

ENCANA EVENTS CENTRE **2019**

**HEALTH, WELLNESS &
LIFESTYLE**



FEBRUARY 16, 2019

ENCANA EVENTS CENTRE
Vendor & Sponsor Package

Deep



NEW! HEALTH, WELLES & LIFESTYLE EXPO

Can you believe it? It has been FIVE YEARS since the first Health & Wellness Expo was launched! As an early 5th birthday present, we have decided to **re-brand** and become the **Health, Wellness & Lifestyle Expo (HWLE)**.

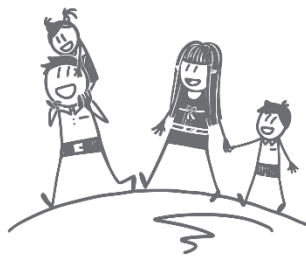
Organizers have watched the Expo grow and evolve and the community embrace the healthy lifestyle promoted by the event. It has made its way from the humble beginnings when it was held in the upper lobby with a handful of exhibitors and has now grown to fill the arena floor. That is why incorporating the term LIFESTYLE into the brand is timely and it makes TOTAL SENSE! Think about it...our lifestyle determines the success or failure of any health and wellness journey: Fitness, nutrition, mental health, spiritual health, work/life balance, financial freedom, family dynamics, recreation, sustainability and even where we choose to live impacts our lifestyle.

The HWLE will be host to dozens of Regional and local guests and vendors specializing in a wide range of health, wellness & lifestyle enhancing products & services. The Expo is built on the sharing of ideas, techniques and products of both local, national and international communities. This coming together of like-minded community members creates a melting pot of lifestyle options with limitless potential for healthier, more sustainable communities.

Through entertainment, education and experience the HWLE strives for a sustainable future for our Region with a focus on creating a better, stronger, healthier and more vibrant community in body, mind and spirit. We're sure that with attendance alone, participants will walk away feeling refreshed and excited about a sustainable, healthier lifestyle.

FAMILY PAVILLION ***NEW*******

NEW for 2019 is the introduction of a Family Expo Pavilion in the upper lobby mezzanine. We recognize that newborn, infant, child and youth health and wellness differ from the adult counterpart and that is why we have decided to incorporate Family Health, Wellness and Lifestyle into the 2019 Expo.



Dependent on the number of Family centric vendors who apply, we are looking to create a FAMILY PAVILLION in the upper Mezzanine. Attendees will have the opportunity to experience the Family pavilion before entering the general expo floor. Vendors such as midwifery, pregnancy, postpartum, newborn/infant health and wellness, toddler development and family centric products will be featured in the upper mezzanine. If you are unsure about where you fit into the Expo, please contact the Expo Manager for clarification.

WHY SHOULD YOU PARTICIPATE?

The Health, Wellness & Lifestyle 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 healthy lifestyle 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 HWLE 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 HWLE 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!

PARTNERSHPS

The Health, Wellness & Lifestyle Expo is pleased to have once again partnered with Bell Media and the Dawson Creek & District Hospital Foundation for the Have a Heart Radiothon campaign. Bell Media is the exclusive media partner for the 2019 Health, Wellness & Lifestyle Expo.

Every year, the Encana Events Centre includes a charitable component during the Expo - a way of giving back to our community. This year Expo attendees will be supporting the Have a Heart Radiothon and the Dawson Creek & District Hospital Foundation through a portion of every admission ticket sold. The donation will be presented to the Have a Heart Radiothon Campaign following the event.





EXHIBITORS

VENDORS/EXHIBITORS

The Health, Wellness & Lifestyle Expo is inviting interested exhibitors who would like to showcase their products or services as it relates to the practice of a healthy, happy lifestyle. This encompasses a wide range of services and products including:

Fitness	Toddler development	Naturopaths
Gluten-Free Living	Drug addiction	Books
Acupuncture	Cannabis information	Beauty Products
Boomer to Zoomer	Holistic Spa	Homeopathy
Stress Management	Music	Life Coach
Vitamins Supplements	Happiness	Jewelry
Nutrition	Aromatherapy	Feng Shui
Chiropractic	Energy Therapies	Natural Products
Massage	Yoga	Pilates
Healing Touch	Essential Oils	Postural Integration
Physiotherapy	Meditation	Detoxification
Organic Products	Cleansing	Vacation planning
Solar Power	Menopause	Work/Life Balance
Sustainability	Aging	Recreation
Alternative Energy	Juicing	Lifestyle
Financial Freedom	Organic Baby	Brain Health
Wealth Management	Wellness Retreats	Palliative Care
Life Insurance	Art Therapy	Pregnancy
Reiki	Eco Clothing	Teens
Infant development	Midwives & Doulas	And more!

