

Halifax, NS. October 15 & 16, 2011  
 Halifax Forum Sat & Sun: 10am-5pm  
 2901 Windsor St. (Corner of Windsor & Young)

**EXHIBIT SPACE**  
 Choose Booth # from the Floor Plan:  
 \_\_\_\_\_ 1st Choice \_\_\_\_\_ 2nd Choice  
**"Prices go up by \$50 on Aug.1 & on Sep.1"**

**Check Your Preferred Booth Size:**

<input type="checkbox"/> 6' deep x 8' wide	\$325
<input type="checkbox"/> 8' deep x 8' wide	\$375
<input type="checkbox"/> Food Booth 8'x8' (Incls.Electric)	\$375
<input type="checkbox"/> 8' deep x 10' wide	\$400
<input type="checkbox"/> 8' deep x 10' wide (Prime Location)	\$425
<input type="checkbox"/> 10' deep x 10' wide	\$425
<input type="checkbox"/> 10' deep x 10' wide (Prime Location)	\$450
<input type="checkbox"/> 8' deep x 16' wide #28 & 29	\$550
<input type="checkbox"/> Super Booth #1, 57, 93	\$600
<input type="checkbox"/> Corner Super Booth #27	\$650
<input type="checkbox"/> Super Booth #48 & 84	\$800 & \$700

**Check Extra Options Needed:**  
**NOTICE:** Extras (if available) will be charged at double the rates listed below if ordered on Set-Up day.

<input type="checkbox"/> ___ Extra Tables \$30	<input type="checkbox"/> Electricity \$50
<input type="checkbox"/> ___ Extra Chairs \$ 5	<input type="checkbox"/> Internet \$50

**CHOOSE** from the other services listed at right

\$ _____	Cost of Booth(s)
\$ _____	Extras Total
\$ _____	Literature Table
\$ _____	Gift Bag Inserts
\$ _____	Sponsor Package
\$ _____	<b>SUBTOTAL</b>
\$ _____	<b>HST (15%)</b>
\$ _____	<b>TOTAL</b>

**Choose Payment Method:**  
 **Cheque:** Please submit a 50% deposit and a post-dated cheque for the remainder, due September 1, 2011.  
 **Credit Card:** Circle type: Visa / MC / AMEX  
 Card#:  
 Expiry Date: \_\_\_\_\_  
 (The name **Oneness Is Inc.** will appear on your statement)  
 Please Charge Full Amount Now  
 Charge 50% now and 50% on September 1.

SIGNATURE: \_\_\_\_\_

**MORE WAYS TO PARTICIPATE!**

**LITERATURE TABLE**  
 Two tables will be set up in order to neatly display your promotional materials. To reserve your space check the appropriate size below:

<input type="checkbox"/> 8.5" x 11" Space for flyers	\$30
<input type="checkbox"/> 4" x 11" Space for pamphlets	\$20
<input type="checkbox"/> 3" x 4" Space for business cards	\$10

**GIFT BAG INSERTS**  
 Gift Bags are given to 500 attendees (first 250 attendees each day.) Product samples are placed in the gift bags free of charge. The **Gift Bag Service** is a great way to reach your **Target Market!**

<input type="checkbox"/> Exhibitor price \$50	<input type="checkbox"/> Non-Exhibitor price \$100
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**SPONSOR PACKAGES** (see attached form)

<input type="checkbox"/> Gold	\$3,000	<input type="checkbox"/> Silver	\$1,500
<input type="checkbox"/> Bronze	\$875		

**EXHIBITOR AGREEMENT (Please Read and Sign)**

**The Exhibitor Agrees To:** Have their booth completely set up by 9:50am on Saturday morning; to keep exhibit staffed at all times during the Expo (10am-5pm); **to not dismantle booths until 5pm on Sunday, October 16, 2011;** to keep the display within the confines of their booth area.

**SET-UP** will be between 4pm and 8:30pm on Friday, October 14, 2011 and then again from 8am to 10am on Saturday, October 15, 2011. Doors open to the public on Saturday at 10am. Exhibitors must bring all equipment needed to set up their booth (electrical cords, tape, lights, garbage bags) Reserve electricity if needed.

**CANCELLATIONS** by September 1st, 2011 will receive a refund less a \$50 administration fee. No refunds for cancellations after September 1st, 2011.

**The Wellness EXPO and it's owners are NOT responsible for any theft, loss or damage.** Each Exhibitor will be responsible for their property and for his/her booth space and all activities within that space. If any accidents occur within that space or around it, originating from your booth, (i.e. liquid is spilled) you as the Exhibitor are completely responsible for the consequences of that accident.

