



# Simcoe County Wellness Expo 2007

Avalon Wellness Centre invites you to participate in The Simcoe County Wellness Expo on October 20<sup>th</sup> 2007; from 10 a.m. to 5 p.m. The Wellness Expo will be held at the Barrie Event Centre located at 165 Essa Road in Barrie (also known as the old Barrie Fairgrounds). We have two full floors of exhibits, a wellness market, demo spaces, seminars and presentations to offer this year!

The Simcoe County Wellness Expo has as the main theme, holistic wellness, a philosophy that embraces the interconnection of body, mind and spirit. As the wellness of each of us cannot be understood in isolation, we include wellness aspects of the home, workplace and community. Holistic health, resources in natural medicine, sustainable environments, workplace wellness, organic products, and inspiring wellness from within...are some of the wellness aspects showcased in this year's Expo.

Through exhibiting at the Simcoe County Wellness Expo, you will receive excellent exposure to your target market through enhanced media coverage, pre-show promotions and on-site visibility. Our marketing is already underway and we are pleased to report that several media resources have made a commitment to promote and cover the 2007 Wellness Expo!

We are in the process of developing a top-notch speaker lineup and dynamic educational sessions. This will be a significant draw to the public's growing interest in holistic living!

1. **Showcasing:** The Wellness Expo showcases alternative and holistic health therapies and wellness resources available in our community. Our objective is to provide reliable, consistent and current information to the public on all available complimentary therapies and integrative resources for wellness. Seminars and demonstrations will offer the consumer opportunities of exposure and education in this growing field.
2. **Exhibitors:** We feature quality holistic health practitioners of Simcoe County as well as a variety of excellent wellness resources. This event is by invitation only. Efforts are being made to bring a variety of exhibitors for various therapies and resources thus providing a premiere cross section of providers, educators and consultants of wellness.
3. **Program Guide:** Our wellness expo program guide will offer you with an opportunity to advertise information, offer a coupon, or otherwise promote your business. This guide will have a map of exhibits, a list of exhibitors and

their contact information, a list of speakers and their topics, information on the history, mission and growth of the wellness expo, and other relevant material.

4. **Sponsorship:** Wellness Expo sponsorship is provided at a variety of levels including 'in kind' sponsorship of items for the attendees, sponsorship of advertisements, seminar sponsorship and so on. Our sponsorship will be increased this year and we are approaching a variety of contacts including media, potential referral sources, referral recipients (i.e. health food stores), businesses that promote wellness or environmental safe products etc. For more information, please ask about our sponsorship opportunities package.

**Exhibit booth Information:**

- ✓ Each single booth space measures 8 feet by 10 feet
- ✓ Back and side draping included
- ✓ Hydro available on first come basis
- ✓ An 8 ft table included if desired
- ✓ 2 chairs included if desired

Please note that early registrants will have more choice of booth locations and hydro capacity.

**Booth Prices:**

**Early Bird Fee: \$250 plus GST before July 20<sup>th</sup>**

**Returning exhibitors: \$240 plus GST – before July 20th**

**All Booths after July 20th: \$295 plus GST**