




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	78,000 Monthly Impressions	104,500 Monthly Impressions	2,400 Monthly Impressions	12,000 Monthly Impressions	52,000 Monthly Impressions
Followers / Likes	24,000 Followers / Likes	5,600 Followers	2,800 Followers	9,000 Followers	500 Followers

WEB TRAFFIC & STATS

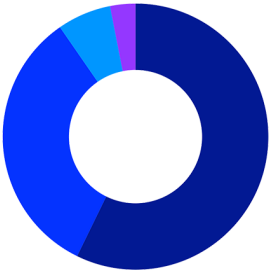


OUR **STRENGTH** LIES IN THE NUMBERS.

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 • Call: 847-562-4020 • Text: 847-274-6308
Visit: scwfit.com/partner
Apply to present: scwfit.com/presenter



Reach 8K+ Fitness Pros Live & 200K+ Virutally

MANIA®
FITNESS PRO CONVENTIONS





ADVERTISE

SCW

SCWFIT.COM/PARTNER

30+ YEARS OF FITNESS CONVENTION EXPERIENCE

ADVERTISE WITH SCW FITNESS

SCW Fitness Education is a 34-year-old company that has been running MANIA® Conventions for 31 years. From San Francisco to Philly and Chicago to Dallas – the eight (8) 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.



Advertising with SCW:
Email: partner@scwfit.com
Call: 847-562-4020
Text: 847-274-6308
Visit: scwfit.com/partner
Present: scwfit.com/presenter

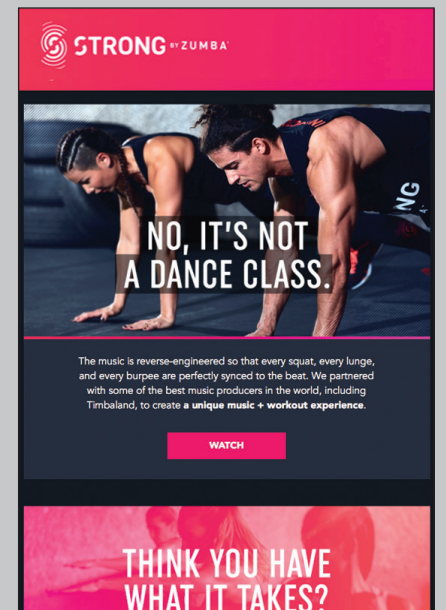
EXHIBIT AT MANIA®

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.

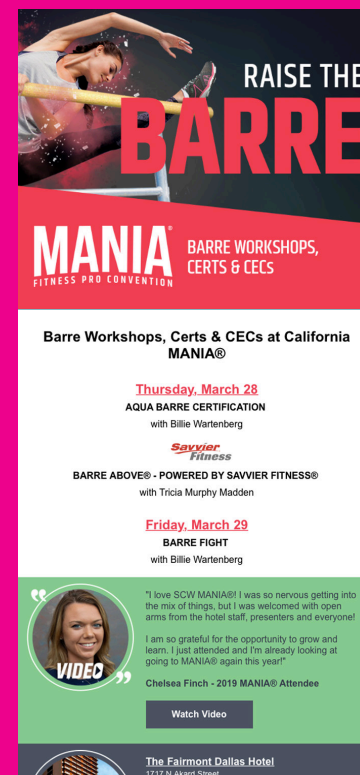


SCW SPOTLITE NEWSLETTER

The SCW Spotlite Newsletter is emailed to over 85,000+ Fitness Professionals every month. Spotlite is also published and quoted repeatedly through the SCW blog and social media. This 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.





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.



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.

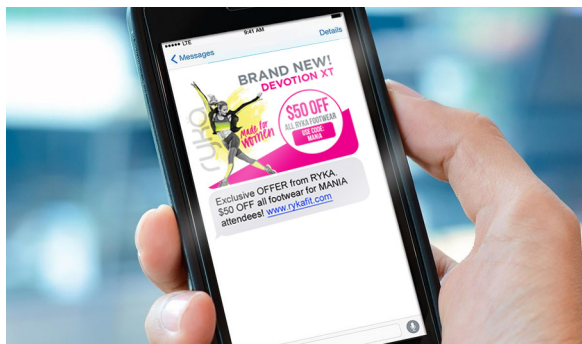
PRODUCT / FORMAT EXCLUSIVITY AT MANIA®

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.



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.



ADVERTISING IN SCW'S QUARTERLY GUIDES

This live magazine is produced every 3 months 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:

- 3 dedicated fitness guide email blasts to 85,000+ targeted fitness pros
- 1 fitness guide ad and article in the SCW Newsletter (per Quarterly Guide / 3 months)
- Reach 200k+ Fitness Professionals
- 3 social media fitness guide promos to Facebook, Twitter, Instagram and LinkedIn
- 1 Text/MMS message fitness guide promo to over 10,000+ active mobile phones
- The fitness guide will be featured on the homepage of the SCW Store with over 110,000 monthly views/impressions

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.



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!



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.



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