**The Wellness EXPO is SMOKE FREE** and as much as possible, **SCENT FREE.** No strong odors, perfumes or colognes please. Burning of candles and incense is PROHIBITED. However, please be aware that there will be scents that originate from various products on display.

**By signing this form, I acknowledge that I have read, understood and agree to adhere to all the statements and guidelines as described above as well as in the INFORMATION GUIDE (See Next Page).**

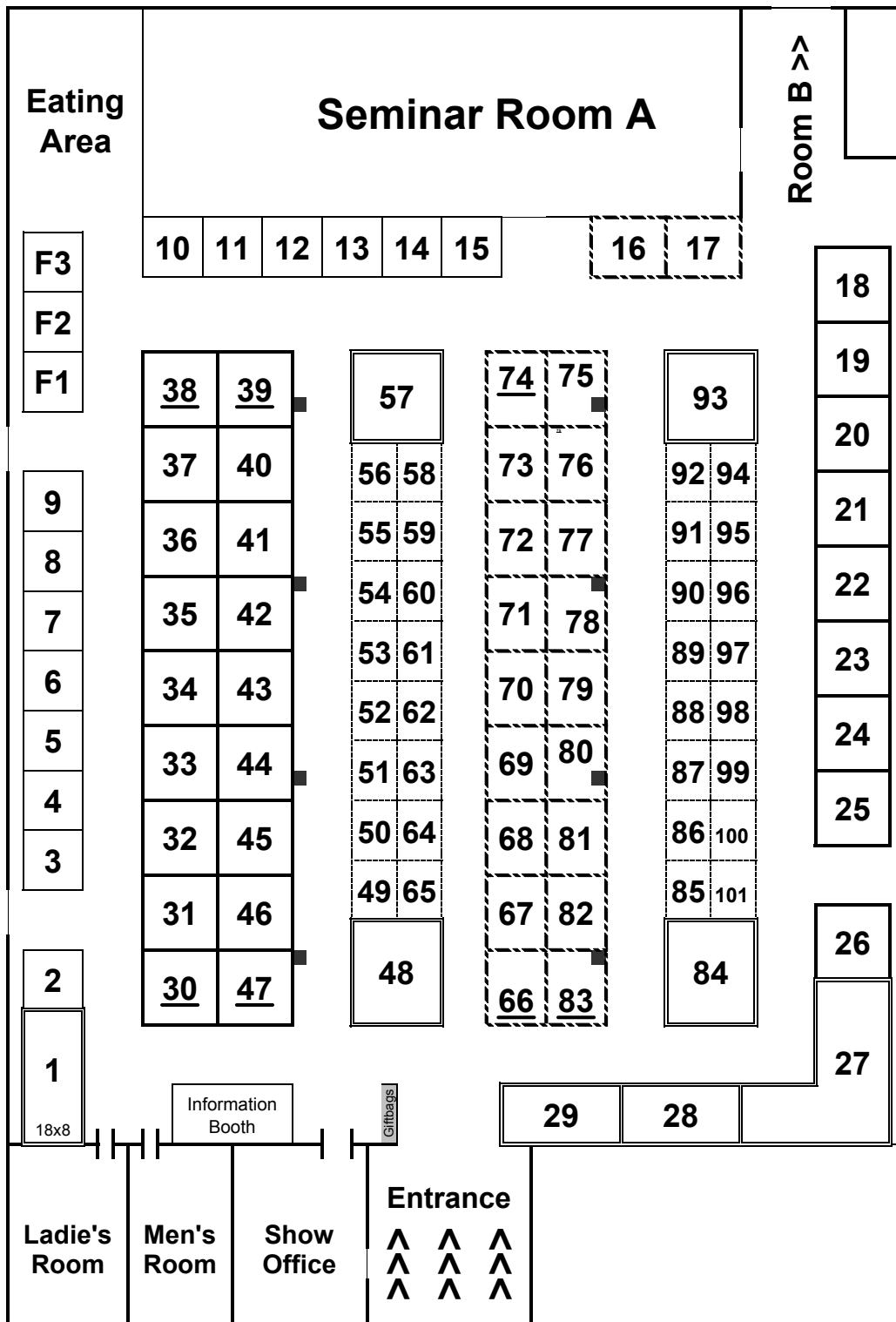
Signature: \_\_\_\_\_

**Cheques Payable to:** Oneness Is. Inc.  
 605 Montgomery Avenue  
 Riverview, NB E1B 2A2

**Phone:** 902-800-0309, 506.388.9799 or toll free 1.800.473.0423  
**Fax:** 1.800.473.0423 (when msg. plays press start & wait 12sec.)  
**E-mail:** [WellnessExpos@Gmail.com](mailto:WellnessExpos@Gmail.com) **Web:** [www.Wellness-Expo.com](http://www.Wellness-Expo.com)