HEALTH + WELLNESS + HAPPINESS + SATISFACTION = LIFESTYLE!

EXPO 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

EXPO DATE

February 16th, 2019

PUBLIC EXPO HOURS

Saturday February 16th, 2019, 10 a.m. - 4 p.m.

EXHIBITOR SET UP

Friday February 15TH 4:00 p.m. - 9:00 p.m.
& Saturday February 16TH 8:30 a.m. - 9:30 a.m.

EXHIBITOR TAKE DOWN

Saturday February 16th, 4:15 p.m.

**There is a NO EARLY TAKE DOWN policy in effect for the Expo. Vendors/Exhibitors who take down prior to 4:00 p.m., will be charged an early take down fee of \$150.00 and will not receive advance registration opportunity for the 2020 Expo.

TICKET SALES

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

BOOTH SELECTION & REGISTRATION

Registration is online for the HWLE & booth selection will occur on a first come first serve basis once registration and payment have been received.

To register visit: dawsoncreekeventscentre.com and link to the online application

SUBMISSION GUIDELINES

The Health, Wellness & Lifestyle Expo is currently accepting applications for exhibitors and demonstrators whose products or services are applicable to a positive, well-rounded, healthy Lifestyle. 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.

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), 4 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!

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! **Please note: Power will be made available to those who request it on a first come 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 31st, 2019 a 50% refund will be provided. NO REFUNDS will be provided after February 1st, 2019.

Booth Demonstrations & Tastings

The 2019 Health, Wellness & Lifestyle 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. It is about the Expo Experience! NOTE: ALL VENDORS who will be providing taste samples or selling non-commercial food products must have a valid certificate from Northern Health. Please contact Northern Health for details and an application for certificate.

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 2019 Health, Wellness & Lifestyle 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 HWLE 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 must 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 #HWLE2019 will be dedicated for use during the 2019 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.

Exhibitor Badging/Credentials

Exhibitors will be provided with 2 complimentary badges for their Expo Staff. The credentials MUST always be worn while working at the Expo.

Outside Food/Drink

No outside food or drink is permitted during the Expo hours of 10:00 a.m. until 4:00 p.m. on the 16th. This policy DOES NOT apply during load in or before the show begins (10:00 a.m.)

This policy is to encourage attendees to purchase from Exhibitors at the Expo. The Encana Events Centre will provide a concession for patrons/Exhibitors to purchase food and/or beverages. Exhibitors will receive complimentary coffee throughout the Expo when showing their Expo credentials.

We understand that there are those Exhibitors with specialized diets or food sensitivities and that this policy may create a hardship. We ask that those individuals use discretion when bringing in their outside food/beverage, i.e. Use the loading bay (arena floor entrance), carry/package discreetly and consume discreetly.

SPONSORSHIP

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The 2019 Health, Wellness & Lifestyle Expo (HWLE) provides an outstanding opportunity to communicate face to face with an audience of product & service hungry healthy lifestyle 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 \$3000 (One Opportunity)

We are seeking a Title & Presenting sponsor for the 2019 Health, Wellness & Lifestyle. 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 & Lifestyle 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

Lounge Sponsors \$750 (One Opportunity)

We are seeking a "Relax and Lounge" sponsor for the Health, Wellness & Lifestyle Expo. The Lifestyle 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

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SPONSORSHIP

Expo 'Shopper' Bag in Kind Sponsor (One Opportunity)

We are seeking a HWLE "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 in Kind Sponsor (One Opportunity)

We are seeking a HWLE Lanyard/Credential sponsor. These lanyards can be provided in kind - we would require approximately 250 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

Radio 890 CJDC and Sunfm are the exclusive media partners for the 2019 Health, Wellness & Lifestyle Expo.

Charging Station 'Connection' Sponsor \$500 (One Opportunity)

We are seeking a charging station sponsor for the event. Our portable charging station will be placed near the lounge and will provide a comfortable area to charge smart devices such as phones and i-pads. Our charging station has a large selection of connection points for every different type of device! Sponsor of the charging station will receive • Logo inclusion on the poster. Logo inclusion and company listing on website with hyper-link • First right of refusal for next year's charging station sponsorship • On premise signage and display opportunities