



Partner

Mania[®] Fit Pro Conventions

- + No drayage & No hidden fees
- + Hosted at Non-union Hotels
- + 40 years fitness convention experience
- + 4,000 annual convention attendees
- + 64,000 organic emails
- + 55,000 cell phone contacts
- + 300,000 virtual reaches



scwfit.com/partner

Upcoming Mania® Conventions

Florida DATES: May 29-31, 2026
Attendee Forecast: **350**



CARIBE ROYALE ORLANDO, FL
Join us in Florida at the 2026 Athletic Business Show in San Diego! 50+ workshops, 30+ expert presenters, certifications, 200+ booths, and 2,000+ (AB) attendees. Enjoy the FREE Expo

& Workout Stage and a FREE Thursday Night Party with dinner, dancing & drinks!

Learn more at scwfit.com/florida

Atlanta DATES: July 31-Aug 2, 2026
Attendee Forecast: **400**



GRAND HYATT ATLANTA IN BUCKHEAD ATLANTA, GA
Atlanta Mania® delivers more of what you want - top sessions in Aquatics, Group EX, HIIT, Mind/Body, Cycling, and Personal

Training. Explore specialty workshops in Yoga, Barre, Athletic Training, Pilates, Active Aging, Nutrition, and Leadership.

Learn more at scwfit.com/atlanta

Dallas DATES: August 28-30, 2026
Attendee Forecast: **450**



THE WESTIN GALLERIA DALLAS DALLAS, TX
Dallas Mania® delivers cutting-edge Group Exercise, HIIT, Mind/Body, Aquatic, Cycle, Management, and Nutrition classes. With top presenters and an

action-packed Expo Hall, it's the most comprehensive fitness convention in Texas - offering unmatched education, energy, and inspiration!

Learn more at scwfit.com/dallas

Midwest DATES: Oct. 2-4, 2026
Attendee Forecast: **400**



THE HILTON ROSEMONT CHICAGO O'HARE HOTEL ROSEMONT, IL
Be one of the many fitness pros blown away at this one-of-a-kind training event in the Windy City! Gain powerful

knowledge as you choose from 200+ workshops led by 80+ top presenters. Don't miss this unforgettable fitness experience!

Learn more at scwfit.com/midwest

Boston DATES: Nov. 13-15, 2026
Attendee Forecast: **300**



DOUBLETREE BY HILTON DANVERS, MA
Boston Mania® takes place in one of the nation's most beautiful cities - now at a brand-new location! Join top presenters for exciting programs that energize

and inspire the New England fitness community. Don't miss this final event of 2025, packed with trends for the next year in fitness!

Learn more at scwfit.com/boston

DC DATES: February 2027
Attendee Forecast: **300**



HYATT REGENCY DULLES HERNDON, VA
Our Newest Mania® Fitness Convention in D.C. offers nearly 60 world-renowned Presenters with 200 sessions & certs at an affordable price!

Personal Training & Group Exercise sessions focus on function, athletic performance and recovery plus much more!

Learn more at scwfit.com/DC



Become a Mania® Fitness Pro Convention Partner:

Email: partner@scwfit.com Call or Text: (847) 562-4020

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

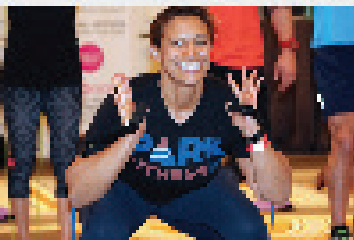
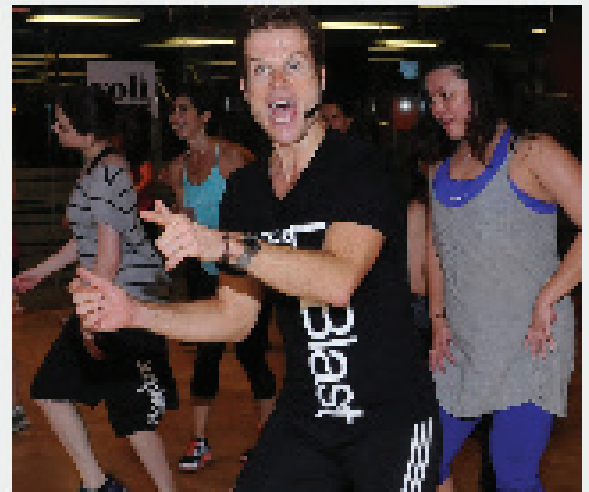
Maximum Brand Exposure

Mania® Attendees - Who They Are

- ▶ 85% Female / 15% Male
- ▶ 74% Group Ex Instructors
- ▶ 60% Personal Trainers
- ▶ 15% 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





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 at: scwfit.com/presenter


Sponsored Lecture Sessions

We can offer you a 75-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.



