



**4th Annual**

**HEALTH &  
WELLNESS**

**EXPO**

**FEBRUARY 17, 2018**

**Exhibitor/Demonstrator &  
Sponsor 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, mas-sage 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 inter-national 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 cre-ate 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 17<sup>th</sup>, 2018 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  
V1G 0A4

### **EXPO CONTACT:**

Judy Kucharuk  
Telephone: 250.795.3305  
Email: [jkucharuk@dawsoncreekeventscentre.com](mailto:jkucharuk@dawsoncreekeventscentre.com)

### **EXPO DATE:**

February 17<sup>th</sup>, 2018

### **SET UP:**

Friday February 16<sup>th</sup> 4:00 p.m. - 9:00 p.m.  
& Saturday February 17<sup>th</sup> 8:30 a.m. - 9:30 a.m.

### **TAKE DOWN:**

Saturday February 17<sup>th</sup>, 4:15 p.m.

### **PUBLIC EXPO HOURS:**

Saturday February 17<sup>th</sup>, 10 a.m. - 4 p.m.

### **TICKET SALES:**

Tickets will be available to purchase at the door for \$5. Children under 12 are free.

### **"POD" CHAT (AGENDA):**

Will be posted on-line and promoted when slots are full or by Feb 1<sup>st</sup>, whichever comes first.

### **BOOTH SELECTION & REGISTRATION:**

Registration for exhibitors begins at 10 a.m. November 6th and booth selection will occur on a first come first serve basis once registration and payment have been received. To register visit:  
[dawsoncreekeventscentre.com](http://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 "POD CHAT" demonstration spots scheduled starting at 11:00 a.m. and ending at 3:30 p.m. on February 17<sup>th</sup>.

**\*\*Speakers or Demonstrators:** An individual who is not exhibiting may not apply to become a speaker or demonstrator during the event.

### SPEAKERS/ DEMONSTRATORS

Speakers or demonstrators will be scheduled one (1) 20 minute time slot - There is no cost for speakers/demonstrators for the 2018 Expo. All POD CHAT time requests will be considered, but not all will be approved. 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
- A health & wellness practitioner sharing best practices
- A motivational speaker
- and more!

**SHOW PARTNERS (limited to six 10 x 20) \$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 2019 show (first right of refusal and choice of location) and hundreds of potential customers who are interested in a healthier lifestyle!

*NEW FOR 2018  
LARGER 10' X 20'  
BOOTH'S -  
SAME PRICE AS 2017*

### STANDARD: (10 x 10) \$200 each plus GST

Includes 110/1000 watt service based on availability, 8 ft high draped wall back, 3 ft high draped side walls one 6 ft decorated table & chair (if requested), 2 admittance passes, web listing with link, wireless internet access and hundreds of potential customers who are interested in a healthier lifestyle!

*NEW FOR 2018  
LARGER 10' X 10'  
BOOTH'S -  
SAME PRICE AS 2017*

**\*\*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.**

## **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 canceled prior to January 31<sup>st</sup>, 2018 a 50% refund will be provided. NO REFUNDS will be provided after February 1<sup>st</sup>, 2018.

## **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: ALL VENDORS who will be providing taste samples or selling non commercial food products must have a valid certificate from Northern Health (see attached).

## **Giveaways**

Vendors will be empowered 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 neighbouring vendors.

## **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 - IMPORTANT INFORMATION**

To participate in the 2018 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 expo logo will be supplied to all show exhibitors for use on their website or printed materials to promote their participation. The hashtag #EECHandWellness will be dedicated for use during the 2018 Expo. Expo partners will be required to provide a high resolution image to the marketing team for use on-line 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.



# POD CHATS



**Sharing Ideas**

**Creating  
relationships**



**Inspiring  
Each Other**



**Living your  
Best Life**



The people have spoken and we have listened! We have moved the demo and presentations from the main stage (with the exception of the Keynote presentation) and have introduced the new "POD CHAT" format. Intimate 10' x 20' pipe and draped spaces where presenters, speakers and demonstrators can facilitate 20 minute sessions in a face to face setting. Less intimidating AND more inviting. There will be two (2) **POD CHAT** areas and for 2018 there will be no additional charge for those vendors who wish to also take advantage of the **POD CHAT** opportunity. \*\*DUE TO THE SMALLER FOOTPRINT OF THE PRESENTING AREA, NO AMPLIFYING DEVICES OR PROJECTION EQUIPMENT WILL BE USED. A monitor will be available and vendors are responsible for providing any presentations using their own laptops.

