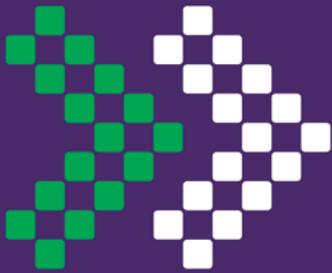


**MANIA**<sup>®</sup>  
FITNESS PRO CONVENTIONS



**ADVERTISE**



*SCWFIT.COM/PARTNER*

**30+ YEARS OF FITNESS CONVENTION EXPERIENCE**  
*Reach 10,000 face-to-face with another 200,000+ virtually.*

# ADVERTISE WITH SCW FITNESS

Advertising with SCW:  
Email: [partner@scwfit.com](mailto:partner@scwfit.com)  
Call: 847-562-4020  
Text: 847-274-6308  
Visit: [scwfit.com/partner](http://scwfit.com/partner)  
Present: [scwfit.com/presenter](http://scwfit.com/presenter)

SCW Fitness Education is a 34-year-old company that has been running MANIA® Conventions for 31 years. From NYC to San Francisco and Chicago to Dallas – the nine (9) MANIA® Conventions span the USA and are the largest provider of Fitness Education events in the world.

SCW touches 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.



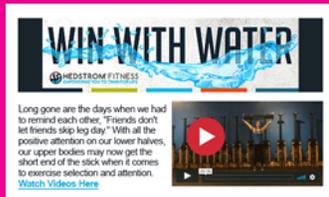
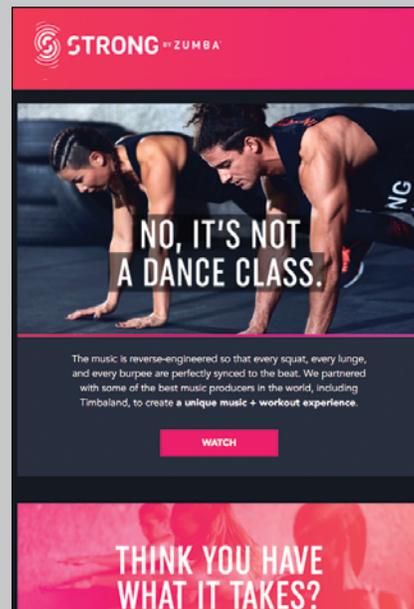
## EXHIBIT AT MANIA®

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.



## SCW MONTHLY NEWSLETTER

The SCW eNewsletter is emailed to over 85,000+ Fitness Professionals every month. The eNews is also published and quoted repeatedly through the SCW blog and social media. The newsletter contains 4-6 articles and 6-8 ads in each publication, addressing a variety of topics pertinent to all levels of health and wellness professionals. We focus on industry events and trends, new fitness techniques, products, and what's working at clubs today.

## EMAIL FEATURED PROGRAM

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.



**SATURDAY**  
NEW YORK CITY CLUB INDUSTRY BUSINESS SUMMIT

Get Your Saturday DAILY Dose of MANIA® Here!

SESSION OUTLINES | COUPONS | EXPO PASS | SCHEDULE

**Keynote Address: Lead to Succeed**  
with SGT Andy Rehner, Head Coach and Lifesaver  
9:30am-10:45am  
Room 4 (Distribution Ballroom)

**Lead to Succeed: The Top 10 Tips to Maximize Your Networking and Revenue Skills™** with SGT Andy is an exciting experience and expert networking workshop that identifies the indispensable skills every person must possess to get across the purpose, create connection, foster resilience, and build relationships that last a lifetime!

**MANIA® Rest and Recovery with** *Neurology, Rehabilitation, The Organics, Foot, Hemp & Humanity, Personal Infrared Sauna*  
Join the latest trends in Recovery to help wind down after the first day of MANIA® and be recharged to take on the rest of the weekend! Learn about different products and techniques that you can use on yourself and clients to stay in top shape to achieve your fitness goals.  
[View more Saturday evening sessions here.](#)

**13000 Worth of Expo Coupons**  
FREE & Open to the public!  
Saturday, February 23:  
9:30am - 2:30 pm  
8:15pm - 7:45 pm  
Sunday, February 24:  
10:00am - 1:30 pm  
[FREE Expo Pass and Discount Coupons here](#)

**Download Expo Coupons**

**Sunday Certs - Walk-ins Welcome**  
You're already at MANIA® - take advantage of this unique opportunity to GET CERTIFIED with one of our 10 CERTIFICATIONS offered this Sunday! Sign up at the SCW registration desk.  
[View Sunday Certifications here](#)

**Certification Walk-ins Welcome**

**WaterFlow**  
Visit our booth for show specials.  
[www.waterflowusa.com](#)

**Featured Saturday Sessions**

**MAXIMIZING THE MEMBER EXPERIENCE**  
with Chris Stevenson: 2:15pm-4:30pm

The more you engage with members, the better their experience is. A great experience leads to happy members. Happy members have longer memberships and spend more money. In this seminar, you will learn many strategies for extraordinary engagement, but you also will learn how to systematically train your staff to deliver great service.

