



Presenting Sponsorship Provided by:



February 18, 2017 Exhibitor/Demonstrator Package

Celebrating Health & Wellness

The Health & Wellness Expo will be host to dozens of Regional and local guests and vendors specializing in a wide range of health enhancing products & services; gluten-free food, acupuncture, naturopathy, massage therapy, health-minded cosmetics and skin care, fitness studios, yoga, martial arts and much more. The Health & Wellness Expo is built on the sharing of ideas, techniques and products of both local and international communities. This coming together of like-minded community members creates a melting pot of healthy living options with limitless potential for healthier, more sustainable communities. Throughout the expo we will have an assortment of guest speakers and demos to create an excellent atmosphere of learning, with talks that are not only eye opening but highly educational and entertaining as well. Through entertainment, education and experience the Health & Wellness Expo strives for a sustainable future for our Region with a focus on creating a better, stronger, healthier and more vibrant community in both body and mind. We're sure that with attendance alone, participants will walk away feeling refreshed and excited about a sustainable, healthier lifestyle.

Good for Health & Wellness, even Better for Business

The Health & Wellness Expo is a solution for business and for consumers. We are looking to strengthen partnerships, increase public awareness, enhance the capacity for health promotion while developing and expanding wellness initiatives in the Region. It offers people a day of learning while providing businesses a chance to connect with their customers in a fun and intimate setting. The Health & Wellness Expo has so much to offer your business; providing a well-organized move-in. move-out, and on-site event management, as well as regional marketing and PR, our expo is undeniably an incredible value. This opportunity for face-to-face interaction is important, allowing you to actively share your message, provide options, answer questions, and provide that much appreciated personalized service - delivering it directly to the consumer - rather than simply advertising to the masses in the hopes that your message will be received and understood. The Health & Wellness Expo is an amazing way to cultivate new and present relationships, with clients and customers alike - and we want you to be a part of it!

Apply early to ensure prime positioning and to take advantage of early registration prices. Get involved as an exhibitor or sponsor, and discover your business' true potential.

We hope to see you there!

The Health & Wellness Expo is inviting interested exhibitors who would like to showcase their products or services as it relates to the practice of health & wellness. The Encana Events Centre (EEC) will utilize the lower lobby & arena bowl, February 18th for the Health & Wellness Expo.

Potential exhibitors include:

Fitness

Gluten Free Living

Acupuncture

Stress Management

Vitamins & Supplements

Nutrition -

Chiropractic

Massage

Healing Touch

Physiotherapy

Work Life Balance

Organic Products

Solar Power

Reiki

Holistic Spa

Music

Aromatherapy

Energy Therapies

Yoga

Essential Oils

Meditation

Cleansing

Menopause

Aging

Juicing

Organic Baby

Wellness Retreats

Art Therapy

Integrated Wealth Management

Eco Clothing

Midwives & Doulas

Naturopaths

Books

Beauty Products

Homeopathy

Life Coach

Jewelry

Feng Shui

Natural Products

Pilates

Postural Integration

Detoxification

And more!

LOCATION:

Encana Events Centre

#1 - 300 Highway 2, Dawson Creek BC

EXPO CONTACT:

Judy Kucharuk

Telephone: 250.795.3305

Email: jkucharuk@dawsoncreekeventscentre.com

EXPO DATE:

February 18th, 2017

SET UP:

Friday February 17th 4:00 p.m. - 9:00 p.m. & Saturday February 18th 8:30 a.m. - 9:30 a.m.

TAKE DOWN:

Saturday February 18th, 4:15 p.m

PUBLIC EXPO HOURS:

Saturday February 18th, 10 a.m. - 4 p.m.

TICKET SALES:

the door for \$5 with half of the proceeds donated to local charity. Children under 12 are free.

