

15th Annual Women's Health & Fitness Expo



What is The Annual Women's Health & Fitness Expo?

The Women's Health & Fitness Expo is the tri-state area's largest annual health promotion event. The Expo attracts thousands of women who make major health, wellness, food and fitness decisions for their families. Attendees come from a broad spectrum of ethnic, social and economic backgrounds with an interest in learning, experiencing, trying and buying health-related products and services. Partnering with the Expo provides a tremendous cause marketing and communications platform, allowing sponsors to create awareness and visibility, as well as support their brand and communicate key messages.

What Takes Place At The Expo?

For 15 years, the Expo has offered interactive speakers, workshops, fitness activities and cooking demonstrations with mass appeal. Local and national organizations host a variety of educational and service-based booths that provide free health screenings, spa services and fitness information. All activities are inspirational, non-competitive and diverse. An estimated 3,000 individuals are expected to attend.

How Can We Participate?

This sponsorship book contains information about select brand/category exclusive sponsorship opportunities being offered to those interested in reaching thousands of women and their families. Much more than a one-day "women's fair," event coordinators are committed to developing on-going sources of support for families through events and shared/social media.

Accordingly, sponsors have the opportunity to:

- Provide information on the expo web site
- Educate attendees about a particular product or service
- Market health-related products and services through expo social networks
- Create event sampling programs
- Build brand awareness
- Gain insight on the health interests of women and families

The Women's Health and Fitness Expo is the only comprehensive expo dedicated to women's health in the region, drawing women from as far away as Vermont and Massachusetts, as well as the Lower Hudson Valley — Putnam, Dutchess, Orange, and Westchester Counties.

Who Organizes The Expo?

The event is organized as a public service by the Women's Health and Fitness Foundation, a 501(c)(3) non-profit that focuses on promoting health awareness and encouraging individuals to assume responsibility for their own health. Sponsorship contributions are used to provide reduced fees for attendees, further discounts for seniors, and free admission for children. Proceeds are used to support the on-going educational services offered by the Women's Health and Fitness Foundation.

Ready to become a sponsor? Call (845) 802-7025 to support a day exclusively for women and those they care most about.



Our Mission

Created to fill a regional need, the Women's Health and Fitness Expo educates women about their lifestyles and how to make themselves and their families healthier. The Expo is successful because it understands what women want: a day just for them - to learn, to discover and experiment. More importantly, it's an opportunity for women to experience many different ways to change their lives for the better by bringing medical professionals together with workshops, vendors and demonstrations targeting health and wellness. Experts have long recognized that women are the gatekeepers to family health, and our mission is to bring the most up-to-date information from local, regional and national health and fitness experts to Expo participants in order to decrease the risk of preventable diseases and positively impact family health habits.

The Expo Offers:

- Education – Booths, lectures, workshops, handouts, contact with medical professionals.
- Screenings – Over 30 free-of-charge screenings for heart disease, diabetes, obesity, osteoporosis, depression and more.
- Interactive Teaching – Numerous professionals offer seminars and workshops and answer questions throughout the day.
- The-Doctor-Is-In booth – Offers one-on-one consultations with health care providers in a variety of specialties.
- Demonstrations – Numerous fitness and cooking demos offer women a way to learn how to achieve a healthy lifestyle.

The Expo Appeal:

Year after year, thousands of women from the Tri-State Region have demonstrated how important health issues are to them by attending the annual Expo. This successful one-day event has grown to include activities for men and children, and we are dedicated to continue expanding its scope and developing on-going support networks for women by providing additional information online and programs that emphasize:

- Prevention and education
- Eating healthy
- Learning to accept and move our bodies
- Getting fit for life
- Being proactive about health
- Honoring the needs of mind, body, spirit



Sponsoring & Exhibiting

A multitude of packages and opportunities are being offered for those who wish to sponsor or exhibit at the 2015 Expo.

Event Sponsorship

Event sponsorship provides vendors and suppliers with the opportunity to promote their brand in conjunction with the Expo in order to gain exposure and assist in staging a successful event. Sponsorship levels are listed on pages 4 through 6.



Exhibiting at the Women's Health and Fitness Expo

This event will bring together attendees from a broad spectrum of ethnic, social and economic backgrounds with one thing in common: the desire to lead healthier lifestyles. Attendees will be looking for new tools, products and services that will help them meet this goal. We will be providing two different channels for suppliers and vendors to reach our audience:

1. Exhibitor Tables

Showcase areas will be provided at the event for our attendees to experience and discuss new products and services directly with vendors and suppliers. Single and double tables are available, as well as specialty booth spaces.

