

# 2011 PARTNER / SPONSOR BENEFITS 2013

SCW Sponsors save on  
drayage, unions and  
thousands of dollars  
in hidden event fees!



# 2011-2013 MANIA EVENTS

**Fitness, Aquatic, Mind/Body, Personal Training and Management Conventions at their finest!**

## **PHILADELPHIA MANIA**

**FEBRUARY 25-27, 2011**

**FEBRUARY 3-5, 2012 / FEBRUARY 21-24, 2013**

We invite those of you who have attended a MANIA before to see top fitness professionals for an extremely low price! This jam-packed educational weekend focuses on the latest techniques and programming the fitness industry has to offer for both aerobic instructors and personal trainers, as well as provides sessions with leaders in club management and sales. Located in downtown Philly, within jogging distance of the "Rocky" steps and with 30% more Expo/Activity space than in prior years, this event is the perfect union of stamina, strength, science and skill for our east coast contingency!

EXPECTED ATTENDANCE: 1,000

## **CALIFORNIA MANIA**

**MARCH 25-27, 2011**

**MARCH 30 - APRIL 1, 2012 / MARCH 21-14, 2013**

The best industry event on the west coast, California MANIA offers a diverse track of group ex, personal trainer, mind-body, nutrition and leadership classes for a truly full-facility convention experience. This event has grown significantly since its start over 10 years ago and is a who's who of fitness presenters, making this convention a guaranteed success!

EXPECTED ATTENDANCE: 1,000

## **FLORIDA MANIA**

**MAY 13-15, 2011**

**MAY 3-6, 2012 / MAY 2-5, 2013**

Spoil yourself at the fabulous Double Tree Resort and Spa on Orlando's exciting International Drive with prices you can't afford to pass up! Experience a dazzling fitness facility in a picturesque setting and enjoy all new nutrition seminars, Pilates programming, strength seminars, cycling programs, nutrition and management classes, with the most respected presenters in the fitness industry.

EXPECTED ATTENDANCE: 1,000

## **ATLANTA MANIA**

**JULY 29 - 31, 2011**

**JULY 27-29, 2012 / JULY 2013**

ATLANTA MANIA brings you more of what you want, from the finest in aquatic, step, aerobics, mind/body, cycling, and personal training, to the latest in specialty workshops including yoga, Pilates, seniors, kids, pregnancy, nutrition and leadership. Come join us in Atlanta at the Renaissance Waverly.

EXPECTED ATTENDANCE: 1,200

## **DALLAS MANIA / THRSA CONFERENCE**

**AUGUST 26-28, 2011**

**AUGUST 24-26, 2012 / AUGUST 23-25, 2013**

The DALLAS MANIA held at the luxurious Fairmont Hotel Downtown Dallas promises cutting-edge group exercise, step, mind/body, aquatic, cycle, nutrition and management classes. More than 1900 of the best and brightest will be in attendance with presenters from all around the globe! Four years ago, SCW Fitness Education joined forces with THRSA (Texas Health Racquet and Sportsclub Association) to bring you an expanded Expo Hall and the most comprehensive fitness convention in the state of Texas!

EXPECTED ATTENDANCE: 1,900

## **MIDWEST MANIA**

**OCTOBER 14-16, 2011**

**OCTOBER 11-14, 2012 / OCTOBER 2013**

Be one of the many fitness professionals who will be blown away at this one-of-a-kind fitness training experience in the Windy City! Knowledge is power, and at this event attendees can choose from more than 280 amazing seminars led by 45 cutting-edge presenters! Heat up the expansive and spacious Hyatt Regency Hotel in this 3-day fitness extravaganza, perfect for personal trainers, fitness instructors and club owners/managers alike!

EXPECTED ATTENDANCE: 1,300

## **BOSTON MANIA**

**NOVEMBER 11-13, 2011**

**NOVEMBER 8-11, 2012**

**OCTOBER 31- NOVEMBER 3, 2013**

The Boston event will take place in one of the most beautiful cities in our nation. Our newest conference will be held at the Crowne Plaza Hotel with amazing presenters and programs sure to excite our New England clientele!

EXPECTED ATTENDANCE: 700

### **E-MAIL**

.15

per name

flat

rate

### **MAIL**

Up to 5,000 names .15 per name

5,001 to 10,000 .14 per name

10,001 - 20,000 .13 per name

20,000 Plus .12 per name



# BENEFITS TO SPONSORS

**SCW SPONSORS SAVE ON DRAYAGE, UNIONS AND THOUSANDS OF DOLLARS IN HIDDEN EVENT FEES!**

- **All MANIA events are held in high-quality, affordable hotels.**
- **No expo centers. No hidden fees. No carpeting and chairs to rent.**
- **Ship directly to the hotel. Drive and carry in products. Avoid handling charges.**
- **Save thousands of dollars on drayage alone!!**