**THE EPOCALYPSE WATERROWERS: POWER WORKOUT™**  
with Irene Lewis-McCormick: 11:00am-12:30pm

The EPOCALYPSE™ with Irene McCormick is an extremely exciting fitness circuit training program filled with several Venus Logic and RedBull® exercises, and finished with highly effective WaterFlow® sprints designed to immediately improve your strength and power like never before. Endure the EPOCALYPSE today to become a better you tomorrow!

**HIT THE TURF: YOGA FUSION**  
with Jen Keenan-Szyka & Angelique Hughes: 1:30pm-3:00pm

Explore the lighter side of TURF training. This class incorporates yoga movement into our basic HIT style. Turf training is more than just cheering for your participants or selling them what's hot. Prepare in this practical session and experience the difference between inspiring vs. demotivating communication based on the psychology of language. Let's Cue-municate!

**STAGES: THE POWER OF CUE-MUNICATION**  
with Ben Kahler: 5:00pm - 6:30pm

Feel like what you say in class is falling on deaf ears? Cue-munication is more than just cheering for your participants or selling them what's hot. Prepare in this practical session and experience the difference between inspiring vs. demotivating communication based on the psychology of language. Let's Cue-municate!

**Featured Presenters**

**Irene Lewis-McCormick**  
Irene is the recipient of the 2018 IDEA Fitness Instructor of the Year award and has been recognized as an award-winning conference educator, keynote speaker, and adjunct university faculty. An ACE and NASM Subject Matter Expert, Irene has branched out: SCW Fitness Faculty, WaterFlow Lead Educator, TRX and Sanider Fitness Master Trainer, and author of the book *The HIT Advantage for Women and a Woman's Guide to Muscle & Strength Through Kinetics*.

**Jen Keenan-Szyka**  
Jen is a personal trainer, group fitness instructor, core specialist, inventor of TURF, the CEO and creator of the exciting new classes, HIT THE TURF. Jen's instruction puts the focus on maximum burn, with special impact. HIT THE TURF™ was created to provide the workout anywhere a yoga mat fits! Her love of fitness developed after losing 80lbs, her passion for fitness is CONTAGIOUS, she cannot wait to meet you! SCW MANIA®!

**Ben Kahler**  
Ben Kahler is a passionate fitness professional with experience in a plethora of health and wellness arenas including personal training, group fitness instruction, and health coaching. Ben is currently pursuing his M.S. in kinesiology from the University of Minnesota, with an emphasis on the Behavioral and Physical Activity. This focus on motivation and behavior change strategies help to round out his technical knowledge and expertise, hoping to provide the power of positivity can be the most important catalyst to reaching new goals!



## 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.



ADS

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

Schedule | Outlines | Coupons | Events | Expo Pass | CEC Form

**Featured Presenters**

**Joyce Wong**  
Waves POUND was introduced to NYC, it was love at first strike for Joyce, who got certified as a Pilo and began teaching a variety of classes. She is also has taught at many fitness events, including Shree Squares's Summer in The Squares, Self Magazine's Workout in The Park, and NYC.gov's Summer Streets. She has appeared on numerous shows, including Good Morning New York, The Daily Show, and CBS's 60 Minutes.



VIDEOS

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

Schedule | Outlines | Coupons | Events | Expo Pass | CEC Form

**Featured Presenters**

**Tricia Murphy Madden**  
Tricia is the Education Director for Sanider Fitness and a former club owner and fitness director for 15 years. In addition to co-creating Barre Above™, she has developed many highly acclaimed programs including Urban Goddess Athletics, My Best Friends Workout, a fitness program designed for pet owners to get in shape while walking their pet and the ABC's of Exercises, which is a children's book that provides 10-20 minutes of exercises for kids ages 3-6 years old.