Name	Phone	Fax
Business Name (or Service)	E-mail	Website
Address	City	Province Postal Code
Describe Your Door Prize:		

# Wellness Expo Floor Plan



- |   |  |  |  |  |   |
|---|--|--|--|--|---|
| <div style="border: 1px dashed black; width: 30px; height: 30px; display: flex; align-items: center; justify-content: center; margin: 0 auto;">1</div> <p>6x8<br/>\$325</p> | <div style="border: 1px solid black; width: 30px; height: 30px; display: flex; align-items: center; justify-content: center; margin: 0 auto;">2</div> <p>8x8<br/>\$375</p> | <div style="border: 1px dashed black; width: 30px; height: 30px; display: flex; align-items: center; justify-content: center; margin: 0 auto;">3</div> <p>8x10<br/>\$400</p> | <div style="border: 1px solid black; width: 30px; height: 30px; display: flex; align-items: center; justify-content: center; margin: 0 auto;">4</div> <p>10x10<br/>\$425</p> | <div style="border: 1px solid black; width: 30px; height: 30px; display: flex; align-items: center; justify-content: center; margin: 0 auto;"> </div> <p>Super Booths<br/>See Application<br/>for Prices</p> | <div style="border: 1px solid black; width: 30px; height: 30px; display: flex; align-items: center; justify-content: center; margin: 0 auto;"> <p style="font-size: 8px;">Ad \$25 if<br/>Underlined</p> </div> <p><u>Prime Location</u><br/><u>Number's are</u><br/><u>Underlined</u></p> |
|---|--|--|--|--|---|

13<sup>th</sup> Annual

# Wellness EXPO

## INFORMATION GUIDE

Halifax, NS. October 15 & 16, 2011  
Halifax Forum Sat & Sun: 10am-5pm  
2901 Windsor St. (Corner of Windsor & Young)

### DEAR EXHIBITOR,

The **Wellness Expo** features a variety of exhibits for wellness of the Body, Mind and Spirit. These exhibits may feature the following: Nutritional and Natural Health Products, Environmental Products, Fitness Products and Services, Cultural Products, Intuitive Readings, Holistic Health Services, Personal/Spiritual Growth Modalities, Motivational Speakers and Teachers.

In general, attendees of the **Wellness Expo** are environmentally conscious consumers who are highly interested in a more natural approach to life, health and self-improvement through the use of holistic products and services that relate to the Body, Mind and Spirit.

If you are unable to attend, but would still like to participate in the Wellness Expo, consider reserving space to place your information on the **Literature Tables** or in the **Gift Bags**.

**LOCATION:** Halifax Forum (Multi Purpose Room), 2901 Windsor Street, Halifax, NS. (Corner of Windsor & Young)

**DATE:** October 15-16, 2011.

**HOURS:** Saturday & Sunday, 10am - 5pm.

**SET-UP** Between 4pm and 8:30pm, Friday, October 14, 2011 and also between 8am and 10am, Saturday, October 15, 2011. The Exhibitor agrees to have their booth completely set up by 9:50am on Saturday; to keep exhibit staffed at all times during the Expo hours (10am-5pm); **to not dismantle booth until 5pm, Sunday, October 16.** Exhibitors must bring all equipment needed to set up their booth (i.e. electrical cords, tape, tacks, lights, etc.) Please reserve **Electricity** in advance, if needed. Exhibitors may enter at 8am on Saturday and at 9am on Sunday.

**TO RESERVE A BOOTH:** As show coordinators, we agree to reserve space for the Exhibitor upon receipt of a completed and signed application form and a deposit of 50% of the full amount owed, as well as a post-dated cheque (or other arrangements) for the total balance dated no later than September 1, 2011.

**CANCELLATIONS** by September 1, 2011 will receive a refund less a \$50 administration fee. No refunds for cancellations made after September 1, 2011.

**NO SHOWS:** If the Exhibitor's booth is not occupied by 10am on Saturday, October 15, 2011, the Exhibitor will be in default and may lose access to their space. No refund provided.

