



# Healthy Life Balance Expo

## *Integrating Wellness, Wealth and Work*

**November 8<sup>th</sup>**

**10:00 AM to 5:00 PM**

**Holiday Inn - North, Pittsburgh**

**McKnight Road - Behind Staples**

### Why Should I Exhibit?

1. "Healthy Life Balance" is a hot topic in contemporary culture as people seek to feel joy and not just existence in their lives. The stresses of work, finances, health and more are building everyday. People are seeking relief!
2. This is a full scale booth show with fully draped backed booths and dividers allowing for more personal conversations with potential clients and customers. The hourly seminars will keep people at the show.
3. The event is FREE to the public and FREE parking is plentiful.
4. Free seminars will draw people to stay for specific topics and spend time in the exhibit hall.
5. You can generate immediate sales and meet new customers face to face.
6. The FREE promotional tickets we give exhibitors to give to their clients bring more attendees.
7. Generate new leads from qualified buyers.
8. Showcase your latest product or service to a targeted audience.
9. Establish and build brand equity.
10. Launch, debut or promote new products.
11. Inform and educate prospects.
12. Increase exposure.
13. Gauge market response to a product or service.
14. Generate media coverage.
15. Solidify customer relationships.
16. Meet business owners for wholesale opportunities.

People are seeking ways to simplify their lives. Does your product or service help improve health, wealth or work? If so, come meet consumers who need your service at an Expo with a full marketing plan focused specifically on this hot consumer audience! Space is limited.

### Who Will Exhibit?

1. Anyone who wants to sell a product or service to people who care about health, wealth and work.
2. Health Clubs, Wellness Service Providers, Fitness Clubs, Personal Trainers.
3. Natural Foods/Products, Healthy Environments, Energy Efficient Home Products.
4. Medical Facilities, Outpatient Centers, Treatment Providers.
5. Bankers, Investment and Retirement Firms, Insurance Providers, Financial Planners.
6. Green Living and Remodeling, Alternative Energy Resources, Spas, Pools, Saunas.
7. Organic Products, Nutrition, Vitamins, Environmentally Friendly Businesses.
8. Chiropractic, Massage, Yoga, Pilates, Exercise equipment, Meditation.
9. Personal Coaches, Trainers, Books, Authors, Green Vendors.
10. Real Estate, Mortgage Insurance and many more.....

### How Will The Event be Publicized?

A full marketing plan will include: Cable TV, Radio, Daily-Weekly-Monthly Newspapers, Billboards, Web site, Email, Fliers, Each booth registrant is given 25 tickets to hand to clients and customers, Sponsors are given hundreds of tickets.

### Why Should Guests Attend?

It's FREE! Learn about disease prevention and health self-management. Seminars are on topics of interest to today's consumer such as *How to Make a Career Transition* and *Make Your Wheel of Fortune Spin on Balance*. It's a Sunday when there isn't a Steelers game. The whole family can attend. Parking is FREE. It is located near shopping. They will get FREE giveaways, win FREE prizes and receive a FREE bag to collect all kinds of fun things. It's fun!



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## Application and Contract

The undersigned wishes to make application for exhibit space in the Healthy Life Balance Expo on November 8, 2009 at the Holiday Inn – North on McKnight Road in Pittsburgh from 10:00 AM to 5:00 PM.

Company \_\_\_\_\_ Email \_\_\_\_\_ (must)

Contact \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Business phone (and other) \_\_\_\_\_ Fax \_\_\_\_\_

### Exhibiting and Sponsorship Opportunities

\_\_\_ 8' X 6' Exhibit Space (This price is less than one typical space ad in a printed publication) \$ 395

Includes: draped back panel, dividers, covered table, 2 chairs, sign, name badges, 25 tickets for clients

\_\_\_ 8' X 6' Exhibit Space – check post marked by September 15<sup>th</sup> \$ 350

\_\_\_ Electricity needed \$ 25

\_\_\_ Gold Sponsor \$1,500

\_\_\_ Platinum Sponsor \$2,500

\_\_\_ Title Sponsor \$3,500

All exhibitors donate a door prize valued between \$35 to \$50 that is given away to participants during the event and featured in marketing materials.  My door prize is enclosed.  I will bring it to the registration table that day.