PROGRAMS

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**STAGES: THE POWER OF CUE-MUNICATION**  
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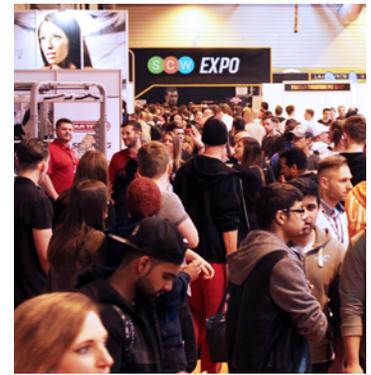
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PRESENTERS

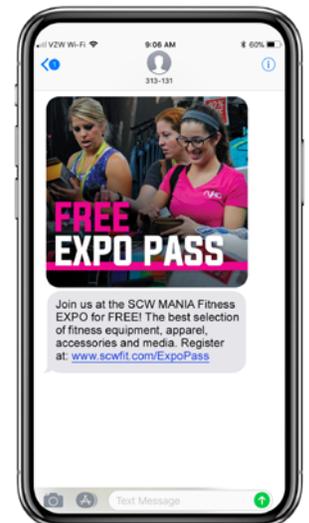
**Featured Presenters**

**Kara Buono**  
Kara is an International Presenter for Beachbody LIVE as well as the Head Master Trainer for the South region. Holding the distinction of the 2015 and 2018 Master Trainer of the year, her fitness philosophy is you can achieve anything you set your mind to as long as you have determination. Training thousands of instructors around the country as well as a member of the Beachbody LIVE talent and educational team, her true passion is encouraging and educating aspiring instructors to see their true potential to become leaders in the fitness industry. She hosts several webinars, including APTRE for personal training, ACE & AFAA primary group fitness instructor certifications.



## EMAIL & TEXT INVITATION TO EXPO ONLY

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.



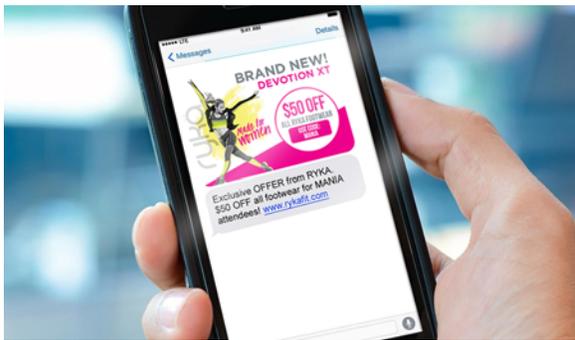
## LOGO INCLUSION

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 accompanied 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.



## **ADVERTISING IN SCW'S QUARTERLY GUIDES**

This live magazine is produced every 3 months (12 weeks) and highlights your products and programs. SCW helps design and promote to reach YOUR target audience. Leverage SCW's powerful media outlets and marketing support. You receive:

- 5 dedicated Fitness Guide email blasts to 100,000+ targeted fitness pros.
- 3 Fitness Guide ads and articles in the SCW Newsletter
- 10 social media Fitness Guide promos
- 1 Text Message promoting the Guide to over 20,000+ active mobile phones.
- Constant exposure on the SCW Store homepage with 110,000+ monthly views

## **MAIL, EMAIL & TEXT FROM SCW'S 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!



### **WHO ARE OUR MANIA® ATTENDEES?**

- ▶ 90% Female / 10% Male
- ▶ 78% Group Ex Instructors
- ▶ 56% Personal Trainers
- ▶ 31% Decision Makers (Owners, Directors & Managers)
- ▶ 22% Mind/Body Instructors
- ▶ 20% 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	PINTEREST
Monthly Impressions / Reaches	<b>78,000</b> Monthly Impressions	<b>104,500</b> Monthly Impressions	<b>2,400</b> Monthly Impressions	<b>12,000</b> Monthly Impressions	<b>52,000</b> Monthly Impressions
Followers / Likes	<b>24,000</b> Followers / Likes	<b>5,600</b> Followers	<b>2,800</b> Followers	<b>9,000</b> Followers	<b>500</b> Followers

# WEB TRAFFIC & STATS

## OUR STRENGTH LIES IN THE 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



■ 1,251,013 Page Views  
■ 476,217 Sessions  
■ 344,064 Users

\*Information gathered from last year of analytics.

## INTERESTED IN ADVERTISING?

**Email:** [partner@scwfit.com](mailto:partner@scwfit.com) • **Call:** 847-562-4020 • **Text:** 847-274-6308

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

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

