

FOCUSED ON THE BUSINESS OF FITNESS



# HEALTH & FITNESS BUSINESS SUMMIT

- + Reach regional industry owners, managers, and directors - they come to you!
- + Amplify your brand awareness & media exposure through organic emails, text messages and live session presentations
- + Connect with industry leaders at our affordable annual events in 7 major locations



[scwfit.com/partner](https://scwfit.com/partner)



# HEALTH & FITNESS BUSINESS SUMMIT



Reach Over  
**450+**  
Managers,  
Owners &  
Directors

<b>FR1</b> 7:00am-8:15am	Ending Your Clients' Exercise Sabotage Seti	Keys to a Successful Program Launch Hoff	5 Social Media Do's & Don'ts Maurer
<b>FR2</b> 9:15am-10:30am	Exercise, Stress, Hormones & Inflammation Comana	Train Your Team to Sell Vastola	New Hire to All-Star Stevenson
<b>FR3</b> Session 1 10:45am-12:00pm	Leading to Create Positive Culture Hawkins Session 2	Active Aging Program Design Pinkowski Session 1	Multi-Media Marketing for Growth & Profitability Kooperman Session 2
<b>FR3</b> Session 2 11:30am-12:45pm			
<b>FR4</b> 1:00pm-2:15pm	Trends for 2020 & Growth Panel Kooperman, Gavigan & Howard	5 Fundamentals of Elite Personal Training Mullins	How's and Why's of In-Club Education Hoff
<b>FR5</b> 2:30pm-3:45pm	The Mentor Mentality Feinberg	Attract, Hire & Retain Top Teams Vastola	Digital, Virtual & Live, Oh My! Maurer
<b>FR6</b> 4:00pm-5:15pm	Social Media Tips, Tricks & Truths Maurer	Solution Based Sales Stevenson	Leading for Maximum Performance Kooperman
<b>FR7</b> 6:00pm-7:00pm	<p><b>STATE OF THE INDUSTRY</b> Layne, Feinberg, Lewis-McCormick &amp; Gavigan</p>		
<b>SA1</b> 7:30am-8:45am	Training the Injured Runner Bettendorf	Essentials of Successful Service Models Vastola	Instant Success with Instagram Hoff
<b>SA2 KEYNOTE</b> 9:45am-11:00am	Opportunity in the Face of Failure McCormick	<p><b>KEYNOTE ADDRESS</b> <b>Unlock a New Dimension of Passion</b> with Stacey LeI-Krauss</p>	
<b>SA3</b> 11:15am-12:30pm	Emotional Intelligence & High Performance Leadership Vastola	Fitness Business Trends for 2020 Kooperman	Bootcamp for Your Front Line Hoff
<b>SA4</b> Session 1 12:45pm-2:00pm	Resistance Training Techniques to Improve Arthritis Linkul Session 1	What Do Your Members Want? Stevenson Session 2	Savvy Social Media in the Fitness Space Hogg
<b>SA4</b> Session 2 1:30pm-2:45pm			
<b>SA5</b> 3:00pm-4:15pm	Controversies in Resistance Training: Solved Kravitz	Building Your Revenue Streams & Income Polson	Making the Most of the Millennial Market Murphy Madden
<b>SA6</b> 4:30pm-5:45pm	HIIT Beyond Your Max Kravitz	Next Level Networking Armstrong	Wearable Technology - Exceptional Member Engagement Fitzpatrick
<b>SA7</b> 6:00pm-7:00pm	Career Opportunities: Moving Into Management Chapman	<p><b>FITNESS IDOL</b> With Judges Kooperman, Roberts, Rockit &amp; M. Velazquez</p>	
<b>SU1</b> 7:30am-8:45am	Calorie Burning: Facts vs. Controversy Kravitz	Techniques to Engineer Your Life Armstrong	Relevant Fitness: Myths, Marketing & Money Ross
<b>SU2</b> 9:00am-10:15am	The Leader and the Hero Armstrong	The Inspired Life Path Spreen-Glick	Build + Achieve Your Business Visions Polson
<b>SU3</b> 11:00am-12:15pm	The Age Antidote Kravitz	The Pathway to Career Longevity Erickson	10 Steps to Launching Successful Programs Murphy Madden
<b>SU4</b> 12:30pm-1:45pm	Women, Hormones, Metabolism & Exercise Kravitz	Create a New Revenue Stream Gavigan	Creating Standout Online Marketing Polson

**Chicago.**  
October 1-3, 2021

**California**  
March 18-20, 2022

**Dallas**  
November 5-7, 2021

**Florida**  
May 20-22, 2022

**Boston**  
December 10-12, 2021

**Atlanta**  
July 22-24, 2022

**DC**  
February 25-27, 2022

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

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

[www.scwfit.com/BUSINESS](http://www.scwfit.com/BUSINESS)

Partnership & presenting opportunities:  
Email: [partner@scwfit.com](mailto:partner@scwfit.com) or  
Call or Text: 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.

## MANIA® Fitness Pro Conventions Now Featuring the SCW Health & Fitness Business Summit

The SCW Health & Fitness Business Summit is the perfect place for Managers, Owners, and Directors to take their Clubs & Studios to the next level by learning from the experts. Learn skills and techniques to grow your business, from those who have paved the way.



## Intimate & Affordable for Owners, Directors and Managers

Reach 450+ Fitness Industry Owners, Managers and Directors spanning across Commercial Multipurpose Clubs, Boutique Studios, YMCAs, JCCs, Parks & Recs, Universities, and Hospital Wellness Centers. (Connect with 35-100 Attendees at each 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 (300,000+)
- Use of SCW Organic Attendee Email List (74,000+)
- Use of SCW Organic Attendee Text Message List (20,000+)
- 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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# 4 Reasons to Partner with SCW Health & Fitness Business Summit

- ▶ Develop and grow your list of hot, interested and hungry customers
- ▶ Get in front of industry owners, managers & directors
- ▶ Maximize your ROI & brand exposure through targeted organic emails, text messages & live sessions
- ▶ Navigate the white noise of social media & connect with customers face-to-face

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 in SCW Spotlight eNewsletter			1	2
Ad in SCW Spotlight eNewsletter			1	2
Promotion in Daily MANIA® Email				1
Expo Booth				1
Exclusive Attendee Email				1

Over 45 Lecture, Workshop & Panel Topics Include:



**Build a Better Fitness Business Today.**

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