

BRAVA
PRESENTS



wellEXPO

JAN. 25-26, 2019

Monona Terrace

WellExpoMadison.com





The mission of the 10th annual **WELL EXPO** is to inspire, educate and help the local community live a healthier life.

WELL EXPO features educational seminars and local businesses that offer programs and solutions for weight loss, medical care, healthy foods, green living, exercise, beauty and more. **WELL EXPO** also gives back to the community by keeping admission costs low and hosting a food drive for the River Food Pantry.

The 2019 Well Expo will feature interactive booths that offer free services to attendees, such as CPR training, bone density screenings, organic food tastings, chair massages and more. With space for 150 exhibits, a main stage, two fitness studios, cooking demonstrations, lecture hall and more, **WELL EXPO** attendees spend all day exploring and learning about Madison's local resources for healthy living.

Why exhibit at the **WELL EXPO?**

Promote your organization and its mission to several thousand customers in just two days. **WELL EXPO** is an ideal venue for developing personal relationships that strengthen customer loyalty far more than phone conversations or e-mail campaigns.

- ➔ Capture highly targeted, local audience of women and men ages 35-60.
- ➔ Reach an affluent audience that likes to spend money at the event and is very interested in health and wellness.
- ➔ Exchange referrals with other exhibitors.
- ➔ Sell products and services.
- ➔ Book appointments on site.



WELL EXPO *2018 at a Glance!*

67,860 WEBSITE UNIQUE VIEWS WITHIN 30 DAYS OF EVENT

60,213 IMPRESSIONS VIA FACEBOOK THE WEEK BEFORE EVENT

15,000 NUMBER OF PEOPLE REACHED ON FACEBOOK WITH FREE TICKET OFFER

3,085 PEOPLE DOWNLOADED THE FREE TICKET LINK

1,200+ LBS OF FOOD DONATED TO THE FOOD PANTRY

55% OF SATURDAY'S ATTENDEES DONATED FOOD TO THE RIVER FOOD PANTRY

2,615 FACEBOOK FANS AS OF MARCH 2018

3,000 NUMBER OF ATTENDEES

Why sponsor the **WELL EXPO?**

Sponsors receive exclusive marketing opportunities that combine day-of-show exposure with online, print and media placements that span six months.

Our aggressive marketing plan includes:

- Television commercials
- Paid Facebook advertising
- Paid Google adwords
- Radio advertising
- Regional magazine advertising
- Six monthly e-mail newsletters to more than 3,500 past attendees
- A standalone web site, Facebook, Twitter and Instagram posts
- Printed materials and admission coupons
- Press releases in partnership with the River Food Pantry



WHAT OUR SPONSORS ARE SAYING

"I was so honored to be invited to be a Main Stage Speaker for the Well Expo. The entire **event was so well-organized** and had an **excellent selection of vendors**. We were **thrilled with the number of attendees** and I look forward to being part of future expos!" - Faith Dey, Fitness Presenter, Orangetheory Fitness

CONTACT YOUR ACCOUNT REPRESENTATIVES TODAY!

Megan Tepe: mbt@ntmediagroup.com or 608-235-4107

Jennifer Schwarzkopf: jes@ntmediagroup.com or 608-358-1099

Jody Wisz: jody@ntmediagroup.com or 608-295-7570

2019 SPONSORSHIP LEVELS

TITLE SPONSOR \$5,000:

1 available; receives most marketing exposure

- Naming rights on everything involved with the event
- Quad Booth Space with electricity.
- One classroom lecture or fitness class (45 minutes)
- One main stage slot (45 minutes), promoted in all marketing materials
- 3x8-foot "Sponsor" banner with your logo, placed at the Expo.
- "Sponsored By" verbiage in television ads
- Prominent ad in digital e-newsletter, 6x (monthly August through January). 175 x 125 pixels
- Boosted posts on social media sites to an audience of at least 5,000 people.
- Sponsored content on wellexpomadison.com
- Digital ad on wellexpomadison.com (651 x 80 pixels)
- Digital ad on bravamagazine.com Dec. 1-Jan.31
- Printed 1/3 square ad in the special section of *BRAVA Magazine* January 2019 issue

EXCLUSIVE MAIN STAGE

SPONSOR \$3,000: 1 available; receives most exposure in the Expo Hall

- Double Booth Space with electricity.
- One main stage slot (approx. 45 min.)
- 3x8-foot "Sponsor" banner with your logo, placed at the Expo.
- Prominent ad in digital e-newsletter, 6x (monthly August through January). 175 x 125 pixels
- Boosted posts on social media sites to an audience of at least 5,000 people.
- Sponsored content on wellexpomadison.com
- Digital ad on wellexpomadison.com (651 x 80 pixels)
- Digital ad on bravamagazine.com Dec. 1-Jan.31
- Printed 1/6 vertical ad in the special section of *BRAVA Magazine* January 2018 issue

COOKING STAGE SPONSOR \$1,650:

