

*Women
Inspiring
Women
to stay
Healthy*

**EXHIBITOR
INFORMATION
PACKET**

WOMEN'S
Health & Fitness
EXPO



**AUGUST 16, 2014
CROWNE PLAZA ATLANTA
1325 VIRGINIA AVENUE
10:00AM-5:00PM**

WOMEN'S Health & Fitness EXPO

The Women's Health & Fitness Expo seeks to provide a one stop shop for women to gain information and find new products to help them reach their health and wellness goals. The goal of the Women's Health & Fitness Expo is to encourage and inspire women of all ages and backgrounds to take an active role in their health and well being. The Women's Health & Fitness Expo will offer attendees an opportunity to interact with organizations and businesses that provide services for three specific health domains which include mental, social and physical aspects. The Women's Health & Fitness Expo is looking for qualified professionals and organizations that can offer beneficial services and products to the attendees of the Women's Health & Fitness Expo. Attendees will have access to free health screenings, on-site health providers, fitness workshops, nutrition seminars, health seminars, demonstrations, interactive exhibits, personal development workshops, product sampling, giveaways and much more! We hope you decide to join us and we look forward to seeing you at the Women's Health & Fitness Expo Atlanta.



What Are Your Benefits As An Exhibitor?

- **Benefit 1:** Ability to sample new products and services and receive on the spot feedback about quality and sales potential.
- **Benefit 2:** An opportunity to build a mailing and contact list of thousands of women, which could potentially translate into sales after the event!
- **Benefit 3:** An opportunity to reach thousands of women in the community, all in one location to fulfill the same purpose.
- **Benefit 4:** Increased access to thousands of Expo attendees in which you can build brand awareness and generate sales potential.

Did you know.....

- Women make up 54.2 % of the population in Atlanta
- Women make up 48.4% of the population in Georgia
- Women account for 85% of all consumer purchases
- Women make 80% of healthcare decisions

Source: U.S. Census Bureau



ATTENDEE PROFILE

Ethnicity

- 40% Caucasian
- 30% African American
- 20% Hispanic
- 10% Other

Education

- 60%-College Graduate
- 30%-Some College
- 10%-Diploma/GED

Income

- 20%-\$75,000 and up
- 50%-\$50,000-74,000
- 20%-\$25,000-49,000
- 10%-\$0-25,000

Marital Status

- 48% Single
- 31% Married
- 16% Divorced
- 5% Widowed

*Figures are based on attendance from previous Women's Health & Fitness Expo Events.

DON'T MISS YOUR OPPORTUNITY TO PARTICIPATE IN THIS EXCITING EVENT!

EXHIBITOR APPLICATION

Information

Business/Organization Name: _____

Contact: _____

Phone: _____

Current Address: _____

City: _____

State: _____

ZIP Code: _____

E-mail: _____

Web Site: _____

A. EXHIBITOR RATES (50% deposit is due with application. Full payment due by 8/1/2014)

EXHIBITOR PACKAGES	RATES	PACKAGE INCLUDES
<input type="checkbox"/> Deluxe Exhibitor	\$400	Ad on website, Full page ad in souvenir book, 8X10 exhibit booth, (2) chairs, ID sign, 30 minute presentation, logo on event website, (2) breakfast passes
<input type="checkbox"/> Early Bird Exhibitor	\$150	APPLICATION MUST BE RECEIVED BY JUNE 15, 2014 -8X10 exhibit booth, (2) chairs, ID sign, logo on website
<input type="checkbox"/> General Exhibitor	\$200	8X10 exhibit booth, (2) chairs, ID sign, logo on event website
<input type="checkbox"/> Non-Profit Organization	\$100	8X10 exhibit booth, (2) chairs, logo on event website

RETURNING EXHIBITORS

Returning exhibitors from any Houston, Dallas, Atlanta or Chicago events will receive a 25% discount on any package

B. ADDITIONAL ITEMS

ITEM	RATES
_____ Wellness Bag Marketing - Place tangible items in the Wellness Bags that will be given to all attendees.	<input type="checkbox"/> \$50 (Less than 500 items) <input type="checkbox"/> \$100 (500-1,000 items)
_____ Presentation - Facilitate a 30-45 minute class or demonstration on topics related to fitness, health and wellness. <u>Must be an exhibitor.</u>	<input type="checkbox"/> 30 Minutes \$100 <input type="checkbox"/> 45 Minutes \$125

C. ADVERTISE IN THE WOMEN'S HEALTH & FITNESS EXPO PROGRAM/SOUVENIR GUIDE

Deadline to send in advertising artwork and payment for the souvenir guide is August 1, 2014

SIZE OF AD	ADVERTISING RATE
<input type="checkbox"/> Full Page	<input type="checkbox"/> \$100
<input type="checkbox"/> ½ Page	<input type="checkbox"/> \$75
<input type="checkbox"/> ¼ Page	<input type="checkbox"/> \$50
<input type="checkbox"/> Business Card Size Ad	<input type="checkbox"/> \$25

TOTAL FROM LINES A,B & C: _____

Will you need electricity for your exhibit booth? Yes or No



APPLICATIONS MUST BE RECEIVED BY AUGUST 1, 2014. PLEASE BE ADVISED THAT WE MAY BE BOOKED PRIOR TO THE DEADLINE. PLEASE **MAIL** OR **E-MAIL** (WHFE.ATLANTA@GMAIL.COM) YOUR APPLICATIONS TO US IN ORDER TO BE PROCESSED. **ALL PAYMENTS ARE NON-REFUNDABLE AND NON-TRANSFERRABLE.**

Check One: Final Payment 50% Deposit

_____ Please find a check/money order enclosed (Payable to: Women's Health & Fitness Expo)

_____ *Please send a PayPal invoice to : (enter your e-mail address)_____

_____ *I am paying by credit/debit card:

Name As It Appears on Card:_____

Card # _____ Exp: _____ CVV Code: _____

Address: _____ Zip Code: _____

*transaction fees apply

I/we agree to participate in the Women's Health & Fitness Expo. We also agree to the event terms, conditions and regulations listed in the exhibitor packet and will not hold Crowne Plaza and the Women's Health & Fitness Expo or its co-organizers, volunteers and consultants liable for any loss or damages resulting in my/our participation. I/we also understand that all fees are non-refundable and non-transferrable.

Signature: _____ Date: _____

Print Name: _____

Please make checks/money orders payable to : WOMEN'S HEALTH & FITNESS EXPO

Send Payments To:

Women's Health & Fitness Expo, P.O. Box 330985, Houston, Texas 77233

**Show Hours:**

Saturday, August 16, 2014- 10:00 a.m.-5:00 p.m.

Booth Locations:

Booth locations will be provided upon check-in.

Move In Times:

Saturday, August 16, 2014- 8:00a.m.-9:30 a.m.

Move Out Times:

Saturday, August 16, 2014- 5:00p.m.-6:00 p.m.

Booth cannot be dismantled or supplies removed prior to 5:00PM

Electricity-Internet:

There is no charge for electricity. Please indicate if you need electricity on the application. The internet code will be presented upon check-in to the venue.

Audio/Visual:

If you are presenting a 30-45 minute presentation or demonstration you are responsible for providing your own audio/visual equipment. The Crowne Plaza provides AV equipment that you can lease. Please call 1-404-768-6660