**DOOR PRIZES:** Exhibitors agree to provide at least one item for the Promotional prizes. Examples Include: Free sessions, services, products, books or gift certificates. *These gifts should not require the winner to spend money in order to receive the gift.*

Please send signed application form/deposit, payable to:

**Oneness Is Inc.**  
605 Montgomery Avenue  
Riverview, NB E1B 2A2

### For more information please contact:

**Phone:** 902.800.0309 or toll free 1.800.473.0423  
**Fax:** 1.800.473.0423 (greeting, press start, wait)  
**E-mail:** [WellnessExpos@Gmail.com](mailto:WellnessExpos@Gmail.com)  
**Website:** [www.Wellness-Expo.com](http://www.Wellness-Expo.com)

### EXPO ETIQUETTE:

Exhibitors (or their representatives) are not permitted to conduct business outside of their exhibit space. This includes, but is not limited to: handing out unsolicited information to other exhibitors, putting information on tables or parked vehicles, placing your information anywhere else in the Expo facilities.

If you are using an audio device (music, video, etc.) please be respectful toward your fellow exhibitors. Ask them for feedback concerning sound levels and please be cooperative if you are asked to lower the volume.

Attendees are visiting the Expo in search of new information about natural health choices. They are generally interested in learning more about your products/services. However, if you feel a visitor is ready to move on to the next exhibit, please let them do so. Do not employ hard sales tactics either during Expo hours or after in relation to the Wellness Expo. This does not mean that you must wait for attendees to come to you. Be engaging, smile and say, "hello" or "would you like to enter to win a...?" or "would you like to try a sample?" or "Have you heard about...?" as people walk near your exhibit. If you crowd an exhibitor (or the other extreme) sit in the back of your booth waiting for someone to get your attention, your experience may not be very rewarding.

We encourage you to visit other exhibits at some point during the event. However, if, while visiting a fellow exhibitor, an attendee stops by their booth, please be considerate and allow the exhibitor to speak with their guest. You can always visit at a later time. These simple courtesies make the show a more enjoyable and valuable experience for everyone involved.

### PHOTOS AND VIDEO TAPING

The Exhibitor grants full permission to the Coordinator to photograph or video exhibit displays and personnel for future use by the Coordinator. These photographs and/or videos are the property of the Coordinator and may be used in any manner deemed appropriate by the Coordinator. (i.e. website promotion for future expos.)

The Coordinators reserve the right to deny lease of exhibit space to any applicant whom the Coordinator believes is not promoting products or services which reflect the nature of the event or whose sales approach is in question. If an exhibitor is found applying improper Expo Etiquette, (see above) or utilizing a sales approach that is found lacking in integrity, the exhibitor may be asked to leave without a refund.

The Wellness EXPO and its owners are not responsible for any theft, loss or damage. Each Exhibitor will be responsible for their property and for his or her booth space and all activities within that space. If any accidents occur originating from your booth, (i.e. liquid is spilled) the Exhibitor is fully responsible for the consequences of that accident.

The Wellness EXPO is Smoke-Free and as much as possible, Scent-Free. No strong odors, perfumes or colognes, please. The burning of scented candles and incense is prohibited. However, please be aware that there may be scents originating from various products on display.

### IMPORTANT DATES:

- August 1, 2011** -Booth prices go up by \$50.
- September 1, 2011** -Booth prices go up by another \$50. Also last day to cancel for full refund less a \$50 admin fee.
- October 1, 2011** -Must be registered by to be listed in the Program Guide.
- October 14, 2011 ~ Friday** -Exhibitor Set-Up: 4pm to 8:30pm
- October 15, 2011 ~ Saturday** -Exhibitors Enter: 8:00am-Expo doors open from 10am-5pm.
- October 16, 2011 ~ Sunday** -Exhibitors Enter: 9:00am-Expo doors open from 10am-5pm.

**GOLD SPONSOR \$3,000 (ONE SPOT)**

**KEYNOTE SPEAKER LECTURE SPOTS FOR BOTH DAYS**

First choice for lecture time slots on both days.

**PRIME LOCATION SUPER BOOTH**

Gold Sponsor receives first choice of booth #48 or any other available booth. Includes Electricity and Internet

**SIGNAGE-BANNER AT EXPO**

Have your company's name front & centre! (We will have a large professional vinyl banner made and hang it from the ceiling of the Expo Show Room)

**100 WEEKEND PASSES**

Sponsor receives free weekend passes which are great for colleagues, clients, family members or friends.

**BANNER ADVERTISEMENT WELLNESS EXPO WEBSITE**

Banner ad on Top spot of all pages of the Wellness Expo in Halifax website (from time of purchase to time of new purchase or 4 months after the show).

