

MANIA[®] Fitness Pro Conventions

- + No drayage, No unions & No hidden fees
- + 40 years fitness convention experience
- + Sell directly through centrally located, high traffic expo areas



scwfit.com/partner

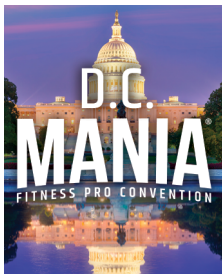
Fit
Pro
Expo

Exhibit at MANIA® - Where It's All About You!

Exhibit at MANIA® and reach influential fitness pros with enormous buying power and consumer influence. This is ideal for new product sampling and program exposure!



Upcoming MANIA® Conventions



DC
Attendee Forecast:
300
DATES:
Feb. 28-March 2, 2025
Feb. 27-March 1, 2026



Florida
Attendee Forecast:
500
DATES:
May 2-4, 2025
May 2026



Atlanta
Attendee Forecast:
400
DATES:
July 25-27, 2025
July 2026



Dallas
Attendee Forecast:
400
DATES:
August 22-24, 2025
August 28-30, 2026



Midwest
Attendee Forecast:
400
DATES:
Oct. 3-5, 2025
Oct. 2-4, 2026



Boston
Attendee Forecast:
350
DATES:
Nov. 14-16, 2025
Nov. 13-15, 2026

For more information on becoming a MANIA® Exhibitor:

Email: partner@scwfit.com

Call or Text: (847) 562-4020

Visit: www.scwfit.com/partner

The Ideal Place To Showcase Your Brand

When you exhibit at one or all of our 7 MANIA® Fitness Pro Conventions you don't need to worry about carpet, table or chair rental – it's all there. We use only quality, affordable, non-union hotels.

MANIA® Expos offer constant foot traffic from our attendees as they walk to and from their sessions. This offers enormous exposure in the foyers, hallways and immediately outside the session rooms. We offer dedicated Expo hours that ensure attendees must walk through the Expo to get to their destination.



Exhibitor Benefits

- ▶ All MANIA® Events are held in high quality, affordable, non-union hotels
- ▶ No hidden fees
- ▶ Ship directly to the hotel
- ▶ Drive and carry in
- ▶ Save thousands of dollars on drayage

DC MANIA Fitness Pro Convention
HEALTH & FITNESS BUSINESS SUMMIT
www.scwfit.com/DC20

EXPO & SPONSORS

3x3Fit.....28	High Fitness.....23	Ryko.....12, 13
Alignment Essentials.....6	I Am Ageless Now.....21, 22	Savvier Fitness.....20
Bulletproof.....31	Ilanshair.....29	SCW.....15, 16, 17, 18
CA University of PA.....35	Indigo Aquatics.....25	Stages Cycling.....14
Camp Gladiator.....32	Lablast.....10	Stroops.....4, 5
Core Health & Fitness / Schwinn / Spalmaster.....24	Namira.....27	Tepuy Activewear.....33
Country Fusion.....30	Omnia Yoga.....27	WaterRower.....11
Crackteching.....2	One Day to Wellness.....19	Zumba.....3
.....34	Persona.....7, 8	ZVIA Active.....26
.....34	RumbleRoller.....9	

EXPO HOURS

THURS. FEB. 27 5:00PM - 7:00PM
 FRI. FEB. 28 8:00 AM - 9:15 AM
 9:30 AM - 1:00 PM
 2:00 PM - 6:00 PM
 SAT. FEB. 29 8:40 AM - 11:15 AM
 11:30 AM - 3:00 PM
 4:00 PM - 6:45 PM
 SUN. MAR. 1 10:00 AM - 12:45 PM

CO-SPONSORS
 ryko, Savvier Fitness, water motion, ZUMBA, STRONG

EXHIBITORS
 HGH, INDO AQUATICS, Lablast, myzone, NSRM, AFAA, WELLNESS, DRYUM, StarMaster, STROOPS, Turf, WIFA

FREE PARKING!
 Complimentary outdoor self-parking for all hotel guests.

OUTLINES, EVALS & CECS
 www.scwfit.com/DC20

CALIFORNIA MANIA Fitness Pro Convention
 HEALTH & FITNESS BUSINESS SUMMIT

Website Discount Coupons & Videos

FLORIDA MANIA
 HEALTH & FITNESS BUSINESS SUMMIT

SAVE UP TO 60% ON ZUMBA®
 The best job ever is calling Greg and in-person classes right away. Use the code TSZ2MBAG0 and register now.

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MANIA® Welcome Bag

Popular MANIA® Exhibit Options



Single Booth

Exhibit space is regularly 8' x 8', but often 10' x 10'. Exhibitors receive a 6' table, two chairs, carpet, and pipe & drape complimentary with your booth.

Single booth rates:

Florida Mania® = \$699
Atlanta Mania® = \$1,200
Dallas Mania® = \$1,400

Midwest Mania® = \$1,200
Boston Mania® = \$699
DC Mania® = \$699



Double Booth

Exhibit space is regularly 16' x 8', but often 20' x 20'. Exhibitors save 25% on their second booth. Exhibitors receive two 6' tables, two chairs, carpet, and pipe & drape complimentary with your booth.

Double booth rates:

Florida Mania® = \$1,223
Atlanta Mania® = \$2,100
Dallas Mania® = \$2,450

Midwest Mania® = \$2,100
Boston Mania® = \$1,223
DC Mania® = \$1,223



End-Cap Upgrade

Increase your exposure and space by positioning your booth(s) on the corner. Add \$300 to your listed single booth or \$300 to your listed double booth price.



Sponsorship Capabilities

Receive priority booth placement, free inserts, logo identification in convention brochure, VIP convention registrations, corporate signage in activity rooms, usage of SCW's 64,000 email list and 300,000 social media contacts.



Sponsor a Staff T-Shirt

Sponsoring a Staff T-shirt can add name-recognition value to your products or services. Everyone can take advantage of this marketing offer, not just exhibitors! Your company logo can be displayed on the T-shirts that will be worn on Friday, Saturday or Sunday by MANIA® Staff Assistants, who will provide exposure to the entire group of convention attendees. T-Shirt to be provided by sponsor, and may be co-branded to include SCW logo. T-Shirt Sponsorship is offered on a first come / first serve basis so act fast! All T-Shirts must be approved by show management.



Product + Program Exposure

Expand your brand awareness through exhibitor-presenter relationships. Invite a presenter to use your equipment, teach your program, wear your product or use your music. Just ask!



Discount & Video on Event Website

Coupon inclusion in e-advertisements reaching not only MANIA® attendees but the entire marketing region for each event, 10,000 - 20,000 per location. Pay only \$250 to insert per show. You do not need to be an exhibitor to take advantage of this effective marketing opportunity. Call for non-exhibitor rates. All coupons and ads must be approved by show management.



Welcome Bag Inserts

Reach our attendees through their Welcome Packets with discount coupons, promotional brochures, sample products and flyers. Pay only \$199 to \$399 per show. You do not need to be an exhibitor to take advantage of this effective marketing opportunity. Call for non-exhibitor rates. All inserts must be approved by show management.

MANIA® Attendees - Who They Are

- ▶ 85% Female / 15% Male
- ▶ 74% Group Ex Instructors
- ▶ 60% Personal Trainers
- ▶ 15 - 27% Decision Makers (Owners, Directors & Managers)
- ▶ 20% Mind/Body Instructors
- ▶ 24% 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

Regional Influence. National Power.
Constant Foot Traffic, No Drayage, No Unions, No Hidden Fees!

Get started today at www.scwfit.com/partner



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