

# ANNOUNCING THE 3<sup>RD</sup> ANNUAL PETERBOROUGH WELLNESS EXPO SATURDAY, MAY 8, 2010

Our vision is to create an Annual Wellness Expo to promote the many talented and gifted practitioners in South Central Ontario, to inform the consumer of all the great products and services available in the vicinity, and to offer everyone a chance to sample these Products, Services and Holistic options to promote healthy and responsible choices.

Our partnerships with local businesses will be vital to the event's success. Please join us in celebrating and learning about better food choices, fitness options, nutrition, and holistic health alternatives for our families.

As you know, the problems associated with poor nutrition and lack of exercise among Canadians is a major health crisis. We are committed to providing fitness opportunities and nutrition education for families seeking healthier lifestyles.

Exhibitors are selected based on their unique offerings. Our goal is to provide a mix of health and personal growth offerings for attendees. With that goal in mind, we accept only a single representative from submitted applications for products, and a maximum of 3 practitioners in a particular field.



The Peterborough Wellness Expo will be a whole look at personal well-being. Exhibits will include nutrition, fitness, personal development, spirituality, beauty products, cosmetic enhancement, spas, relaxation products and services, financial wellbeing, pet wellness and environmentally friendly products and services. We hope to make this show a one stop opportunity for consumers to learn about the options available to them to improve or enhance their own personal well-being.



**As a consumer**, you owe it to yourself to visit the Wellness Expo to see for yourself which of these offerings if any are suited to your personal needs and budgets. Meet the practitioners, suppliers and in some cases, the creators of the answers to your health and well being. Spend the day trying all the samples and demos plus enjoy the seminars - all this for less than the cost of a movie. To try everything at this show on your own would cost you over \$2,000.00



**As an exhibitor or potential exhibitor** who is in the business of marketing, manufacturing or supplying a health, wellness & beauty related wellness product or service, you cannot afford to miss this event. Where else will you be able to place your product or service in front of hundreds of qualified and interested visitors for less than the cost of an ad in a daily newspaper.

Companies, Groups or Individuals who participate in the Peterborough Wellness Expo as an exhibitor can expect an exciting day of interactivity with hundreds of very interested and motivated people looking for answers to today's Personal Lifestyle issues.



**As a Sponsor or potential sponsor** you gain the benefits of receiving your company name/logo on ALL advertising material, website exposure, and so much more. Please see the Supporter Proposal for details.

The **Peterborough Wellness Expo** is a guaranteed winning opportunity for all who participate, consumers and suppliers alike.

# 3<sup>rd</sup> Annual Peterborough Wellness Expo

Evinrude Centre

Saturday, May 8, 2010 from 10 am to 4 pm

## Your benefits in participating:

1. **Showcasing**: The Wellness Expo Group will showcase over 80 different health therapies, products and services available in South Central Ontario. There continues to be significant changes in approaches to HealthCare for consumers. Our objective is to provide reliable, consistent and current information to the public on all available therapies. The greater the awareness is the better opportunity consumers will have to make informed decisions related to effective Health Care approaches. Our purpose is to link up the benefits you want from health care with the professional trade names that deliver those benefits thus providing you with informed choices.
2. **Exhibitors**: We will be showcasing 80+ of the Best Health Care Practitioners in Southern Ontario. Efforts are being made to bring a variety of exhibitors for various therapies thus providing a good cross section of effective health care approaches.
3. **Directory**: To go along with the important goal of informing consumers of new therapies in Health care to meet their needs, we will include a Wellness Directory in conjunction with our Expo. The directory will be distributed to each attendee at the expo and all exhibitors as well as delivery in local practitioners offices.
4. **Free Newsletter**: We will collect email addresses of attendees who wish to receive our free Quarterly Newsletter. Included in the newsletter will be upcoming events, workshops or information sessions **to help promote your business**.
5. **Advertising**: Extensive advertising will be done in the local newspaper and radio, in the weeks leading up to the show. With your participation as an exhibitor in the expo, you are offered a free line ad in the directory and special pricing options for display advertising in the directory and newspaper as well as special offers for radio advertising.
6. **Sponsorship**: Organizations that wish a greater presence at the Wellness Expo please see separate information sheet or contact show management to discuss opportunities.
7. **Calendar of Events**: As an added bonus we are collecting the dates of upcoming events, courses and special events in the Peterborough area to be handed out to our guests at the Wellness Expo. Please submit details of your event with your exhibitor application.