**BANNER ADVERTISEMENT ON WELLNESSNETWORKER.COM**

Banner ad on left side of the Wellness Networker website for a period of six months or until December 31, 2009. (whichever comes later)

**TWO GIFT BAG INSERTS**

Two items to insert into the Gift Bag (provided by the sponsor) will be placed in 500 gift bags and given to attendees.

**LITERATURE TABLE SPACE**

Flyers, pamphlets and/or business cards (provided by sponsor) will be placed on two literature tables located inside the Expo.

**LOGO ON PROMINENT SPOTS OF PROMOTIONAL MATERIALS INCLUDING:**

**FULL PAGE EXPO AD IN THE WELLNESS NETWORKER MAGAZINE**

Includes logo on all promotional material, (Magazines, Newspapers, Bill Boards, TV, etc)

**FEATURE SPOT ON THE PROGRAM GUIDE**

1500 program guides a given to attendees during the show.

**10,000 HANDOUTS & 200 COLOR POSTERS**

10,000 quarter-page flyers will be handed out at stores, restaurants, clinics, farmers markets, practitioner offices and health food outlets located throughout Halifax and surrounding areas. 150 Posters will be posted around Halifax.

**NEW FORMS OF ADVERTISING**

Each year we experiment with new forms of advertising, we will include the Gold Sponsor's logo when preparing these ads.

**SILVER SPONSOR \$1,500 (TWO SPOTS)**

Second Choice for Speaker Spot on Both Days

Prime Location Superbooth #84 w/Electricity & Internet

50 Weekend Passes

One Gift Bag Insert

Wellness Networker Website Banner Advertisement

Wellness Expo Website Banner Advertisement

Literature Table Space

Logo on the Promotional Materials Including:

Various Display Advertisements

One Half Page Ad in the Program Guide

10,000 Handouts

150 Full-Color Posters

**BRONZE SPONSOR \$875 (THREE SPOTS)**

Speaker Spot on One Day

Prime Location 10x10 booth w/Electricity & Internet

25 Weekend Passes

One Gift Bag Insert

Wellness Expo Website Banner Advertisement

Literature Table Space

Logo on the Promotional Materials Including:

Quarter Page Advertisement in the Program Guide

150 Full-Color Posters

**WELLNESS SUPPORTER PACKAGE**

**\$150 (FIVE SPOTS)**

5 Weekend Passes

One Gift Bag Insert

Logo on Wellness Expo Website

Literature Table Space

Logo in the Promotional Materials Including:

Logo and Contact Information in the Program Guide

150 Full-Color Posters

(See samples for ad dimensions)

For more information about the Wellness Expo  
Sponsor Packages please contact:

**Wellness Expo**

**Phone: 902.800.0309 800.473.0423**

**Fax: 800.473.0423**

[WellnessExpos@Gmail.com](mailto:WellnessExpos@Gmail.com)

[www.Wellness-Expo.com](http://www.Wellness-Expo.com)

13<sup>th</sup> Annual

# Wellness EXPO



10,000 Quarter Page Handouts are distributed throughout the Metro Moncton region in local health food outlets, clinics, restaurants and farmers markets.

Silver Sponsor

Silver Sponsor

Gold Sponsor

For more information about the Wellness Expo Sponsor Packages please contact:

**Wellness Expo**

**Phone: 902.800.0309 800.473.0423**

**Fax: 800.473.0423**

WellnessExpos@Gmail.com

www.Wellness-Expo.com

## Sponsor Location and Size ads on Posters

<b>Massage Therapy</b> <a href="http://www.massageme.ca">www.massageme.ca</a>	Bronze Sponsor	Bronze Sponsor	Bronze Sponsor	<b>Wellness Networker</b> <b>(506) 388-9799</b> <a href="http://www.wellnessnetworker.ca">www.wellnessnetworker.ca</a>	<b>Wellness Networker</b> <b>(506) 388-9799</b> <a href="http://www.wellnessnetworker.ca">www.wellnessnetworker.ca</a>
<b>Wellness Networker Magazine</b> <a href="http://www.wellnessnetworker.ca">www.wellnessnetworker.ca</a>	Silver Sponsor		Silver Sponsor	<p style="text-align: center; font-size: 2em;">Gold Sponsor</p>	
<b>Holistic Spas Inc.</b> We Support a Natural & Healthy Lifestyle!	Silver Sponsor		Silver Sponsor		
<b>Wellness Networker</b> <b>(506) 388-9799</b> <a href="http://www.wellnessnetworker.ca">www.wellnessnetworker.ca</a>	Silver Sponsor		Silver Sponsor		