**Set up** is from 8:00 to 9:30 AM the day of the Expo. Tear down is from 5:00 to 6:00 PM. Tear down before 5:00 PM is prohibited. Space is allocated on a first come first serve basis. There will be no reimbursements for cancellations after October 26, 2009. A \$50 processing fee will be held.

**Payment**  Check enclosed payable to Gannon Enterprises

### Terms

1. Payment in full must be postmarked by October 15, 2009 or a \$50 late fee will be incurred.
2. Exhibitors are responsible for all content in their space and any special signage.
3. Exhibitors are required to wear name badges at all times.
4. Gannon Enterprises shall not be responsible for any loss, damage, or delay due to strikes, lockouts, Acts of God, governmental restriction, enemy action, civil action, unavoidable casualty, or other causes similar or dissimilar, beyond their control
5. Exhibitor agrees to donate a door prize valued at \$50 or more that will be given away throughout the day.

I understand that I have contracted for exhibit space by signing this contract and am liable for the full cost of the booth space to be paid or post marked by October 15, 2009. I understand that the final location of the space will be determined by show management upon receipt of the booth cost. The undersigned represents that he/she is fully authorized to execute and complete this agreement and understands and agrees to all rules listed here.

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

Names of those exhibiting (for badges): \_\_\_\_\_

Return application with payment payable to:

**Gannon Enterprises**  
720 Field Club Road  
Pittsburgh, PA 15238

Phone: 412-963-1436 email: MaryLeeGannon@yahoo.com



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### Title Sponsorship Benefits

\$3,500

- ◆ Two 8' X 6' Exhibit Spaces (twice the space of other booths)
- ◆ Draped back panel, dividers, 2 covered table, 4 chairs, sign, nametags
- ◆ Your company name and booth number on a sign in the booth  
**(The following benefits are in addition to the Standard Booth benefits)**
- ◆ Special booth placement and signage
- ◆ Your company name and booth location on attendee flyer
- ◆ Your company name listed and announced as a title sponsor in electronic marketing
- ◆ Your company name or logo will appear on all publicity and advertising mediums – space permitting – which include email, space advertising, billboards, cable.
- ◆ Your company name or logo will appear on event billboards
- ◆ Your logo will be displayed on event bags, in seminar room and elsewhere throughout the event
- ◆ Your company has the opportunity to give two (2) 45-minute seminars during the day (responsible for all equipment)
- ◆ 200 Printed tickets to distribute to your clients and customers

### Platinum Sponsorship Benefits

\$2,500

- ◆ 8' X 6' Exhibit Space
- ◆ Draped back panel, dividers, covered table, 2 chairs, sign, nametags
- ◆ Your company name and booth number on a sign in the booth  
**(The following benefits are in addition to the Standard Booth benefits)**
- ◆ Special booth placement and signage
- ◆ Your company name and booth location on attendee flyer
- ◆ Your company name or logo will appear on event billboards
- ◆ Your company name or logo will be displayed on event bags, in seminar room and elsewhere throughout the event
- ◆ Your company has the opportunity to give one (1) 45-minute seminar during the day (responsible for all equipment)
- ◆ 100 Printed tickets to distribute to your clients and customers

### Gold Sponsorship Benefits

\$1,500

- ◆ 8' X 6' Exhibit Space
- ◆ Draped back panel, dividers, covered table, 2 chairs, sign, nametags
- ◆ Your company name and booth number on a sign in the booth  
**(The following benefits are in addition to the Standard Booth benefits)**
- ◆ Special booth placement and signage
- ◆ Your company name or logo will appear on all printed advertising materials
- ◆ Your company name or logo will be displayed on event bags, in seminar room and elsewhere throughout the event
- ◆ 50 Printed tickets to distribute to your clients and customers

# Sponsorship Opportunities

## Show Demographics

**Key Audiences:** Primarily employed women (and men) in the Pittsburgh region who own their own home with children who are juggling career pressures, peace of mind, worries about their financial future, and a desire to stay healthy as well as senior citizens.

