

# Kootenay healthy lifestyles expo



Friday June 8, 2018  
4pm - 8pm  
Saturday June 9, 2018  
10am - 4pm  
Trail Memorial Centre

Trail, BC

**Sponsorship  
Opportunities**



eat right • live well • go green



# What is the Kootenay Healthy Lifestyles Expo?

Health and wellness is a fast-growing trend in today's society. It is a passion driven industry, whether you are a business or consumer.

The Kootenay Healthy Lifestyles Expo will be a trade show style, interactive event where people can get informed about healthy living. The event will feature exhibitors, expert speakers and demonstrations that promote holistic and western health practices, green initiatives, food sustainability, physical and emotional well-being, nutrition, and other wellness topics. The Expo will boast the "Kootenay lifestyle" that is desirable to locals and tourists alike. Consumers will have the opportunity to collect information, as well as purchase and experience products and services.

## Keynote Speaker

**Dr. James L. Chestnut** B.Ed., M.Sc., D.C., C.C.W.P.

Dr. James L. Chestnut has been studying human wellness and prevention for over 30 years. He holds a Bachelor of Physical Education degree, a Master of Science degree in exercise physiology with a specialization in neuromuscular adaptation, is a Doctor of Chiropractic, and holds a post-graduate Certification in Wellness Lifestyle. Dr. Chestnut is also the author of 'Live Right for Your Species Type', which, along with his previous books, is considered the gold standard evidence-based argument for lifestyle intervention. Dr. Chestnut's efforts have touched many thousands within the natural healthcare community, and through this, millions of patients worldwide.



## Marketing Campaign

### Locations

Our partners are an essential and visible part of the event, and will get exposure to a potential of over 60,000 people through our extensive marketing campaign. Targeted areas include but are not limited to:

The Lower Columbia Region (Rossland, Warfield, Trail, Montrose, Fruitvale, RDKB Areas A & B) as well as Castlegar, Nelson, Salmo, Grandforks, Creston and Cranbrook.

The three largest cities are Trail, Castlegar and Nelson. With low living costs and an average family income of \$81,000, households have disposable income to spend.

### Types of Advertising

The Expo will be promoted to the above locations through:

- Newspaper ads & articles
- Magazine articles
- Radio ads, interviews & "Live on Location"
- Shaw TV Kootenays
- Websites
- Community calendars
- Email campaigns
- Signage prior to & during event
- Social media
- Printed materials
- Contests



# Sponsorship Benefits

This is an opportunity for your organization to:

- ✓ Be directly associated with health, wellness and green initiatives
- ✓ Stretch your marketing dollars
- ✓ Be promoted to a targeted audience through an extensive marketing campaign
- ✓ Show your community support
- ✓ Increase your public identity through a positive channel
- ✓ Get exposure to potential clientele
- ✓ Enhance your cause-related marketing by participating in a program that benefits our community

## Act Now!

The Kootenay Healthy Lifestyles Expo is the perfect strategic opportunity for you and your company to increase exposure and showcase your business to this fast growing consumer audience in the Kootenays.



# Available Opportunities

## 1. Exhibitor Welcome Reception Sponsor | \$550

- Podium recognition at reception
- Banner with logo displayed at reception
- Logo attached to all reception advertising and invitations
- An invitation to Exhibitor Welcome Reception and two complimentary Expo tickets

## 2. Corporate Exhibitor | \$600

- Opportunity to promote any aspect of your business that is related to healthy lifestyle
- Face-to-face interactions with community members and potential customers
- Prominent 10' X 10' booth location
- Hyperlink to your business on Expo website

## 3. Presentation Stage Sponsor | \$1,000

- Podium recognition and opportunity for a 1 hour on stage presentation
- Corporate Exhibit Booth: 10' X 10' prominent booth location
- Logo on stage banner
- Logo attached to presentation schedule: Posted at front entrance, given to all attendees, and advertised on Expo website and social media
- An invitation to Exhibitor Welcome Reception and two complimentary Expo ticket

## 4. Support Sponsor | \$2,500

- Corporate Exhibit Booth: 10' X 10' prominent booth location
- Expo signage: Logo will be displayed at front entrance of event and presentation stage
- Logo placement: 500 print posters, social media campaigns and Expo website
- An invitation to Exhibitor Welcome Reception and four complimentary Expo tickets

## 5. Main Event Sponsor | \$5,000

- Corporate Exhibit Booth: 10' X 10' prominent booth location
- Expo signage: Logo prominently placed at front entrance of event and presentation stage
- Featured as Event Sponsor in all advertising through extensive marketing plan, including print, radio and online
- Bag giveaway: Logo prominently placed in 1,000 bags given to exhibitors and attendees. Option available to add promotional materials in bag
- Inclusion in community engagement contests
- 5-10 minute speaking opportunity at Exhibitor Welcome Reception (optional)
- 5-10 minute speaking opportunity on presentation stage during Expo (optional)
- An invitation to Exhibitor Welcome Reception and four complimentary Expo tickets



# Sponsorship Agreement

Business Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

## Opportunities

- Exhibitor Welcome Reception Sponsor
- Corporate Exhibitor
- Presentation Stage Sponsor
- Support Sponsor
- Main Event Sponsor

## Completed Agreement

Please complete and return this agreement to the Trail & District Chamber of Commerce via email, mail or bring to the Chamber office.

## Payment

Sponsorship is confirmed when this signed agreement and payment is received by the Trail & District Chamber of Commerce.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Trail & District Chamber of Commerce | 200-1199 Bay Ave, Trail BC, V1R 4A4

**PH:** 250.368.3144 | **E:** events@trailchamber.bc.ca | **W:** kootenayhealthylifestylesexpo.com