STAGE AGENDA:

Will be posted online and promoted when slots are full or by Feb 1st, whichever comes first

BOOTH SELECTION & REGISTRATION:

Registration for exhibitors begins at 10 a.m. November 3rd, booth selection will occur on a first come first serve basis once registration and payment have been received. To register visit: dawsoncreekeventscentre.com

Submission Guidelines

The Health & Wellness Expo is currently accepting applications for vendors and demonstrators whose products or services are applicable to health & wellness. All applicants will be considered, but not all applicants will be accepted. Unsuccessful applicants will be notified no later than 1 week after the application has been received. Note** We will restrict home-based business entries showcasing the same product. If you are unsure if your product or service is applicable, please contact Judy Kucharuk at 250.795.3305 for clarification. We encourage our exhibitors to also apply to become an expo demonstrator (see attachment). An expo speaker/ demonstrator will use one or more of their products or service in a short talk or demonstration. There will be a series of twenty-minute demonstration spots scheduled starting at 11:00 a.m. and ending at 3:30 p.m. on February 18th.

**Speakers or Demonstrators: An individual who is not exhibiting may not apply to become a speaker or demonstrator during the event. A Speaker/Demonstration fee of \$100 plus GST must be included with the application and will be returned if the application is unsuccessful.

SPEAKERS/ DEMONSTRATORS \$100 each plus GST

Speakers or demonstrators will be scheduled one (1) 20 minute time slot

Some examples of a speaker or demonstrator include:

- A yoga session for beginners
- A nutritional consultant speaking on the health benefits of cutting out sugar
- A physiotherapist discussing how daily activity can effect our long term health
- A home based business demonstrating their line

SHOW PARTNERS (limited to six 8 x 16) \$400 each plus GST

Includes 110/1000 watt service, 8 ft high draped wall back, 3 ft high draped side walls 1 or 2 x 6 ft decorated tables with chairs (if requested), 2 admittance passes and wireless internet access (the wireless access is not suitable for streaming content). Show Partners will also receive: Logo on show signage (posters) & website with link, and elite status for 2018 show (first right of refusal and choice of location) and hundreds of potential customers who are interested in a healthier lifestyle!

STANDARD: (8 x 8) \$200 each plus GST

Includes 110/1000 watt service based on availability, 8 ft high draped wall back, 4 ft high draped side walls one 6 ft decorated table & chair (if requested), 2 admittance passes, web listing with link and wireless internet access and hundreds of potential customers who are interested in a healthier lifestyle!

^{**}Please note: Power will be made available to those who request it on a first come first serve application & payment basis.

^{**}We will restrict business entries showcasing the same product. Power will be made available to those who request it on a first come first serve application & payment basis.

NOT FOR PROFIT - \$50 each plus GST

Includes one 6 ft decorated table & chair (if requested), 1 admittance pass and wireless internet access. Agencies are encouraged to engage with expo participants.

**Please note: Power is not available.

Cancellations

If cancelled prior to January 31st, 2017 a 50% refund will be provided. NO REFUNDS will be provided after February 1st, 2017.

Booth Demonstrations and Demos & Tastings

The Health & Wellness Expo is meant to be an interactive display of products & services. We encourage exhibitors to engage their audience throughout the event: taste testing, sampling product, treatments. NOTE: Please indicate on your application if you will be providing taste tests or sampling. If yes, Expo Management will contact you for further information regarding food and insurance.

Giveaways

New for 2017 is the opportunity for vendors to manage their own giveaways and prizes. Each vendor is responsible to display any giveaway/prizes in their own booth and is responsible to contact the winner of any giveaway or prize. The EEC will not be responsible for contacting or delivering prizes/giveaways advertised by vendors.

Noise & Amplifying Devices

No amplifying devices will be permitted in the exhibitor area. All exhibitors must have equal opportunity to conduct their own demonstration without interference from their neighbours.

Staffing of Exhibitor Area

Exhibitors are required to maintain staff in their exhibit areas at all time during the hours of the show.

Space Creep

Exhibitors must confine their exhibit structures and activities to their allotted space.

Security

Security is provided by the EEC.

