



CLUB INDUSTRY BUSINESS SUMMIT

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POWERED BY: 



CLUB INDUSTRY BUSINESS SUMMIT

POWERED BY: **SCW**



Reach Over
400+
Owners, Directors
& Managers

	PROGRAMMING	SALES/RETENTION	MEDIA	
FRIDAY	7:30am - 9:00am	Tidbits to Grow Your Business Bosley	Best Practices for Increasing Retention Vastola	Social Media Shortcuts, Systems & Strategies Atkinson
	10:00am - 11:30am	Fitness Business Trends For 2019 Kooperman	Innovative Programming & Retention Ideas Gorsline	Brand Bootcamp: Build a Healthy Brand Williamson
	11:45am - 1:15pm	What FitPros Want From Leaders Lacombe Session 1	Emotional Intelligence and High Performance Leadership Vastola Session 2	Social Media Basics & Beyond Maurer Session 1
	2:15pm - 3:45pm	From Sub List to CEO Stone	Creating Value Based Coaches McBee	Utilizing Fitness Technology Maurer
	4:00pm - 5:30pm	Building Better Teams Sellar	Build Your Sales Pipeline Elmasri	Gray is the New Green Atkinson
	6:30pm - 7:30pm	STATE OF THE INDUSTRY Lewis-McCormick Layne, Williamson & Vastola		
SATURDAY	7:00am - 8:30am	Soft Skills for Tough Employees Lacombe	Essentials to Selling Beyond Price Vastola	Marketing to Women in Midlife Atkinson
	9:30am - 10:45am	HOW TO THRIVE NOT JUST SURVIVE IN THE FITNESS INDUSTRY KEYNOTE ADDRESS • THEWS • 9:30am-10:45am		
	11:00am - 12:30pm	Start Your Own Fitness Business Lindauer	Financing Options for Your Business Bosley	Instagram Stories Bootcamp Vogel
	1:30pm - 3:00pm	Global Fitness Trends - What's the Rage? Williamson Session 1	Standard of Service Models Vastola Session 1	Become a Fitness Micro-Influencer Vogel Session 2
	3:15pm - 4:45pm	Inspiring the Hustle Pylant & Richardson	Coping Successfully with Different Personalities Gorsline	Multi-Media Marketing for Growth & Profitability Kooperman
5:00pm - 6:30pm	Female Leadership: Personal & Professional Kooperman, Lacombe & Erickson	Planning & Designing Your Own Studio Wiehe & Chancey	Hack the Status Quo Sellar	
SUNDAY	7:00pm - 8:30am	The Joy of EX Lacombe	Strategies For Fitness Career Longevity Erickson	Fitness Writing: Blogs, Websites & Magazines Vogel
	8:45am - 10:15am	Lead AND Succeed REB3L Style Cremeans & Hughes	Acquiring & Retaining Personal Training Clients Garcia	Golden Nuggets For Successful Managers Gilbert
	11:15am - 12:45am	PT + Group Fitness = Skyrocketing Success Brown & Lyon	Increasing Your Fitness Business Profits Lindauer	Insurance for Studios, Instructors & Trainers Urmston-Lowe
	1:00pm - 2:30pm	Aquatic Programming for Success: Ebbs & Flows Warasila	Studio Synergy: 8 Week Programs Digsby	Podcasting 101: Create Your Platform Conti

Boston
Dec. 13-15, 2019

Atlanta
July 24-26, 2020

D.C.
Feb. 28-March 1, 2020

Dallas
August 21-23, 2020

California
March 27-29, 2020

Philadelphia
Sept. 11-13, 2020

Florida
May 15-17, 2020

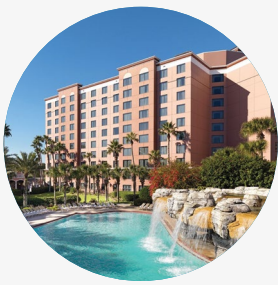
Midwest
Oct. 2-4, 2020

44 Seminars led by 30+ Elite Experts Focused on Fitness Business Solutions:

- Social Media
- Sales/Retention
- Fitness Trends
- Marketing
- Membership
- Finance
- Technology
- Programming
- Leadership

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Partnership & presenting opportunities:
Email: partner@scwfit.com or
Call: 847.562.4020



Exclusive, Non-Union Venues

Enjoy the full rainbow of fitness offerings in eight beautiful venues. MANIA®s are held in exclusive hotels - Grand Hyatts, Westins, Loews and Fairmonts - all of which are non-union, allowing exhibitors the freedom and savings to exhibit without exorbitant drayage fees.

