

WOMEN'S  
*Health & Fitness*  
EXPO



**HEALTHY** *for*  
*The* **HOLIDAYS**

- HEALTH SCREENINGS
- HEALTH AND WELLNESS VENDORS
- FITNESS WORKSHOPS
- PRODUCT DEMOS
- FREE GIVEAWAYS AND MORE!



**NOVEMBER 18, 2023**

**10:00AM-5:00PM**



CROWNE PLAZA DALLAS DOWNTOWN

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## Leverage this unrivaled face-to-face health and fitness event to boost your brand!

We are excited to bring our Women's Health & Fitness Expo, "Healthy for the Holidays" edition back to Dallas, Texas after a brief hiatus due to the COVID-19 pandemic. Most importantly this in-person event will bring us back together to network, explore new products and services, and forge new relationships with consumers in the Dallas and surrounding areas.

## Why choose the Women's Health & Fitness Expo?

The Women's Health & Fitness Expo is the longest running, most intimate women's health event in the United States. With over 4,000 attendees, 200 workshops, 500 exhibitors and media coverage that spans across 30% of the entire nation. The Women's Health & Fitness Expo has grown outside of the United States, hosting events in the United Kingdom with paralleling success. We can definitely say that our message of "Inspiring Women to Stay Healthy" has definitely taken effect. The Women's Health & Fitness Expo offer attendees an opportunity to interact with organizations and businesses that provide services for three specific health domains to include mental, social and physical well-being.

## How can my brand be of service to the Women's Health & Fitness Expo?

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 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 can join us this year and assist the many women looking to avoid the holiday weight gain epidemic. Thanksgiving is around the corner and professionals such as yourself are in high-demand. You will find that the Women's Health & Fitness Expo serves as a platform for both businesses and consumers looking to engage in meaningful interactions that lead to healthier outcomes. See you at the show!

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# Attendee Profile....Who Visits the Expo?

## AGE RANGE

18-24 YEARS OLD-17%  
25-35 YEARS OLD-32%  
35-45 YEARS OLD-31%  
45 YEARS AND UP-20%

BASED ON COMBINED DATA

## INCOME RANGE

\$10,000-20,000-8%  
\$21,000-40,000-15%  
\$41,000-60,000-40%  
\$60,000-100,000-22%  
\$100,000 AND UP-15%

## 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 which could potentially translate into sales after the event!

**Benefit 3:** An opportunity to reach several women in the community, all in one location to fulfill the same purpose.

**Benefit 4:** Increased access to expo attendees in which you can build brand awareness and generate sales potential.



# EXHIBITOR REGISTRATION FORM

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10:00AM-5:00PM

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## INFORMATION

Business/organization: \_\_\_\_\_

Contact person: \_\_\_\_\_ Contact number: \_\_\_\_\_

Address: \_\_\_\_\_

E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

### A. EXHIBITOR BOOTH

| BOOTH SIZE  | EARLY REGISTRATION<br>(ENDS JULY 31, 2023) | LATE REGISTRATION<br>(BEGINS AUGUST 1, 2023) |
|---|--|--|
| <u>        </u> <b>6x6 Exhibitor Booth</b><br>(includes (1) table and (2) chairs) | <b>\$200</b>                               | <b>\$250</b>                                 |

### B. ADDITIONAL ITEMS

| ITEM  | RATE         |
|---|--------------|
| <u>        </u> <b>Wellness Bag Marketing</b><br>Place tangible items in the Wellness Bags given to attendees (250-500 items). Best for non-exhibitors          | <b>\$50</b>  |
| <u>        </u> <b>Classroom Presentation</b><br>Facilitate a 30–45-minute class on topics related to health and wellness. <i>Audio Visual is not included.</i> | <b>\$100</b> |

### C. ADVERTISE IN THE EVENT BOOKLET

***Deadline to submit artwork and payment for ads is November 1, 2023***

| AD SIZE                  | RATE        |
|--------------------------|-------------|
| <b>FULL PAGE</b>         | <b>\$75</b> |
| <b>½ PAGE HORIZONTAL</b> | <b>\$50</b> |

Ads received must be submitted high in quality and resolution. Full size ad dimensions are 8.5x11. Half page ad dimensions are 8.5x5.5. If you need an ad designed for your business please contact us at [info@womensfitnessexpo.com](mailto:info@womensfitnessexpo.com) to place a design order. Design fees are \$50.

**TOTAL FROM LINES A, B & C:** \_\_\_\_\_

**WILL YOU NEED ELECTRICITY FOR YOUR EXHIBITOR BOOTH?**             **YES**             **NO**



## EXHIBITOR PAYMENT FORM

KINDLY NOTE THAT ALL APPLICATIONS AND PAYMENTS MUST BE RECEIVED BY NOVEMBER 1, 2023. BE ADVISED THAT WE MAY BE BOOKED PRIOR TO THE DEADLINE. PLEASE EMAIL YOUR APPLICATIONS TO [EXHIBIT@WOMENSFITNESSEXPO.COM](mailto:EXHIBIT@WOMENSFITNESSEXPO.COM). ALL PAYMENTS ARE NON-REFUNDABLE AND NON-TRANSFERRABLE.

