

MANIA[®]
FITNESS PRO CONVENTIONS

PARTNER



SCWFIT.COM/PARTNER

30+ YEARS OF FITNESS CONVENTION EXPERIENCE

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

UPCOMING MANIA® EVENTS

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

NEW YORK CITY

DATES:
 2018: 1/26 - 1/28
 2019: 2/22 - 2/24
 2020: 2/21 - 2/23
 2021: 2/26 - 2/28
 2022: 2/18 - 2/20

900 ATTENDEES



GRAND HYATT NEW YORK NEW YORK, NY

New York City MANIA® Convention is in the heart of Times Square located at the Grand Hyatt New York Hotel - conveniently situated directly above

Grand Central Station and next door to the Chrysler building. Rooms at the Grand Hyatt are only \$199/night (norm. \$300).

CALIFORNIA

DATES:
 2018: 4/6 - 4/8
 2019: 3/29 - 3/31
 2020: 3/27 - 3/29
 2021: 3/19 - 3/21

900 ATTENDEES



HYATT REGENCY SAN FRANCISCO AIRPORT BURLINGAME, CA

Over 20 years running, California MANIA® takes place in beautiful northern California, five minutes from the airport! This

convention offers a diverse track of Leadership classes for a truly full-facility experience. It's a who's who of fitness presenters and professionals, making this convention a guaranteed success!

FLORIDA

DATES:
 2018: 5/4 - 5/6
 2019: 4/12 - 4/14
 2020: 5/15 - 5/17
 2021: 5/21 - 5/23
 2022: 5/20 - 5/22

900 ATTENDEES



(2018) DOUBLETREE RESORT, ORLANDO, FL (2019-2022) CARIBE ROYALE HOTEL, ORLANDO, FL

Florida MANIA® takes place in sunny Orlando, Florida with prices you can't afford to pass up!

Enjoy all new Nutrition seminars, Pilates programming, Strength sessions, Cycling programs and Management classes with the most respected presenters in the fitness industry.

ATLANTA

DATES:
 2018: 7/27 - 7/29
 2019: 7/26 - 7/28
 2020: 7/24 - 7/26
 2021: 7/23 - 7/25
 2022: 7/22 - 7/24

1,300 ATTENDEES



GRAND HYATT ATLANTA IN BUCKHEAD ATLANTA, GA

Atlanta MANIA® brings you more of what you want, from the finest in Aquatic, Aerobics, HIIT, Mind/Body,

Cycling and Personal Training sessions to the latest in specialty workshops including Yoga, Barre, Boot Camp, Pilates, Active Aging, Pregnancy, Nutrition and Leadership. Come join us in Hot'Lanta!

DALLAS

DATES:
 2018: 8/24 - 8/26
 2019: 8/23 - 8/25
 2020: 8/21 - 8/23
 2021: 8/20 - 8/22

1,500 ATTENDEES



THE FAIRMONT DALLAS DALLAS, TX

Dallas MANIA® promises cutting-edge Group Exercise, HIIT, Mind/Body, Aquatic, Cycle, Management and Nutrition classes. More than 1,500 of the

best and brightest will be in attendance with presenters from all around the globe! This expanded Expo Hall offers the most comprehensive fitness convention in the state of Texas!

PHILADELPHIA

DATES:
 2018: 9/21 - 9/23
 2019: 9/6 - 9/8
 2020: 9/11 - 9/13
 2021: 9/10 - 9/12

900 ATTENDEES



LOWES PHILADELPHIA, PHILADELPHIA, PA

Back by popular demand, SCW returns to The City of Brotherly Love! Join over 900 attendees searching for exciting opportunities,

the best education, creative programming and latest equipment. Philadelphia MANIA® offers a diverse curriculum promising the highest standards of a professional fitness conference experience.

MIDWEST

DATES:
 2018: 10/5 - 10/7
 2019: 10/4 - 10/6
 2020: 10/2 - 10/4

1,300 ATTENDEES



THE WESTIN O'HARE ROSEMONT, IL

Be one of the many fitness professionals to 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 over 250 amazing seminars led by more than 70 cutting-edge presenters! Feel the heat at this 3-day fitness extravaganza!

BOSTON

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

900 ATTENDEES



WESTIN WATERFRONT BOSTON, MA

Boston MANIA® will take place in one of the most beautiful cities in our nation, now at a new location! Join amazing presenters and programs

sure to excite our New England clientele! This 10-year-old event will be moving to downtown Boston across from Faneuil Hall and two minutes from the airport.

