



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

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



San Diego

Attendee Forecast:
300

DATES:
Nov. 6-8, 2025



Florida

Attendee Forecast:
500

DATES:
May 2-4, 2025
May 2026



Atlanta

Attendee Forecast:
600

DATES:
July 25-27, 2025
July 2026



Dallas

Attendee Forecast:
700

DATES:
August 22-24, 2025
August 28-30, 2026



Midwest

Attendee Forecast:
600

DATES:
Oct. 3-5, 2025
Oct. 2-4, 2026



Boston

Attendee Forecast:
500

DATES:
Nov. 14-16, 2025
Nov. 13-15, 2026



DC

Attendee Forecast:
400

DATES:
Feb. 28-March 2, 2025
Feb. 27-March 1, 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



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:

California MANIA® = \$899
Florida MANIA® = \$699
Atlanta MANIA® = \$1,299
Dallas MANIA® = \$1,499

Midwest MANIA® = \$1,299
Boston MANIA® = \$599
DC MANIA® = \$499



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:

California MANIA® = \$1,573
Florida MANIA® = \$1,223
Atlanta MANIA® = \$2,273
Dallas MANIA® = \$2,623

Midwest MANIA® = \$2,273
Boston MANIA® = \$1,048
DC MANIA® = \$698



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