### PAYMENT INFORMATION

**Select your payment method below:**

I would like to pay by check or money order. (contact us for details)

\*Please e-mail online registration to: \_\_\_\_\_

\*Please e-mail Pay-Pal link to: \_\_\_\_\_

\*I am paying by credit/debit card:

Name as it appears on card: \_\_\_\_\_

Card# \_\_\_\_\_ Exp: \_\_\_\_\_ CVV: \_\_\_\_\_

Address: \_\_\_\_\_ Zip: \_\_\_\_\_

*\*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 also understand that all payments are non-refundable and non-transferrable.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_



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## EXHIBITOR DETAILS

**Show Hours:** Crowne Plaza Dallas Downtown, 1015 Elm Street, Dallas, Texas  
Saturday, November 18, 2023- 10:00 a.m.-5:00 p.m.

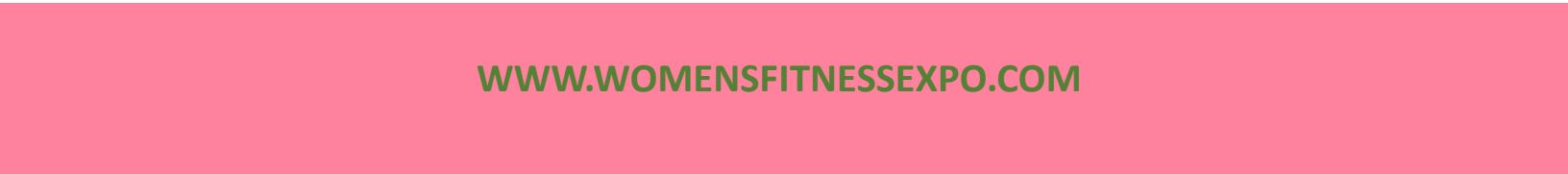
**Move In Times:** Saturday, November 18, 2023- 8:00a.m.-9:30 a.m.

**Move Out Times:** Saturday, November 18, 2023- 5:00 p.m.-6:00 p.m. Booth cannot be dismantled or supplies removed prior to 5:00 p.m.

**Electricity-Internet:** There is no charge for electricity. Please indicate if you need electricity on the application. There is an additional charge for internet services at the venue. You may inquire about additional charges by calling 214.742.5678

**Audio/Visual:** If you are presenting a 30–45-minute presentation or demonstration you are responsible for providing your own audio/visual equipment. The venue provides AV equipment that you can lease. Please contact us for rental application.

**Lodging:** Special room rates are available for the Women’s Health & Fitness Expo conference. Book your reservation by calling 214.742.5678 Ext. 625.



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## ADVERTISING/SPONSORSHIP OPPORTUNITIES

| SPONSORSHIP                     | INVESTMENT     | AVAILABILITY |
|---------------------------------|----------------|--------------|
| <b>Billboard Sponsor</b>        | <b>\$2,500</b> | <b>5</b>     |
| <b>Master Exhibitor Sponsor</b> | <b>\$1,500</b> | <b>2</b>     |
| <b>Wellness Bag Sponsor</b>     | <b>\$1,000</b> | <b>3</b>     |
| <b>Lounge Sponsor</b>           | <b>\$500</b>   | <b>3</b>     |

### **Billboard Sponsor(s):**

Sponsor logo will appear on billboard(s) promoting the event in the Dallas area. In addition, sponsor will receive all benefits awarded to general exhibitors, 45-minute classroom presentation, full-page ad in the event program, and wellness bag marketing.

### **Master Exhibitor Sponsor(s):**

Sponsor will be given a stand-alone exhibit room that will allow for larger audiences, in-depth demonstrations, on-site store, or activities as the sponsor desires. Sponsors will also receive a full-page ad in the event program, and participation in wellness bag marketing.

### **Bag Sponsor(s):**

Sponsor logo will appear on the outside of the wellness bags provided to all event attendees. In addition, sponsors will receive all benefits awarded to general exhibitors and a full-page ad in the event program, and wellness bag marketing.

### **Lounge Sponsor(s):**

Sponsor logo will be displayed on banner or visible areas in exhibitor lounge. In addition, sponsors will receive all benefits awarded to general exhibitors and a full-page ad in the event program, and wellness bag marketing.

*If your organization is interested in any of our exciting advertising/sponsorship packages please contact us at [info@womensfitnessexpo.com](mailto:info@womensfitnessexpo.com). We look forward to your support of the show!*