# Become a Sponsor



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 \$5000 (One Opportunity)**

We are seeking a **Title & Presenting sponsor for the 2018 Health & Wellness Expo**. NEW FOR 2018 our presenting sponsor will also be our Keynote Presenter sponsor. We are excited to have Hal Johnson & Joanne McLeod (BodyBreak)\*\*see attachment\*\* attend our 2018 Expo and provide two (2) half hour stage presentations. They will also be hosting a meet and greet with fans following each presentation. During the term of your agreement, you will receive:

- Title sponsorship - "Presented by the (insert name)
- Recognition on print, radio and online media as the official presenter of the Health & Wellness Expo
- Logo inclusion on all in house collateral during the event
- First priority selection for any earned media opportunities
- Hyperlinks to website through online media where available
- First right of refusal for next year's presenting sponsorship
- On premise signage and display opportunities
- A 10' x 20' display booth - The meet and greet with Hal & Joanne following their presentation can take place at your booth.
- On the stage and in audio/video ads voiced by Hal & Joanne themselves

### **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 receive:

- Naming rights for the lounge, i.e. XYZ Business Lounge
- Logo inclusion on the poster. Logo inclusion and company listing on website with hyper-link
- Includes Standard Booth (10 x 10) located adjacent to the Lounge.
- First right of refusal for next year's Lounge sponsorship
- On premise signage and display opportunities



# Become a Sponsor

## **Expo 'Shopper' Bag Sponsor (One Opportunity)**

We are seeking a Health & Wellness Expo "Shopper" bag sponsor - something that attendees can use to carry their purchases during the Expo, preferably reusable. Please contact the Expo Management for details.

- Logo inclusion on the poster. Logo inclusion and company listing on event website with hyper-link
- Bag can have logo with sponsor company name and sponsorship can be provided in-kind (sponsor provide bags)
- First right of refusal for next year's Shopper Bag sponsorship

## **Expo Lanyard (One Opportunity)**

We are seeking a Health & Wellness Expo Lanyard/Credential sponsor. These lanyards can be provided in kind - we would require approximately 200 lanyards. Please contact Expo Management for details.

- Logo inclusion on the poster. Logo inclusion and company listing on event website with hyper-link
- First right of refusal for next year's Lanyard Sponsorship

## **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.

## **Expo "POD CHAT" Sponsor \$500.00 (Two opportunities)**

New for 2018 is the introduction of "POD CHATS" versus stage presentations for our demonstrations and 20 minute speaking opportunities. We have discovered that attendees and speakers prefer a more approachable setting when they either demonstrate a product or speak. We have responded by creating two different 10' x 20' areas within the Expo layout where a small group can be hosted for a presentation.

# Become a Sponsor



## *Your Health is Your Wealth*

Hal and Joanne will inspire you to create more wealth with your health. What habits you have today ... Impact on your tomorrow!

Come out and find out what health and wellness tips will help you to **Keep Fit & Have Fun.**

For over 25 years, Hal Johnson and Joanne McLeod have been encouraging Canadians to "Keep Fit and Have Fun". The primary goal of their brainchild of BodyBreak was, "finding ways to help people incorporate healthy eating and physical activity into their daily lives" and Hal & Joanne realized that they really wanted to promote and design fitness and health programs for all Canadians regardless of abilities, sex or ethnicity.

Funny, and self admittedly sometimes corny, Hal & Joanne always tried to deliver the serious message of health and activity with a dose of levity. They believe that, "the reality is, that if people do not eat well and stay active, the health risks are overwhelming".

In 2013, fans of the famous duo were thrilled to discover that Hal and Joanne were contestants on the popular reality series, the Amazing Race Canada. From Newfoundland to Victoria, Canadians both young and old excitedly watched week after week as the two made their way navigating through the complex tasks. Suddenly it was once again trendy to say "Keep Fit and Have Fun".

Alas, they were not the winners of the popular reality series, but they remained winners in the hearts of Canadians from coast to coast. We are thrilled to host the dynamic duo at the 4th Annual Health & Wellness Expo.