General Liability Insurance

NEW for 2017 to participate in the 2017 Health & Wellness Expo, the exhibitor (hereinafter called, "The Client"), must provide a certificate of insurance to the Encana Events Centre (hereinafter called, "The Promoter"). The certificate of insurance shall be provided to the Encana Events Centre a minimum of 7 (seven) days from the starting date of the event. The Client shall obtain, at its own cost and expense, with insurance companies currently rated A-XII or better by Best's Key Rating Guide, commercial general liability insurance in the name of The Client that names "Global Spectrum Facility Management, L.P as agent for the City of Dawson Creek, the City of Dawson Creek, and the Encana Events Centre" as additional insured, and which insures all operations of the

Client contemplated by this Agreement and the contractual assumption of liability reflected by this Agreement. Such insurance shall be written with a limit of at least Two Million Dollars (\$2,000,000) per occurrence combined single limit for bodily injury, property damage and personal injury.

This insurance coverage may be already included in your existing liability insurance; for more information, contact your insurance broker.

Expo Liability

The Expo Management will provide security to the extent pursuant to "Security", and it shall not otherwise be responsible in any manner for the persons, property or materials of the exhibitors or owners or their agents, servants or employees. The Expo Exhibitors shall assume the risks of exhibiting their property and materials, and show any exhibit or portion thereof or any property in connection therewith be injured, lost or stolen or suffer damage from any cause whatsoever, the Expo and its Management will not be liable therefore in any manner whatsoever.

Height & Size Limitations

No display can exceed the contracted area. Items or equipment on display platforms must be displayed or secured properly to ensure they will not cause injury.

Expo Management on Site

Throughout the entire show period, Expo Management will be on site including during move in and move out periods.

Sales

Product sales can only be sold at your own booth area.

Promotion

Upon acceptance and payment of deposit, a digital copy of the expologo will be supplied to all show exhibitors for use on their website or printed materials to promote their participation. The hashtag #EECHealthandWellness will be dedicated for use during the 2017 Expo. Expo partners will be required to provide a high resolution image to the marketing team for use online and for print materials.

Expo Entry

Expo Management reserves the right to refuse admission to the expo building to any visitor, exhibitor or exhibitor's employees who, in the opinion of the management, is unfit, intoxicated or in any way creating a disruption of the show.

Booth Cleaning

Expo Exhibitors must properly dispose of any garbage. Expo Management encourages all Expo Exhibitors to recycle as much as possible; recycling bins will be available.

Damage to Expo Property

Expo Exhibitors are responsible for all damage caused by them to expo property.





The Health & Wellness Expo provides an outstanding opportunity to communicate face to face with an audience of product & service hungry health enthusiasts hailing from all over the Peace Region. We encourage your organization to include this new and exciting event in your marketing plan.

SPONSORSHIP OPPORTUNITIES



Title/Presenting Sponsor \$2000 (One Opportunity)

SPONSORED BY: Dawson Creek Health Food Centre.

Main Stage Sponsor \$1000 (One Opportunity)

We are seeking a main stage sponsor. Your name & logo will appear across the stage for the duration of the event and will be "named" your company name for each speaker & demonstrator announcement throughout the day. Logo inclusion on website with hyperlink. Includes Standard Booth. Please contact Expo Management for details.

Lounge Sponsors \$750 (One Opportunity)

We are seeking a "Relax and Lounge" sponsor for the Health & Wellness Expo. The Health & Wellness Lounge is an area of soft seating where attendees can sit and relax during the Expo, engage with friends or enjoy a meal purchased from the concourse. Sponsor of the lounge receives naming rights for the lounge, i.e. XYZ Business Lounge, logo inclusion on the website with hyperlink. Includes Standard Booth located adjacent to the Lounge. Please contact Expo Management for details.

Expo 'Shopper' Bag Sponsor

We are seeking a Health & Wellness Expo 'Shopper' bag sponsor. Please contact Expo Management for details.

Media Sponsor

We are seeking both a print and radio media sponsor to partner for the event to assist with promotion before, during and after the Health & Wellness Expo. Please contact Expo Management for details.

We are more than happy to customize a package that suits your business needs. For further information on sponsorship opportunities, please contact <code>jkucharuk@dawsoncreekeventscentre.com</code>