2. Seminar/Workshop Space

A limited number of seminar and workshop spaces are available. Seminar sessions and/or workshops are available for cooking and fitness demonstrations, health screenings, stress reduction, and lectures. All seminars and workshops must be approved by event organizers.





Presenting Sponsor

Presenting Sponsorship Package

The Presenting Sponsorship Package provides the most extensive set of benefits for a premier sponsor dedicated to women's health. A combination of our Gold and Featured Speaker packages, this opportunity offers a complete collection of promotional tools that connect directly with women in the Tri-State Region. We invite you to contact us at (845) 802-7025 for more information about our featured speaker selection and pricing.

Benefits:

- Category Exclusivity
- Acknowledgment as the Presenting Sponsor on all marketing materials, social media and advertising.
- Eight public address announcements throughout the Expo's eight-hour duration, ensuring maximum contact with attendees throughout the day.
- Two complimentary exhibitor tables in the main showcase area.
- Your 30-second promotional multimedia presented on the Expo web site home page.
- Official recognition on the featured speaker web page.
- Your company logo on staff apparel, directional signage, and step and repeat banner for publicity photo opportunities.
- Recognition and your article in the Expo program and logo on the front cover.
- 50 VIP conference registrations.
- Premier seating for guest lectures.
- Meet and Greet with featured speakers in VIP sponsors area.
- Your logo prominently featured at fan appreciation station.
- Verbal acknowledgment at beginning of featured speaker session.
- Your marketing materials included in gift bags distributed at the expo.



Gold & Silver

Gold Sponsorship Package

Benefits:

- Category Exclusivity
- Acknowledgment as the Expo Gold Sponsor on select marketing materials.
- Eight public address announcements throughout the Expo's eight-hour duration, ensuring maximum contact with attendees throughout the day.
- Two complimentary exhibitor tables in the main showcase area.
- Your 30-second promotional multimedia presented on the Expo web site home page.
- Recognition in the Expo program and logo on the front cover.
- Your company logo on select conference banners and directional signage.
- 35 VIP conference registrations and premier seating.
- Meet and Greet with guest speakers in VIP sponsors area.
- Your marketing materials included in gift bags distributed at the expo.

Silver Sponsorship Package

Benefits:

- Acknowledgment as the Expo Silver Sponsor on select marketing materials.
- One complimentary exhibitor table in one of the following showcase areas:
 - Body:* Healthy eating, exercise, active living, traditional and complimentary medicine
 - Mind:* Educational programs, workshops, and health and wellness screenings
 - Spirit:* Mental health, relaxation, stress reduction, and the arts
- Your multimedia advertisement (skyscraper) on the Expo web site event pages.
- Recognition in the Expo program.
- Your company logo on select conference banners and directional signage.
- 25 VIP conference registrations.
- Your marketing materials included in gift bags distributed at the expo.



Bronze

Featured Speaker Sponsor

Benefits: *Please Inquire*

- Official recognition on select marketing materials highlighting a featured speaker.
- Official recognition on the featured speaker web page and select sponsor signage.
- Your logo prominently featured at fan appreciation station for featured speaker.
- Verbal acknowledgment at beginning of relevant daily session.
- Recognition in the event program.
- 15 VIP conference registrations.
- Your marketing materials included in gift bags distributed at the expo.

Food Court & Cooking Demo Sponsor

Benefits: *\$5,000*

- Official recognition on the cooking demo web site feature page and event sponsor signage.
- Recognition in the event program.
- 10 VIP conference registrations.
- Your marketing materials included in gift bags distributed at the expo.

Zone Sponsors

Benefits: *\$1,000-\$5,000*

- Your logo featured exclusively on signage for the zone of your choice: Community, Fitness, Kids, Men's, Health, Book Nook or Spa.
- Your company name featured online and in the event program.
- 10 VIP conference registrations.
- Your marketing materials included in gift bags distributed at the expo.

Media Sponsors

Benefits: *\$3,500*

- Official recognition on the performance page of the web site.
- Your company name featured online and in the event program.
- 5 VIP conference registrations.
- Your marketing materials included in gift bags distributed at the expo.

Friends of the Expo

Benefits: *\$500*

- Name recognition online and on event sponsor signage.
- 5 VIP conference registrations.



Exhibiting

Seminar/Workshop

Available to approved applicants only. Limited Number.