2 available; One Friday & One Saturday

- Double Booth Space with electricity (Both Days)
- 3x8-foot "Sponsor" banner with your logo, placed at the Expo.
- Prominent ad in digital e-newsletter, 6x (monthly August through January). 175 x 125 pixels
- Bio/business information in e-newsletter.
- Boosted posts on social media sites to an audience of at least 5,000 people.
- Digital ad on wellexpomadison.com (651 x 80 pixels)

WELLNESS SERIES SPONSOR \$1,650:

5 available; your expert speaks on health issues

- Double Booth Space with electricity.
- One main stage slot (approx. 45 min.), promoted in all marketing materials.
- Bio/business information in e-newsletter.
- Boosted posts on social media sites to an audience of at least 5,000 people.
- Digital ad on wellexpomadison.com (651 x 80 pixels)

PREMIUM SERIES SPONSOR \$1,500:

5 available; ideal for exhibitors who want a class slot

- Double Booth Space with electricity.
- One classroom lecture (approx. 45 min.)
- Boosted posts on social media sites to an audience of at least 5,000 people.

SPA SPONSOR \$1,000: 3 available; provide spa services Friday & Saturday

- Double Booth Space with electricity.
- Prominent ad in digital e-newsletter, 6x (monthly August through January). 175 x 125 pixels
- Boosted posts on social media sites to an audience of at least 5,000 people.

GIVEAWAY SPONSOR \$500:

Your premium item at registration desk or main stage

- Prominent ad in digital e-newsletter, 6x (monthly August through January). 175 x 125 pixels
- Boosted posts on social media sites to an audience of at least 5,000 people.

DIGITAL SPONSOR \$500: 6 available; affordable way to reach your customers

- 30,347 unique web page views within 30 days of the event
- Prominent ad in digital e-newsletter, 6x (monthly August through January). 175 x 125 pixels
- Banner ad on website, 3x (monthly November through January).



EXHIBITOR & SPONSOR AGREEMENT
JANUARY 25-26, 2019
FRIDAY 3PM-8PM & SATURDAY 9AM-4PM
MONONA TERRACE, MADISON

BOOTH PACKAGES

- Single Booth
Early Bird by Aug. 1 After August 1, 2018
Double Booth
Triple Booth
Quad Booth
Exhibition Hall Corner
Lakeside Commons
Preferred Booth (Entrance Wall)
Electricity

Includes one 10-ft x 10-ft booth, skirted table, 2 chairs, booth sign and a listing on www.wellexpomadison.com. Parking fees are additional

SPONSORSHIP PACKAGES

- Title Sponsor
Main Stage
Fitness Sponsor
Cooking Stage
Wellness Series
Premium Sponsor
Spa Sponsor
Giveaway
Digital Sponsor
Fitness Class

See sponsorship kit for details or contact your sales representative.

EXHIBITOR INFORMATION:

COMPANY NAME:
CONTACT NAME:
BILLING ADDRESS:
CITY: STATE: ZIP:
PHONE: FAX: EMAIL:

FOR THE WEBSITE AND BOOTH SIGN:

COMPANY NAME:
PHONE: WEB SITE:

PAYMENT: (\$350 DEPOSIT IS REQUIRED WITHIN 7 DAYS OF SUBMITTING A SIGNED CONTRACT TO RESERVE BOOTH SPACE. FAILURE TO DO SO WILL RESULT IN BOOTH SPACE RELEASE)

Payment options: \$350 Deposit, Full Amount, Other Amount, CHECK ENCLOSED, PLEASE SEND ME AN INVOICE FOR PAYMENT, CREDIT CARD (MC or VISA): CARDHOLDER NAME: NUMBER: EXP DATE: SEC CODE:

IF BILLING ADDRESS IS DIFFERENT FROM ABOVE, PLEASE ADD:

AUTHORIZED SIGNATURE: DATE:

*SIGNATURE DENOTES ACCEPTANCE OF TERMS AND CONDITIONS STATED BELOW

By signing this agreement Vendor agrees to indemnify Nei-Turner Media Group, Inc., Monona Terrace, any sponsors of WELL Expo, and their officers, employees, agents, representatives, and volunteers, and any organization involved with the production of WELL Expo and will hold each of them harmless from any and all actions, damages, and claims, to persons or property, penalties, obligations, liabilities or attorney's fees that may be asserted or claims by any person, firm, entity, corporation, political subdivision or other organization arising out of any negligent or intentional tortuous acts, errors or omissions of vendor, its agents, employees, sub-contractors, or invitees, provided for herein and arising out of the performance of this agreement. PAYMENT TERMS: Non-refundable deposit is due when contract is turned in. Early bird by August 1, 2018. Full balance is due by Oct. 31. Failure to pay balance will result in loss of deposit and/or booth space. No refunds will be given within 60 days of the event. ACCEPTANCE: Nei-Turner Media Group, Inc reserves the right to alter or reject any application, which is not in keeping with WELL Expo's theme and standards.