

UPCOMING MANIA® EVENTS

Become a MANIA® Partner:
Email: partner@scwfit.com
Call 847-562-4020
Text: 847-274-6308
Visit: scwfit.com/partner
Present: scwfit.com/presenter

CALIFORNIA

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

900 ATTENDEES



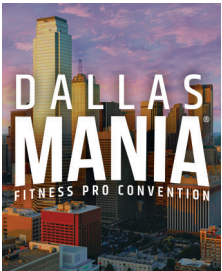
HYATT REGENCY SAN FRANCISCO AIRPORT BURLINGAME, CA
Over 20 years running, California MANIA® takes place in beautiful northern California, five minutes from the airport! This

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!

DALLAS

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

1,400 ATTENDEES



THE FAIRMONT DALLAS DALLAS, TX
Dallas MANIA® promises cutting-edge Group Exercise, HIIT, Mind/Body, Aquatic, Cycle, Management and Nutrition classes. More than 1,400 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!

BOSTON

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

700 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.

FLORIDA

DATES:
2020: 5/15 - 5/17
2021: 5/21 - 5/23
2022: 5/20 - 5/22

850 ATTENDEES



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 Pilates programming, Nutrition seminars,

Strength sessions, Cycling programs and Management classes with the most respected presenters in the fitness industry.

PHILADELPHIA

DATES:
2020: 9/11 - 9/13
2021: 9/10 - 9/12

700 ATTENDEES



LOWES PHILADELPHIA, PHILADELPHIA, PA
Back by popular demand, SCW returns to The City of Brotherly Love! Join 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.

D.C.

DATES:
2020: 2/28 - 3/1
2021: 2/26 - 2/28
2022: 2/25 - 2/27

450 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!

ATLANTA

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

1,200 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!

MIDWEST

DATES:
2020: 10/2 - 10/4

1,200 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!

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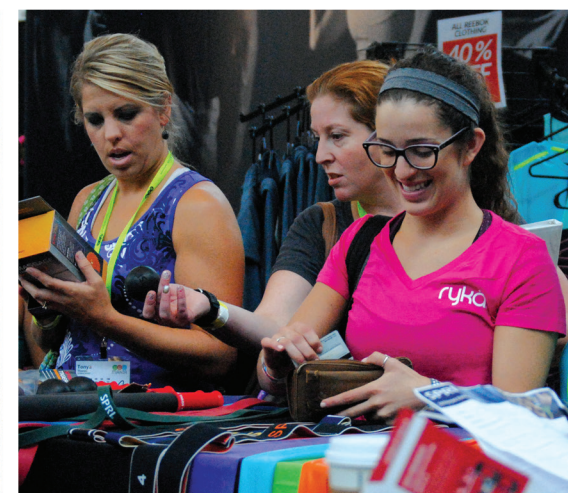
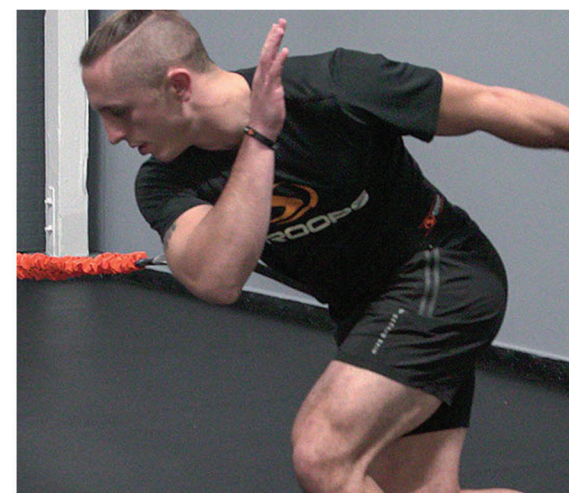
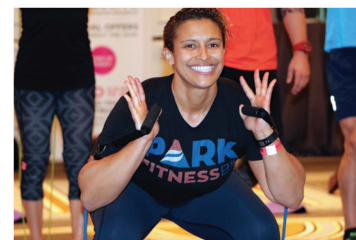
MAXIMUM BRAND EXPOSURE

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



| SPONSORSHIP BENEFITS | Pricing based on Sponsorship of all MANIA® Conventions. Price increases per event when all 9 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 | 1 | 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 Spotlight eNewsletter | 1x/yr | 2x/yr | 4x/yr | 6x/yr | 8x/yr |
| Lead Article in SCW Spotlight 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 | \$1000/per | \$1000/per | \$750/per | \$500/per | 1/year |
| Product / Format Exclusivity | | | | | 1 |
| Listing In Quarterly Guides | 20% Off | 40% Off | 1 Ad | 2 Ads | 4 Ads |

No Drayage,
No Unions,
No Hidden
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SCW

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MANIA®
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30+ YEARS OF FITNESS CONVENTION EXPERIENCE