form

**SCW Awards - Remember To Cast Your Vote!**  
Vote for your favorite MANIA® Presenters and Programs and automatically receive a \$50 AWARD!



### Session / Presenters

**FEATURED SESSIONS**

**AGUAPOLE'S Next Generation**  
with Andrea Velazquez & Paula Raghbelli  
7:30am-9am  
Room K

**PILOXING SSP**  
with Jordan Ballard  
11:45am-1:15pm  
Room D

**RumbleRoller: Roll Better. Roll Less**  
with Trip Miller, MS  
4pm-5:30pm  
Room E

Not your typical water aerobics class! Take your water workout to the next level with high intensity, upper and lower body training using the AquaPole® equipment in

PILOXING SSP is the original fusion format that made PILOXING a worldwide success. Uniquely blending two of the industry's most powerful and timeless disciplines of Pilates and Boxing, PILOXING SSP

So you think you know foam rolling? Come learn how to assess mobility with some movement screens followed by learning and practicing key movements allowing you and your clients to



### Coupons

**UP TO \$40 OFF!**  
JOIN THE MANIA® FAMILY!

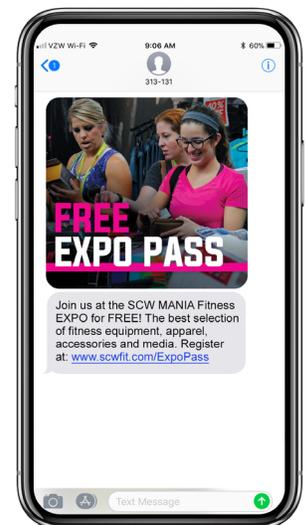
**WALK-INS WELCOME!**  
Walk-ins Welcome! MANIA® & Club Industry Business Summit start tomorrow, but it's not too late to join us at the Level 10 in Philadelphia for the best fitness events of the year! Register online or in advance below.  
[www.scwf.com](http://www.scwf.com)

**FREE EXPO PASS**  
Join us at the SCW MANIA Fitness EXPO for FREE! The best selection of fitness equipment, apparel, accessories and media. Register at: [www.scwf.com/ExpoPass](http://www.scwf.com/ExpoPass)



## Email / Text Expo Only Invitation

At every MANIA® Conference, there is an exciting Expo featuring the best selection of fitness equipment, apparel, accessories, and media in the industry. The Expo is not just for MANIA® attendees as we email & text message fitness pros and enthusiasts in the 6 surrounding states to each MANIA® and provide a FREE Expo pass. Our exhibitors enjoy high visibility through this email & text program so they can attract consumers with their MANIA®-exclusive specials, product demos, and more!







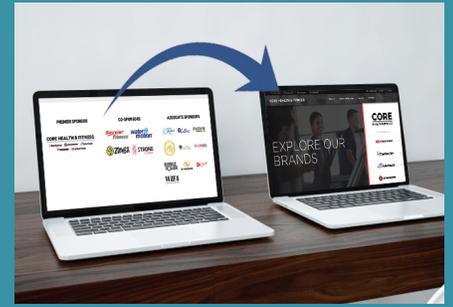
## Coupons

Exhibitors can take advantage of our eCoupons that are provided to all attendees and to a 6-state area reaching 10,000-20,000 surrounding fitness professionals. These same coupons are featured on our social media and in our SCW Quarterly Fitness Guides.



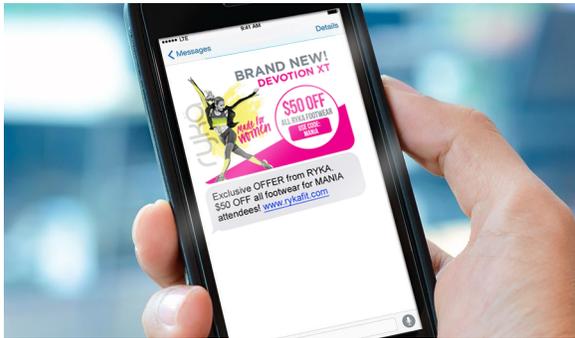
## Logo Inclusion

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.