1. Corporate identification on all advertising material.
2. Corporate identification in Registration Brochure (50,000 online viewers monthly).
3. Corporate identification in Convention Outline Book.
4. Coupon included in Coupon Book distributed in all Attendee Welcome Packets.
5. Inserts in all Attendee Welcome Packets including Specialty Certificate Pre-con Registrants.
6. Premium Exhibition Booth Space (8 feet x 16 feet).
7. Free corner booth upgrade when available.
8. Priority booth placement depending on level of sponsorship.
9. SCW staff supplied to assist with booth set-up, booth operations and booth tear-down.
10. Web site linkage (average of 180,000 hits per month on [www.scwfitness.com](http://www.scwfitness.com)).
11. Corporate identification on onsite signage.
12. Included in at least 2 eNewsletters during a 12-month period, each reaching 70,000+ fitness professionals.
13. Classes/Sessions/Workshops that promote a particular product(s) and/or programming.
14. A 10% discount on all published advertising rates in SCW publications.
15. A complimentary six-month SCW membership offer to licensed/certified instructors.
16. Unlimited press badges upon request
17. Open invitation to the SCW Presenter Suite (Friday breakfast/lunch, Saturday breakfast/lunch/dinner, Sunday breakfast).
18. Room at MANIA site to conduct a 1-2 hour Focus Group and invite MANIA attendees.
19. Endcap booth (2 corners on the end of an island).
20. Two VIP registrations to MANIA (full attendance to all convention workshops, lectures and activities, restricted to booth workers).
21. Full page 8.5" x 11" advertisement in Convention Outline Book.
22. Corporate signage at the Convention appearing in every (15) activity room. Signs to be provided by convention sponsor.
23. Usage of names and addresses of attendees after the convention through a bonded mailing house.
24. List of names, addresses and telephone numbers of presenters (before convention).
25. Logo included on event t-shirts.
26. Opportunity to have SCW staff, presenters and/or hotel staff wear or utilize branded items throughout the event (i.e., product usage, promotional t-shirts, buttons, caps, food sampling, etc.).
27. Exclusive Sponsorship: This means that no other exhibitor manufacturing or distributing a same or similar product may sponsor. The Exclusive Sponsor will have input into presenter selection and workshop selection to promote usage of their product and usage of their spokespersons.
28. Half-page ad in each of the MANIA brochures.
29. Coupon distribution after each sponsored session to drive attendees to sponsor's booth.
30. Event-wide announcements made at conclusion of partner sponsored classes driving attendees to sponsor's booth.
31. Four-time usage of SCW's 160,000 name/address mailing list, consisting of fitness professionals nationwide, through a bonded mailing house.
32. Twelve-time usage of the SCW 70,000+ email list consisting of fitness professionals.
33. Premiere sponsors retain "right of first refusal" for the next MANIA event with a 15% increase from year to year.

## FOR ALL 7 EVENTS

## PRICES\*

## BENEFITS TO SPONSOR

**PREMIERE SPONSOR:**

**\$80,000**

**1-33**

**PRO SPONSOR:**

**\$60,000**

**1-28**

**ASSOCIATE SPONSOR:**

**\$40,000**

**1-17**

\* All prices are subject to negotiation and modification depending on the willingness of the various sponsors to provide access to their mailing lists, email lists, product promotions, product usage at the convention, and marketing strategies. Sponsorship prices will increase 15% for the next year.



# 2011-2013 MANIA

## SPONSORSHIP PROMOTIONAL VALUE

1. Corporate logo on advertising	\$ *	Increased brand recognition.
2. Corporate logo in MANIA Brochures	\$ *	Increased brand recognition.
3. Corporate logo in Outline Book	\$ *	Increased brand recognition.
4. Coupon included in Coupon Book and CD	\$ 2,625	\$ 375 per show
5. Inserts into Welcome Packets	\$ 2,625	\$ 375 per show
6. Premium Booth (double booth size)	\$ 12,232	Face to face with decision makers and influencers
7. Corner Booth upgrade	\$ 1,400	\$ 200 per show.
8. Priority Booth placement	\$ *	Better exposure and sales.
9. Assistance with booth set-up	\$ *	Lower booth staff expenses through savings on flights, hotel and salaries – fewer staff required, smoother, more effective exhibit.
10. Web Site Linkage	\$ *	Increased traffic through more productive web exposure.
11. Corporate logo on onsite signage	\$ *	Increased brand recognition.
12. Included in 2 SCW mass email blasts	\$ 17,500	\$.25 per name x 70,000 (2x/yr)
13. Classes/Sessions/Workshops	\$ 17,850	\$ 850 each (based on 3x/show)
14. Advertising discounts	\$ *	10% discount on all eNewsletter rates
15. Complimentary 6-month SCW membership	\$ *	\$59 per person per year
16. Press passes	\$ *	Invaluable
17. Presenter Suite	\$ 2,100	Staff meals: \$50/day/person (3 days x2 staff)
18. Focus Group	\$ 5,250	\$ 750 per show, R&D
19. Endcap Booth (2 corners/island)	\$ 3,500	\$ 500 per show
20. Two VIP registrations	\$ 3,906	\$ 279 per registration
21. Full page ad	\$ 3,500	\$ 500 per full page ad
22. Banners in activity rooms	\$ *	Increased brand recognition.
23. One-time usage of MANIA attendee contact list	\$ *	Invaluable asset to industry contacts.
24. Opportunity to contact SCW presenters	\$ *	Invaluable exposure at event.
25. Corporate logo on SCW t-shirts worn by Staff Asst's	\$ *	Brand recognition w/follow-up exposure.
26. Opportunity to have product used/sampled at MANIAs	\$ *	Brand recognition/exposure.
27. Exclusivity	\$ *	Brand exclusivity.
28. Full-page ad in MANIA brochures	\$ 35,000	\$ 5,000 per ad
29. Coupons distributed following specific classes/sessions	\$ *	Increase traffic to booth
30. Event-wide announcements	\$ *	Invaluable exposure at event
31. 4-time usage of mailing list	\$ 76,800	\$.12 per name 160,000 (4x)
32. 12-time usage of email database	\$ 1,260,000	\$.15 per name 70,000 (12x)
33. Right of First Refusal	\$ *	Invaluable

### HARD VALUES WITHOUT PROMOTIONAL VALUES:

PREMIERE SPONSOR:	\$ 232,02	1-33
SPONSOR:	\$ 96,021	1-28
CO-SPONSOR:	\$ 48,732	1-17