The Bureau of Labor and Statistics reports that in 2008 on an average day, 83 percent of women and 64 percent of men spent some time doing household activities, such as housework, cooking, lawn care, or financial and other household management. The great majority of these people are clearly juggling multiple facets of their lives. Combine this with the stress of a failing economy, depleted finances, layoffs and the threat of more lay offs and people are seeking alternatives to worry, stress and fatigue. The Health Life Balance Expo offers people alternatives to stress through healthy activity, self management of chronic conditions, disease preventative maintenance, money management, healthy food ideas, work transition strategies and more.

The Bureau of Labor and statistics went on to report that on the days that people did household activities, women spent an average of 2.6 hours on such activities, while men spent 2.0 hours on the same activities. On an average day, 20 percent of men did housework—such as cleaning or doing laundry—compared with 50 percent of women. Thirty-eight percent of men did food preparation or cleanup compared with 65 percent of women. Women will be the primary attendees and decision makers of the Health Life Balance Expo. There are 311,000 people in Pittsburgh and 1.2 million in Allegheny County. Sixty-seven percent are homeowners and 17% are over 65.

On an average day in the U.S., nearly everyone age 15 and over (96 percent) engaged in some sort of leisure activity, such as watching TV, socializing, or exercising. This underscores that people still make time for recreation and Expos. Of those who engaged in leisure activities, men spent more time in these activities (5.7 hours) than did women (5.1 hours.) Watching TV was the leisure activity that occupied the most time, accounting for about half of leisure time, on average, for both men and women. Socializing, such as visiting with friends or attending or hosting social events, was the next most common leisure activity, accounting for about three-quarters of an hour per day for both sexes.

On an average day, adults age 75 and over spent 7.6 hours engaged in leisure activities—more than any other age group. Seniors will also be a key audience for the Expo. Those 25- to 44-years-old spent just over 4 hours engaged in leisure and sports activities—less than other age groups.

Employed adults living in households with no children under 18 engaged in leisure activities for 4.5 hours per day, nearly an hour more than employed adults living with a child under age 6.

**Key Publicity/Marketing Audiences and Methods:** Cable TV, Radio, Targeted Daily-Weekly-Monthly Newspapers/Magazines, Billboards, Web site, Email, Fliers. Each booth registrant is given 25 tickets to hand to clients and customers. Sponsors are given hundreds of tickets.

# How to make my *Healthy Life Balance Expo* exhibit ROCK!

Getting new business at the *Healthy Life Balance Expo* takes only a little effort and planning. Lead generation or on the spot sales should be the priority for you and your booth team.

**1) Pre-Event Plan** – Invite clients and customers to the event ahead of time by sending them free tickets which the show provides, post that you will be exhibiting at the Expo on your Web site, send email reminders and include the date in newsletters and bills. One option is to announce a contest or send customized Scratch-Off Cards that can only be redeemed in the booth. These are great if you are debuting a product. Four or five weeks before the Expo, mail the cards to your entire customer list. Make sure that every card has a prize. Don't divulge the prize on the cards. Instead, have the cards preprinted with numbers under the scratch-off surface. In order to find out what they've won and to claim their prize, your customers are required to visit your exhibit.

**2) First grab attention with a give away or free drawing for a good prize.** You want to be remembered. Also give away a brochure or a promotional leaflet, this works even better if your business card is attached.

**3) Create a System to capture contact information.** On your computer, create forms with lines and spaces for the info that you will need filled in on each potential customer you meet. Have spaces for Name, Address, Phone, Email and any other important information.

**4) Limit your message to a Key Consumer Need.** Expos are overwhelming for participants. Highlight the key benefit of your product or service in solving a problem for the consumer. People want their lives to be easier. They are NOT interested in your features and benefits.