SCW Fitness Education MANIA® Fitness Conventions Partner with Club Industry to Build Business Connections

This partnership between SCW Fitness Education and Club Industry provides a platform to grow Fitness Professionals' business skills. Business skills meet practical knowledge attracting a motivated and engaged group that will become the fitness leaders of tomorrow.



Intimate & Affordable for Owners, Directors and Managers

Reach 350+ Fitness Industry Owners, Managers and Directors spanning deep into Commercial Multipurpose Clubs, Boutique Studios, YMCAs, JCCs, Parks & Recs, Universities, and Hospital Wellness Centers. (Connect with 30-60 Attendees at each Club Industry Business Summit).

Marketing, Technology, Trends, Sales, Retention & Leadership

Three (3) days of laser-focused business sessions exclusively dedicated to marketing, technology, trends, sales, retention, products, programming, finance and leadership.



Digital and Print Advertising Opportunities

- Article in SCW eNewsletter
- Ad in Quarterly Fitness Guide
- eCoupons
- Use of SCW Organic Social Media (200,000+) (Facebook, Instagram, Twitter, LinkedIn)
- Use of SCW Organic Attendee Email List (85,000+)
- Use of SCW Organic Attendee Text Message List (65,000+)
- Ad in Daily Email distributed to Convention Attendees
- Online Brochure Ad
- Website Display Ad
- Website Banner Ad
- Welcome Bag Insert
- Use of SCW Mailing List

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7 BENEFITS FOR PARTNERING WITH THE SCW CLUB INDUSTRY BUSINESS SUMMIT

1. Put your business in front of industry owners, managers & directors
2. Get in front of your target market boutique studio owners, independent health club directors & franchise managers
3. Brand awareness & media exposure through emails, text messages & live session presentations
4. Increase your reach and exposure to new clients, customers and businesses
5. Navigate the white noise of social media & connect with customers face-to-face
6. Develop a list of hot, interested and hungry customers
7. Obtain a great ROI by sharing your vision, objectives, and projections for growth and expansion

SPONSORSHIP LEVEL	Start-Up	Innovators	Leaders	Experts
Lecture Session Presentation (75 min)	1	2	2	3
Feature in Club Conference Emails	1	2	3	4
Website Banner / Display Ad		1	2	3
Social Media Post (Facebook, Twitter, Instagram, Pinterest, LinkedIn)		1	2	2
Exclusive Attendee Text Message			1	2
Article & Ad in SCW Spotlight eNewsletter			1	2
Expo Booth				1
Exclusive Attendee Email	\$1,500 per	\$1,000 per	\$750 per	\$500 per
Expense (Includes all 8 conferences)	\$6,000 (\$750 per)	\$8,000 (\$1,000 per)	\$10,000 (\$1,250 per)	\$12,000 (\$1,500 per)



"I'm so excited about SCW expanding with the Club Industry Summit. I think this is an excellent program to improve education within the business of fitness. I only wish I could be involved in all of the MANIA events throughout the county. I think this program will be a stellar offering and enhance all fitness professionals business acumen – Everyone that can attend – should attend!"

Bill McBride

President / CEO of BMC3, LLC • IHRSA, Club Industry & AB Show Presenter



"The best presenters in the industry. Top notch content. Awesome intimate environment. Those are just three of the many reasons I love working with SCW MANIA and the Club Industry Business Summit. If you are serious about being the best fitness professional you can be, you cannot miss these events. There are several summits all over the country, so there is always one close to you. At \$199, they are priced to fit everyone's budget."

Chris Stevenson

Owner of Stevenson Fitness • IHRSA, Club Industry & AB Show Presenter

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