

MANIA[®]
FITNESS PRO CONVENTIONS

EXHIBIT



SCWFIT.COM/PARTNER

30+ YEARS OF FITNESS CONVENTION EXPERIENCE

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

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® EVENTS

For more information on becoming a MANIA® Exhibitor:
 Email: partner@scwfit.com
 Call: 847-562-4020
 Text: 847-274-6308
 Visit: www.scwfit.com/partner



NEW YORK CITY

800 ATTENDEES
\$1,099

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



CALIFORNIA

900 ATTENDEES
\$999

DATES:
 2019: 3/29 - 3/31
 2020: 3/27 - 3/29
 2021: 3/19 - 3/21



FLORIDA

850 ATTENDEES
\$899

DATES:
 2019: 4/12 - 4/14
 2020: 5/15 - 5/17
 2021: 5/21 - 5/23
 2022: 5/20 - 5/22



ATLANTA

1,200 ATTENDEES
\$1,299

DATES:
 2019: 7/26 - 7/28
 2020: 7/24 - 7/26
 2021: 7/23 - 7/25
 2022: 7/22 - 7/24



DALLAS

1,400 ATTENDEES
\$1,499

DATES:
 2019: 8/23 - 8/25
 2020: 8/21 - 8/23
 2021: 8/20 - 8/22



PHILADELPHIA

700 ATTENDEES
\$699

DATES:
 2019: 9/6 - 9/8
 2020: 9/11 - 9/13
 2021: 9/10 - 9/12



MIDWEST

1,200 ATTENDEES
\$1,299

DATES:
 2019: 10/4 - 10/6
 2020: 10/2 - 10/4



BOSTON

700 ATTENDEES
\$899

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



D.C.

450 ATTENDEES
\$499

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

THE IDEAL PLACE TO SHOWCASE YOUR BRAND

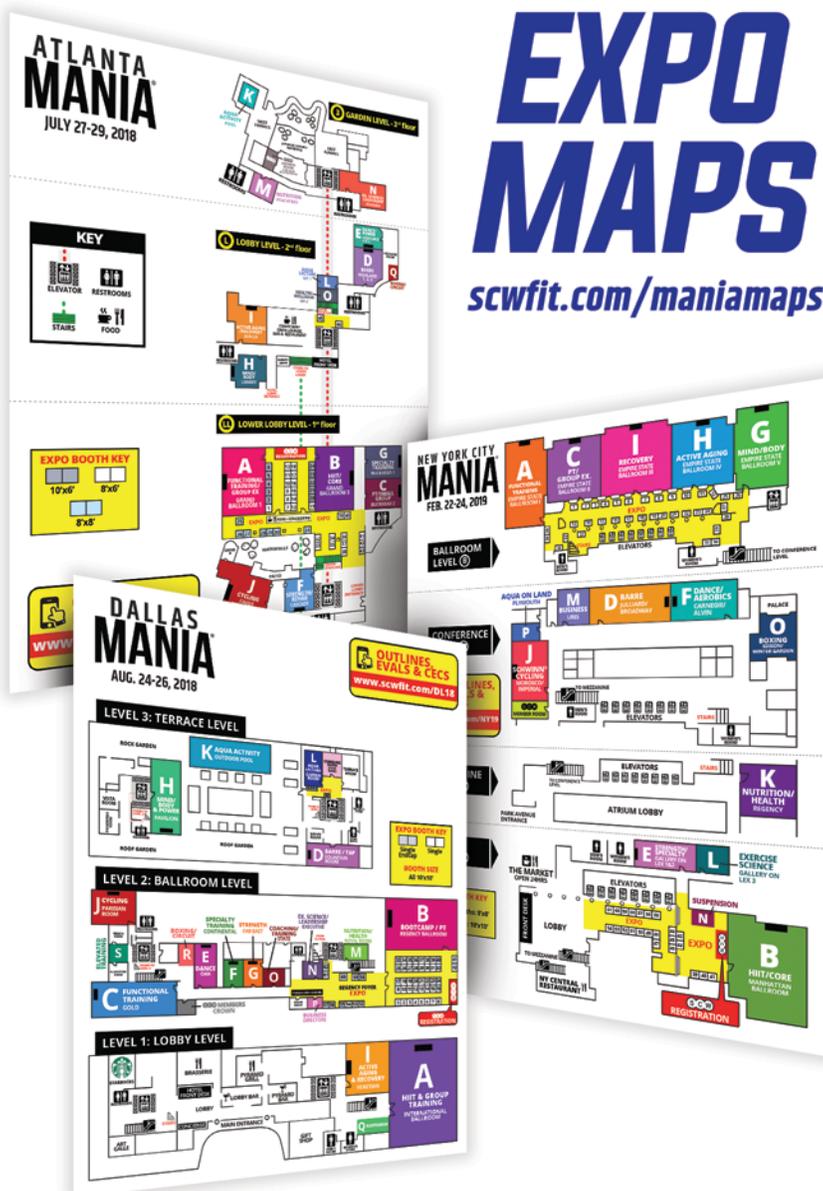
When you exhibit at one or all of our 9 MANIA® Fitness Pro Conventions you don't need to worry about carpet, table or chair rental – it's all there. We use only quality, affordable, non-union hotels.

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



POPULAR EXHIBITOR OPTIONS



SINGLE BOOTH:

Exhibit space is 8' x 8'. Exhibitors receive a 6' skirted table, two chairs, carpet and a garbage can all included complimentary with your booth. Exhibitors receive two available spots for MANIA® at a \$160 savings (was \$259, now \$99). Extra attendance spots may be purchased at the regular rate.

Single booth rates:

New York City MANIA® = \$1,099	Philadelphia MANIA® = \$699
California MANIA® = \$999	Midwest MANIA® = \$1,299
Florida MANIA® = \$899	Boston MANIA® = \$899
Atlanta MANIA® = \$1,299	DC MANIA® = \$499
Dallas MANIA® = \$1,499	



DOUBLE BOOTH:

Exhibit space is 16' x 8'. Exhibitors receive two 6' skirted tables, two chairs, carpet and a garbage can all included complimentary with your booth. Exhibitors receive three available spots for MANIA® at a \$160 savings (was \$259, now \$99). Extra attendance spots may be purchased at the regular rate.

Double booth rates:

New York City MANIA® = \$1,799	Philadelphia MANIA® = \$1,259
California MANIA® = \$1,799	Midwest MANIA® = \$2,339
Florida MANIA® = \$1,619	Boston MANIA® = \$1,619
Atlanta MANIA® = \$2,339	DC MANIA® = \$899
Dallas MANIA® = \$2,699	



END-CAP UPGRADE:

Increase your exposure and space by positioning your booth(s) on the corner. Add \$200 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 exhibitor to take advantage of this effective marketing opportunity. Call for non-exhibitor insert rates. All inserts must be approved by show management.

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



Become a MANIA® Exhibitor

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Visit: scwfit.com/partner

Apply to present: scwfit.com/presenter