## Links To Your Website

Website traffic helps reinforce your brand and drive sales. Our MANIA® websites contain live links that lead directly to your website.



## Post Event Text Message (SMS) or Text Message with Image (MMS)

Text Messaging through mobile advertising has become a significant part in making your voice and product heard! 95% of everyone read & respond to their text message. Reach our MANIA® attendees post-conference and immediately capitalize on the energy and momentum of MANIA®. This incredibly effective marketing medium includes an attractive image companioned with 160 characters of copy. SCW helps you with image and text content to guarantee customer engagement. All Sponsors & Partners receive significant discounts.

## Host A Focus Group

Testing out a new product or program in the health/wellness market and want feedback? We know just the place! At MANIA® conferences, we can provide a room and diverse fitness professionals to answer your questions and send you in the right direction. Whether you are looking for market research, consumer behavior or testimonials, we provide a great spring board to launch your product/program into the market.



## Signage at MANIA®

Place your personal company banners and posters directly inside the activity and lecture rooms where your presenters are leading sessions. This is maximum exposure that takes an educational environment and creates an unprecedented promotional branding opportunity. SCW also provides sponsorship acknowledgements in large poster boards at the entrance to the expo as well as at SCW registration. These large boards list the names of Sponsors and Exhibitors and the locations of your booth so that our attendees have an easy time finding you.



## Sponsor Suite at MANIA®

Sponsors and Presenters (not Exhibitors) are provided an exclusive lounge at each MANIA® Conference that contains three days of complimentary breakfast and lunch, as well as constant snacks, beverages and networking throughout the weekend. Save time and money while you enjoy a respite away from the MANIA® crowds. Every Sponsor, Presenter, & Exhibitor is also invited to a Thank You Dinner & Drinks Party on Saturday evening.

## Product / Format Exclusivity at MANIA®

For those brands looking to corner the market at MANIA® conferences, we provide the opportunity for exclusivity. Whether it be specific products or programs, we will shine the spotlight on you and remove all the competition.



## Mail, Email & Text From SCW List

SCW constantly maintains and monitors our customer data to ensure that we have the most current and accurate information. Currently with over 200,00 contacts, our database of fitness professionals and enthusiasts are unparalleled in its effectiveness. When you advertise with SCW you are receiving a concentrated list of highly engaged people that are ready to hear what you have to say! We can even segment the data to further target your audience!

### 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

# Social Media



SCW Fitness has been heavily involved in the social media world for the past 5+ years and we continue to grow each day! Every campaign and event makes its presence felt through the most popular and trafficked sites getting you the exposure you deserve!

SOCIAL MEDIA PLATFORMS	FACEBOOK	TWITTER	INSTAGRAM	LINKEDIN
Monthly Impressions / Reaches	205,000 Impressions	187,000 Impressions	110,636 Impressions	185,000 Impressions
Followers / Likes	24,000 Followers / Likes	5,500 Followers	3,000 Followers	15,519 Followers

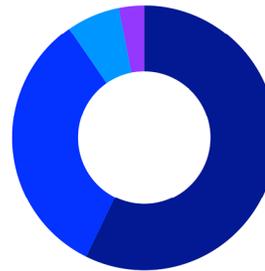
# Web Traffic & Stats

## Strength In Numbers

SCW's web presence can be felt almost everywhere in the fitness education world. Along with your sponsorship, your company can share in our vast reach throughout the industry.



■ 58.3% New Visitors  
■ 41.7% Returning Visitors



■ 57% Direct / Email  
■ 33% Search Engine  
■ 7% Referral / Links  
■ 3% Social Media



■ 1,062,133 Page Views  
■ 423,906 Sessions  
■ 241,250 Users

\*Information gathered from last year of analytics.

## Interested In Advertising?

Email: [partner@scwfit.com](mailto:partner@scwfit.com) • Call or Text: 847-562-4020

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

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