Benefits:

- Seminar/Workshop Sessions are 45 minutes long
- Listing and description of seminar on the Expo web site
- Listing and description of seminar in the Expo Program



Exhibition Booths

Benefits:

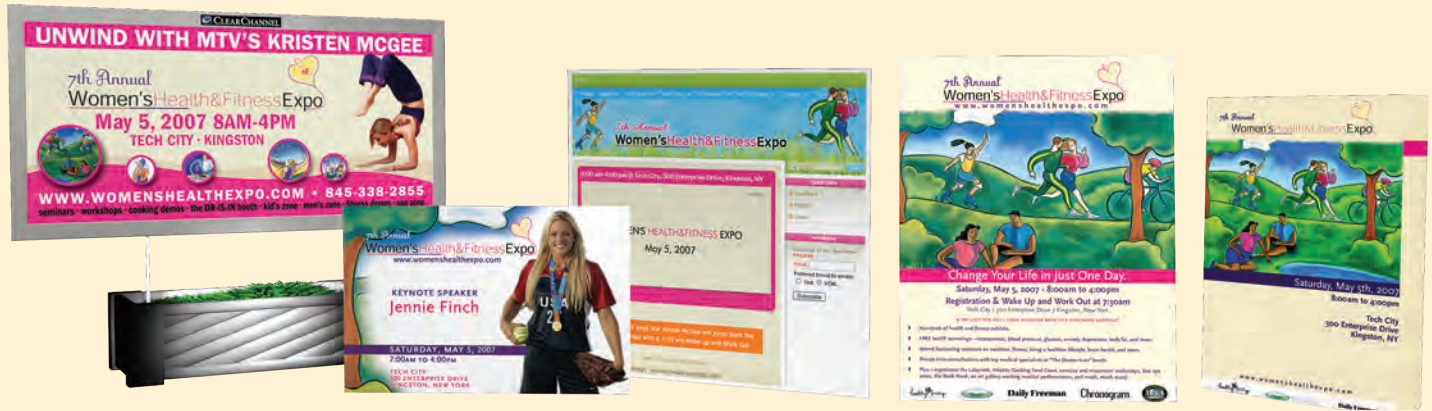
- Booth space in a relevant Expo showcase area
- Listing on the Expo web site
- Listing in the Expo Program

Exhibition Tables

Benefits:

- Single or double table location in a relevant Expo showcase area
- Listing on the Expo web site
- Listing in the Expo Program

Promotional Tools



The Women's Health and Fitness Expo offers many promotional tools to help you showcase your participation.

Program

The program will be available after April 15th. It contains the entire Expo schedule and is a handy reference for your customers. The most current version of the schedule is posted on the Expo web site and can be linked to your web site.

Flyers

Event flyers provide a basic look at the expo, including speakers and sponsors. Distributing flyers is a great way to get the word out early about your participation at the Expo. We also offer a downloadable digital version of the flyer that can be emailed to your customer list or posted on your web site.

Table Tents

Table tents are an ideal promotional tool for restaurants and retail stores. Build a display around them or decorate your eatery with these full-color, durable and elegant tents.

Postcards

The Expo has an official postcard for you to use to invite customers to your booth or promote your participation.

Posters

Keynote speaker posters are an excellent way to promote the expo at your establishment. Get yours while they last!

Web site Banner Ads

Use your web site to promote your participation at the Expo by including an Expo web banner and link on your web site. The Expo web site is full of information that your customers can use to help plan their day.

Stickers

Use Expo decals on materials you send to your current and prospective customers to remind them to visit your booth at the Expo.

Merchandising Opportunities

Additional opportunities to promote your brand are available. Customized promotional products that pair your company logo with the Expo logo can be included in conference gift bags or used as giveaways for exhibitors. The following list of merchandise represents our current product selection.

Please contact our fulfillment department at orders@womenshealthexpo.com if you are interested in placing an order.

Note Pads and Pens

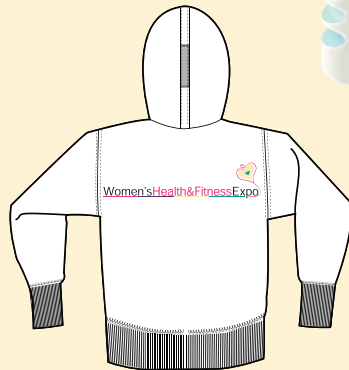
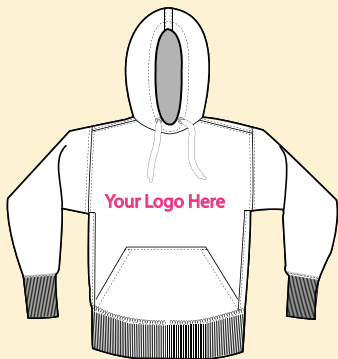
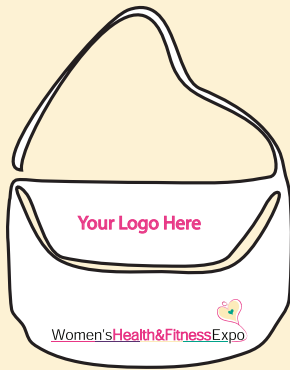
Tote Bags