D.C.

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

500 ATTENDEES



HYATT REGENCY DULLES HERNDON, VA

Our Newest MANIA® Fitness Convention in D.C. offers nearly 60 world-renowned Presenters with 200 sessions & certifications at an affordable price!

Personal Training & Group Exercise sessions focus on function, athletic performance and recovery plus much more!

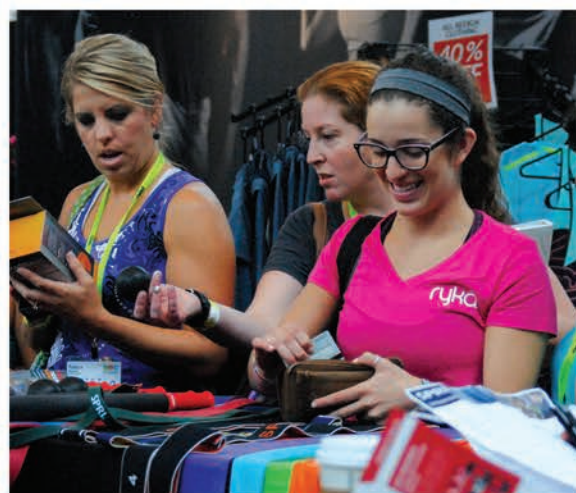
MAXIMUM BRAND EXPOSURE

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



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SPONSORSHIP BENEFITS

Pricing based on Sponsorship of all MANIA® Conventions.
Price increases per event when all MANIA® Conventions are not sponsored.

	\$14,000	\$21,000	\$28,000	\$40,000	\$80,000
SPONSORSHIP LEVEL	EDUCATIONAL	ASSOCIATE	ASSOCIATE +	CO-SPONSOR	PREMIERE
Booth	1 (small)	1	2	2	2 (endcap)
Booth Location Choice Order			3rd	2nd	1st
Activity Sessions	1	2	3	4	8
Lecture Sessions	1	1	2	3-4	5+
Sponsor Suite - Breakfast, Lunch, Dinner	1	2	4	5	6
Equipment Set-up, Moving, Tear-down	1	1	1	1	1
CECs/CEUs for Sessions (Not certifications)	Free	Free	Free	Free	Free
Inserts into Welcome Bags		1	2	2	3
E-Coupon		1	2	3	4
Logo Inclusion (Print & Web)		1	1	2	3
Website Linkage		1	1	2	3
Signage		1 Rm	2 Rms	3 Rms	All Rms
Social Media (Facebook, Twitter, Instagram, Pinterest, LinkedIn)		1x/MANIA®	2x/MANIA®	4x/MANIA®	8x/MANIA®
Email Featured Program			2x/yr	4x/yr	8x/yr
Article & Ad in SCW Monthly eNewsletter	1x/yr	2x/yr	4x/yr	6x/yr	8x/yr
Lead Article in Monthly eNewsletter			1x/yr	4x/yr	8x/yr
Pre/Post-Con Certification			1/MANIA®	2/MANIA®	3/MANIA®
Daily MANIA® Ad (Th, Fr, Sa, Su)			1/yr	3/yr	8/yr
Daily MANIA® Video (Th, Fr, Sa, Su)			1/yr	3/yr	8/yr
Daily MANIA® Presenter Feature (Th, Fr, Sa, Su)			1/yr	3/yr	8/yr
Daily MANIA® Product Feature (Th, Fr, Sa, Su)			1/yr	3/yr	8/yr
Daily MANIA® Program Feature (Th, Fr, Sa, Su)			1/yr	3/yr	8/yr
VIP Complimentary 3-Day Registration			1	2	3
Sponsor Paragraph (Print & Web)			1	1	1
Attendee Post-Event Text Message (SMS)			\$0.50 per	\$0.25 per	\$0.10 per
Attendee Post-Event Text with Image (MMS)			\$0.75 per	\$0.50 per	\$0.25 per
Host Focus Group					4
Use of Mailing List					4x/yr
Exclusive Email	\$1500/per	\$1000/per	\$750/per	\$500/per	1/year
Product / Format Exclusivity					1
Listing In Quarterly Guides	30% Off	50% Off	1/Quarter	2/Quarter	2/Quarter



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