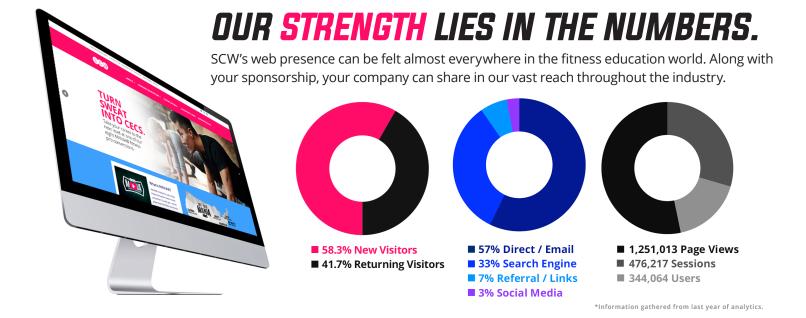


SCW Fitness has been heavily involved in the social media world for the past 5+ years and we continue to grow each day! Every campaign and event makes its presence felt through the most popular and trafficked sites getting you the exposure you deserve!

| 40 | | | | | | |
|-------------------------------------|----------------------------------|-----------------------------------|----------------------------|----------------------------------|----------------------------------|--|
| 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



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





ADVERTISE WITH SCW FITNESS

SCW Fitness Education is a 34-year-old company that has been running MANIA® Conventions for

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

Visit: scwfit.com/partner Present: scwfit.com/presenter

Call: 847-562-4020

Text: 847-274-6308

EXHIBIT AT MANIA®

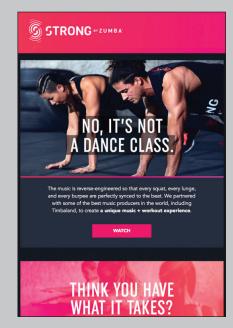
Every MANIA® Conference has an EXCLUSIVE Expo Hall LIMITED to 50 to 60 vendors that SELLS-OUT at each event. This exciting and intimate atmosphere allows attendees and invitees to visit every booth during the 3-day convention multiple times. The SCW MANIA® exhibitor spaces are not a destination but high-traffic 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.





BASIC SKILLS LEVEL 1 INSTRU







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.

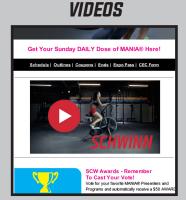


SPONSORED SESSIONS



MANIA® Dance Off!

Join the stars of MANIA® in this wild workout with the best in dance fitness. Have a blast with Country Fusion®, HIGH Fitness LaBlast®, Piloxing ® . POUND® & ZUMBA and learn tons of new moves to drive your





SESSION / PRESENTERS





COUPONS





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!





SPONSORED ACTIVITY SESSIONS

Our Sponsors use activity workshops to provide a live product and program experience. Don't just "show" your merchandise or platform, get leaders in the fitness field involved. Have our influencers touch, taste and move with you! Generate a real experience for our SCW attendees – one that they will take home!

Apply to present: scwfit.com/presenter

SPONSORED LECTURE SESSIONS

We can offer you a 90-minute lecture opportunity in which you can provide valuable education to our attendees while ensuring the optimum forum to share how your product and program positively affects the health and wellness of clients and trainers alike. Truly a "soft" sell, this environment is the perfect branding experience.



Apply to present: scwfit.com/presenter



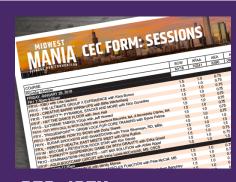
PRE/POST CONVENTION CERTIFICATIONS

MANIA® attendees hold multiple certifications – between 3 & 4 each - and they want more! They have to specialize in various products or programs to stay ahead. On Wed., Thurs., & Sun., MANIA® affords fitness pros the opportunity to earn a certification. A few examples of what are offered at each MANIA® are: Group Exercise, Small Group Training, Personal Training, Dance, Mind-Body, Aquatics. Get your brand in their hands and into their clubs!



EQUIPMENT SETUP, MOVING, TEAR-DOWN, & STORAGE

SCW utilizes non-union Hotels. Our MANIA® exhibitors need not worry about the expensive drayage bills incurred at other events. SCW has a team of experienced staff who assist with set-up, moving, and tearing down. We also can transport and store your valuable products saving you thousands.



CECs/CEUs FOR SESSIONS

SCW Fitness provides CECs and CEUs for your company, saving you hundreds of dollars in out-of-pocket expenses, not to mention the time and effort it takes to secure Continuing Education Credits. SCW has a long-standing, strong relationship with the most reputable certification organizations in the country: ACE, ACSM, AFAA, NASM & AEA to mention a few.



WELCOME BAG INSERTS

All MANIA® attendees receive a welcome bag which they take home, share with their peers, and pass onto their supervisors. This enables our partners to advertise directly to the people who count, saving our exhibitors thousands in mailing fees. While social media is important, sometimes it is just white noise and a physical brochure, flyer, or food sample just hits the spot and sticks!



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