T-Shirts

Sweatshirts

Sport Bottles

Pedometers



Our Founder

Debra Karnasiewicz, MD, MPH

Director, Women's Health and Fitness Foundation

Debra Karnasiewicz, MD, MPH is a Kingston internist specializing in women's health. Over the last thirteen years, Dr. Karnasiewicz has embarked on a crusade to reverse the debilitating forces of over-eating, sedentary living, and poor health practices among women and families. Her dedication resulted in the formation of the Women's Health & Fitness Foundation, a nonprofit organization that focuses on educating women and their families about the importance of healthy lifestyles. Because more than 60% of American women are above their ideal weight and at risk of premature death from heart disease and diabetes, the Women's Health and Fitness Foundation develops events and programs that engage women through tangible hands-on experiences. The Women's Health and Fitness Expo is the Foundation's premier event, and each year Dr. Karnasiewicz expands its offerings.

"Improving a woman's health," says Dr. Karnasiewicz, "has an impact that reaches far beyond women. Women are the biggest influence on their family's health habits, including what they eat and how they exercise. They deserve a day of their own where they can relax, destress, browse the booths and workshops, taste healthy foods and experiment with different ways to improve their health and well-being."



Sound Bites

"It is nice to have an event in Kingston of such magnitude, resourcefulness, information and products to improve our overall well-being. Thank you Women's Health & Fitness Expo!" - Donna (Attendee)

"Tons of information & free samples! I also got my blood glucose tested & a free facial! My 1st year, definitely want to go back next year." - Lauren (Attendee)

"This is my 3rd year going to this event. Got a lot of good information and met some really nice people. I love the seminars. Can't wait to go again!" - Melissa (Attendee)

"This was the first time I represented the YMCA and I loved it! We had a great turnout and we look forward to next year." - Karen (Exhibitor)

"We are looking forward to attending for the third year in a row. Come by our booth and see us for your free pain relief sample of Topricin. See you there!!!!" - Loraine (Exhibitor)

"What an awesome event! So great to have been able to be part of such an event! I will make sure to sign on next year as well!! Great meeting all of you and thanks for stopping by my booth to see if your home is healthy!" - Tim (Exhibitor)

2015 Expo Booking Form

Sponsorship

Presenting Sponsor

Gold Sponsor

Silver Sponsor

Bronze Sponsor

- Featured Speaker _____

- Food Court & Cooking Demo _____

- Zone: (Circle One) _____

Community

Fitness

Kids

Men's

Health

Book Nook

Spa

- Media _____

- Friend _____

Exhibition Table _____

Corporate: \$1000.00 per booth
(\$1100.00 if paid after February 25, 2015)
10 or More Employees

Business: \$500.00 per booth
(\$550.00 if paid after February 25, 2015)
5-9 Employees

Community: \$250.00 per booth
(\$275.00 if paid after February 25, 2015)
1-4 Employees

Not-for-profits: \$180.00 per booth
(\$200.00 if paid after February 25, 2015)

Exhibition Booth _____

Seminar/Workshop _____

Payment: A non-refundable deposit of \$100 is required to process exhibition registrations. The remainder of the fee is due by March 1, 2015. If fee is not received by March 1, 2015, space cannot be guaranteed. Space is limited and subject to Foundation approval. Once your booking form is accepted and a deposit has been received, your booth will be reserved. Please call (845) 802-7025 with questions.

A full refund, less \$50, will be possible only if cancellation is received in writing no later than April 1, 2015. There will be no cancellations received after April 1, 2015. There are no exceptions. A \$35.00 fee will be charged for any checks returned by the bank.

Mail or fax this form to:
Women's Health & Fitness Foundation
RE: EXPO 2015
360 Washington Ave.
Kingston, NY 12401
Phone: (845) 802-7025
Fax: (845) 338-7141

Company Name: _____

Contact Name: _____

Address: _____

Phone: _____

Fax: _____

Email: _____

Web Site: _____

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