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 Thurs., & Sun., Mania® affords fitness pros the opportunity to earn a certification. Each Mania® offers a variety of certifications including Group Exercise, Personal Training, Mind-Body, Aquatics, and more. Get your brand in their hands and into their clubs!




Equipment Setup, Moving, Tear-Down and 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 experience staff who set up, move, and tear down your equipment.



Sponsor Suite at Mania®

Sponsors and Presenters are provided an exclusive lounge at each Conference with three days of complimentary breakfast and lunch, as well as snacks, beverages and networking throughout the weekend. Every Sponsor, Presenter, & Exhibitor is also invited to a Dinner & Drinks Party on Saturday evening.



Room Signage

Place your company banners and pop-ups directly inside the activity and lecture rooms where your presenters are leading sessions. Only sponsors are permitted to place direct Business cards, flyers and brochures into the hands of attendees at their sessions. Your promo video also runs on a video loop at the SCW Registration Desk.



partner@scwfit.com | (847) 562-4020

www.scwfit.com/partner

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!



Learn more about exhibiting at Mania®: scwfit.com/exhibiting



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

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® = \$1,299
 Dallas Mania® = \$1,499
 Midwest Mania® = \$1,299
 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® = \$1,748
 Atlanta Mania® = \$2,273
 Dallas Mania® = \$2,623
 Midwest Mania® = \$2,273
 Boston Mania® = \$1,223
 DC Mania® = \$1,223

Purchase your booth at: scwfit.com/exhibiting



Rock Your Brand!

SCW is now offering new and exciting ways to rock your brand by getting your name in front of those with enormous purchasing power. Below are just a few of the sponsorship and advertising opportunities you can select. For the full listing of opportunities and updated pricing, visit: scwfit.com/brand



Presenter Suite Sampling



Exclusive Email to Mania® Attendees



Video Before Sessions



Slide in Mania® Keynote Presentation



Mania® Business Room Table Flyers



Text (MMS/SMS) to Mania® Attendees



Mania® Keynote Banner Placement



Mania® Registration Area Banner

Notable Mania® Sponsors & Exhibitors



partner@scwfit.com | (847) 562-4020

www.scwfit.com/partner

Sponsorship Benefits & Pricing

Sponsorship Benefits

Sponsorship Level	Associate	Associate +	Co-Sponsor	Premiere
Booth	1	1	2	4 (endcap)
Booth Location Choice Order		3rd	2nd	1st
Activity Sessions	1	3	4	8
Lecture / Panel Sessions	1	2	3-4	5+
Booth & Equipment Transport + Storage	Free	Free	Free	Free
Equipment Set-Up, Moving, Tear-down	Free	Free	Free	Free
CECs/CEUs for Sessions (Not Certifications)	Free	Free	Free	Free
Logo Inclusion	1	1	2	3
Website Linkage	1	1	2	3
Signage	1 Rm	2 Rms	3 Rms	All Rms
Social Media (Facebook, Twitter, Instagram, LinkedIn)	1x/Mania®	2x/Mania®	4x/Mania®	8x/Mania®
Webinars & Podcast (Automatically added as Podcast as well)		1	2	4
Spotlite eNewsletter - Article & Ad	2x/yr	4x/yr	6x/yr	8x/yr
Tidal Waves (Aqua) eNewsletter - Article & Ad	2x/yr	4x/yr	6x/yr	8x/yr
Email Featured Program (Pre or Post)		2x/yr	4x/yr	8x/yr
Certification (Pre-Con or Post-Con)		1	2	3
VIP Complimentary 3-Day Registration	1	2	3	4
Sponsor Discount (Link & Video)	1	1	2	2
Digital Video of Recorded Session / Lecture	1	2	3	4
Focus Group		1	1	2
Product / Format Exclusivity				1

Sponsorship By Convention

Convention	Expo Booth	Associate Sponsorship	Associate+ Sponsorship	Co-Sponsorship	Attendee Forecast
DC MANIA®	\$699	\$2,249	\$2,999	\$3,499	300
Florida MANIA®	\$699	\$2,249	\$2,999	\$3,499	350
Atlanta MANIA®	\$1,299	\$3,749	\$4,999	\$5,499	400
Dallas MANIA®	\$1,499	\$4,499	\$5,999	\$6,499	450
Midwest MANIA®	\$1,299	\$3,749	\$4,999	\$5,499	400
Boston MANIA®	\$699	\$2,249	\$2,999	\$3,499	300
Sponsor All Mania® Events (Receive 5% Discount)	\$6,194 5% Discount: \$5,884	\$18,744 5% Discount: \$17,807	\$24,994 5% Discount: \$23,744	\$27,994 5% Discount: \$26,594	2,400



Regional Influence. National Power.

Constant Foot Traffic, No Drayage, No Unions, No Hidden Fees!
Get started today at scwfit.com/partner

