MANIA® Fitness Pro Conventions

+ 35 years fitness convention experience
+ Sell directly through centrally located, high traffic expo areas
+ No drayage, No unions & No hidden fees

SCW scwfit.com/partner

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!

Upcoming MANIA® Conventions

California

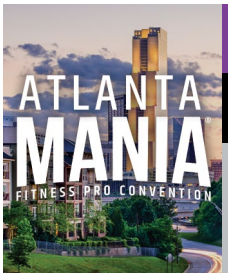
Attendee Forecast: 800

DATES:
April 1-3, 2022
March 31-April 2, 2023
March 22-24, 2024

Florida

Attendee Forecast: 700

DATES:
May 20-22, 2022
April 14-16, 2023
March 3-5, 2024



Atlanta

Attendee Forecast: 1,200

DATES:
Aug 5-7, 2022
July 21-23, 2023
July 19-21, 2024

Dallas

Attendee Forecast: 1,400

DATES:
November 5-7, 2021
August 26-28, 2022
August 25-27, 2023
August 23-25, 2024

Midwest

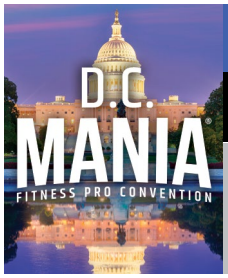
Attendee Forecast: 1,200

DATES:
October 1-3, 2021
Sept. 30 - Oct. 2, 2022
Sept. 29 - Oct. 1, 2023

Boston

Attendee Forecast: 650

DATES:
December 10-12, 2021
November 11-13, 2022
November 3-5, 2023
November 1-3, 2024



DC

Attendee Forecast: 400

DATES:
February 25-27, 2022
February 24-26, 2023
February 23-25, 2024

For more information on becoming a MANIA® Exhibitor:
Email: partner@scwfit.com
Call or Text: 847-562-4020
Visit: www.scwfit.com/partner

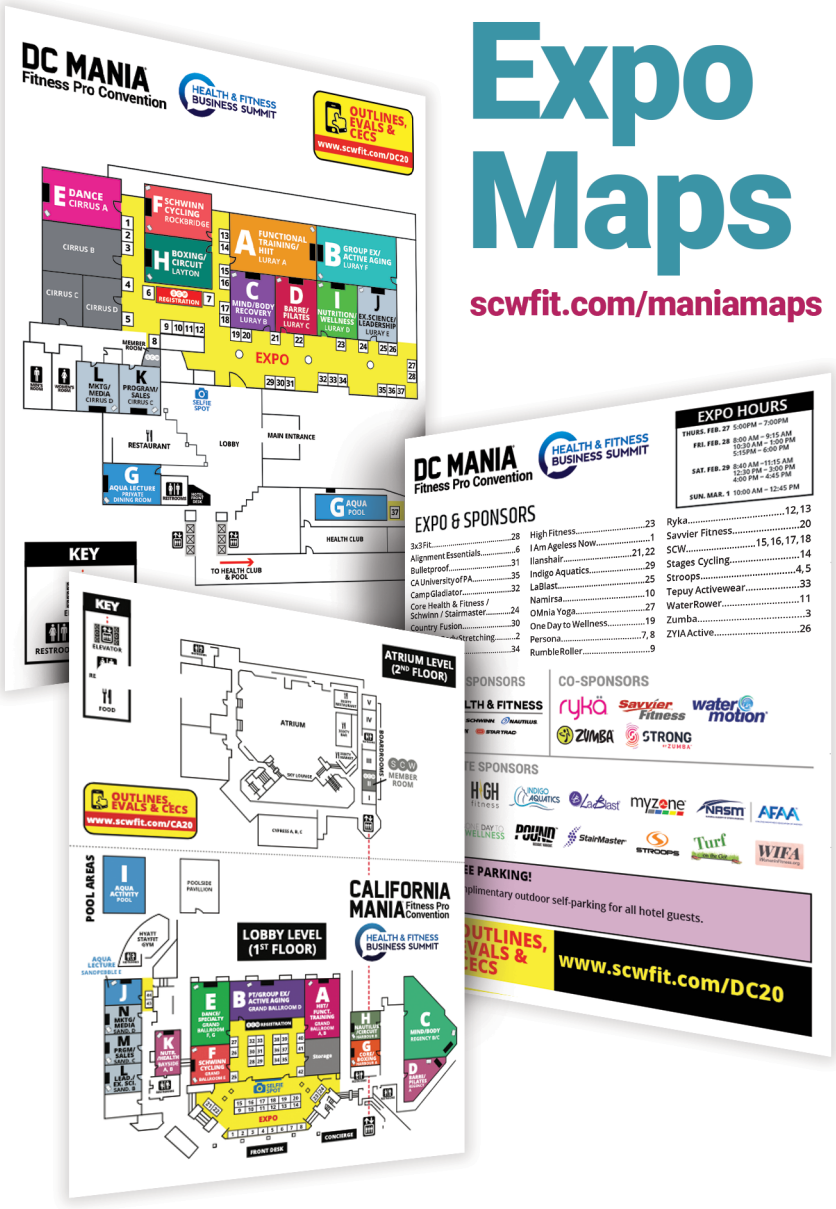
The Ideal Place To Showcase Your Brand

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



Expo Maps

scwfit.com/maniamaps

Popular MANIA® Exhibit Options

Single Booth

Exhibit space is 8' x 8'. Exhibitors receive a 6' table, two chairs, carpet, pipe & drape and a garbage can complimentary with your booth. Exhibitors also receive a MANIA® attendee discount at $160 savings (was $259, now $99). Extra attendance spots may be purchased at the regular rate.

Single booth rates:

California MANIA® = $899
Florida MANIA® = $699
Atlanta MANIA® = $1,299
Dallas MANIA® = $1,499
Midwest MANIA® = $1,299
Boston MANIA® = $599
DC MANIA® = $499

Double Booth

Exhibit space is 16' x 8'. Exhibitors receive two 6' tables, two chairs, carpet, pipe & drape and a garbage can complimentary with your booth. Exhibitors also receive a MANIA® attendee discount at $160 savings (was $259, now $99). Extra attendance spots may be purchased at the regular rate.

Double booth rates:

California MANIA® = $1,573
Florida MANIA® = $1,223
Atlanta MANIA® = $2,273
Dallas MANIA® = $2,623
Midwest MANIA® = $2,273
Boston MANIA® = $1,048
DC MANIA® = $698

End-Cap Upgrade

Increase your exposure and space by positioning your booth(s) on the corner. Add $300 to your listed single booth or $300 to your listed double booth price.

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+ mailing list, 200,000 social media contacts 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.

Product + Program Exposure

Expand your brand awareness through exhibitor-presenter relationships. Invite a presenter to use your equipment, teach your program, wear your product or use your music. Just ask!

Event Coupon

Coupon inclusion in e-advertisements reaching not only MANIA® attendees but the entire marketing region for each event, 10,000 - 20,000 per location. Pay only $250 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.

Welcome Bag 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 exhibitorto take advantage of this effective marketing opportunity. Call for non-exhibitor insert rates. All inserts must be approved by show management.

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

Regional Influence. National Power.

Constant Foot Traffic, No Drayage, No Unions, No Hidden Fees!

Get started today at www.scwfit.com/partner