**5) Is the view eye catching and inviting?** Once you've set up your booth, stand back about 20 feet and take a look at it. Is it welcoming? Is your sign easy to read? Do you have a visual focal point at the booth? Can people tell what you do BEFORE they get to your booth? Be friendly. Wear a name badge and smile. When people come by your booth, you have just a few seconds to catch their attention. Create a 15 to 20 second "elevator speech" you can recite. "Hi there, I'm a chiropractor that specializes in stress management. Do you have stress in your life?" Sounds more exciting than "I am a chiropractor in town." doesn't it?

**6) Dress uniformity** is appealing to Expo attendees, even if only on a subconscious level. If your employees are wearing clothes that are consistent in color and style, it sends a clear message that they are working together as a team. Wear clothes with your logo.

**7) Display a picture album** and/or posters of people enjoying your product or service.

**8) Engage the senses.** Delicious food can transform the most cynical trade show attendee into a raving fan. Ideally, you want to use food that not only tastes scrumptious, but can also send mouthwatering aromas wafting through the aisles – such as customizable popcorn machines. The aroma of the popcorn is irresistible and draws people to your exhibits plus you can provide customized popcorn bags or plastic carriers that carry your logo, marketing message, and contact details.

**9) Games and movement.** Anything with a chance to win or with movement captures attention. You may use gambling games such as Plinko boards, raffle drums and prize wheels to draw people to your booth. Or simply ask people to give you their contact info and they may then pull a slip of paper out of a bowl for a free prize on which is written any number of prizes from a promotional item to a dollar bill to a twenty-dollar bill.

**10) Green giveaways** - Greener pastures and eco-friendly promotional items are making their way to the Expo floor. Examples include: recycled-plastic pens, organic-cotton apparel, green bags, branded fruit and recycled paper embedded with wildflower seeds.

**11) It's Pittsburgh** – Can you incorporate penguins (magnets, plush toys), steel workers (football squeeze balls, magnets) and pirates (treasure chests) to promote your message?

**12) Giveaways with staying power.** Your Expo giveaway should be something that will stay in front of your customers, support your marketing message and have value. If your company provides networking solutions, a Flash drive that carries your message, logo, and contact information is ideal. If you're in the health care industry, a booklet filled with helpful information on a healthy lifestyle, Frisbee, pedometer or pill box will not only be kept, but ties in with your service. Water bottles, calculators, wall calendars, T-shirts, pens, or bottle openers are all items that can be used daily and will promote your company long after the Expo. Make sure all promotional products have your company name, phone and web address easily visible.

**13) Create gender balance.** Balancing the number of men and women in your exhibit area will help ensure your visitors feel comfortable during their visit.

**14) Less is more when it comes to displaying literature.** It is better to replenish your materials frequently than have a disorganized surplus at any one time.

**15) Consider two different Expo giveaways.** One can offer reasonable quality and value to each person who visits your booth. The other can be given to your best customers and leads.

**16) Use a photo.** Put a head-and-shoulders photo of yourself or a photo of your product on your literature. These photos will help visitors remember you when they browse through your materials at a later date.

**17) Consider co-sharing a booth.** How about going in with another one-person business and sharing the costs. Work with someone who does chair-massages. It is a big attractor to people.

**18) Tracking and follow up are critical.** If you're offering redemption coupons to attendees, simply record the number of returned coupons. After the show call or contact all the people who stopped by your booth who indicated an interest in one of your products or services. Try to get in touch with them within a week at the most. Do not assume that they will call you. They won't.

**19) Candy bowl.** Have one they have to reach deep into. Don't fill it up, let it look like there isn't much left - that is even more attractive. They want to reach in before it's all gone.

**20) Don't stand behind the booth.** Go in front of the booth and mix and mingle with a smile.

**21) Use A tactile approach.** If possible, include demonstrations within your Expo exhibit that allow your visitors to actively participate – hands on! For example, if your company sells business software, let attendees experience it firsthand.

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