

Connect Your Brand  
to the Community

# Kootenay healthy lifestyles expo



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

**Exhibitor  
Opportunities**

eat right • live well • go green



Now is your chance to be part of the only healthy lifestyles expo in the Kootenay region. Drive your sales, grow your customer base and increase brand loyalty by connecting your organization with the most dynamic, active and health conscious consumers in our area – all in one day!

## What is the Kootenay Healthy Lifestyles Expo?

The Kootenay Healthy Lifestyles Expo is a one stop shop to get informed about healthy living. The event features exhibitors, expert speakers and demonstrations that promote holistic and western health practices, green initiatives, food sustainability, physical and emotional well-being, nutrition, and other health related topics.

The Expo will bring together companies, groups and individuals who are in the business of promoting a healthy lifestyle. 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.



## Opportunities for Exhibitors

### As an exhibitor, you have the opportunity to:

- ✓ Reach the largest single market in the Lower Columbia region
- ✓ Stretch your marketing dollars and promote your business to a targeted audience
- ✓ Take advantage of an extensive marketing campaign
- ✓ Meet face-to-face with potential customers
- ✓ Connect with local and out of town businesses
- ✓ Increase the awareness of your product or service - and sell it too!

## 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:

- Lower Columbia Region (Rossland, Warfield, Trail, Montrose, Fruitvale, RDKB Areas A & B)
- Castlegar
- Nelson
- Salmo
- Grandforks
- Creston

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

- 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

### Act Now!

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






# Exhibitor Information Document

**Exhibitors must complete and sign the application after carefully reading the regulations below:**

1. Application deadline: **April 30, 2018**
2. Payment terms: Full payment of space rental will be required with submission of application in the form of a credit card number or cheque. Make cheque payable to: Trail & District Chamber of Commerce.
3. After the Expo Committee reviews applications, applicants will be notified on or before May 1, 2018.
4. Cheques will be cashed and credit cards will be charged once the exhibitor application is accepted.
5. Exhibitor content: All booths, displays and demonstrations must be related to promoting healthy lifestyles. This can include but is not limited to holistic and western health practices, food sustainability, green initiatives, mental and physical wellness, and nutrition. The Expo Committee reserves the right to: Prohibit Exhibitors that do not fall within the Kootenay Healthy Lifestyles mandate; Make decisions relative to the content and to reject Exhibitors that do not meet the standards of the Expo.
6. No refunds will be issued for non-usage of booth(s) or cancellation of contract.
7. The cost includes: 1 skirted table, 2 chairs, backdrop and security.
8. Exhibitors must commit to being open for business during the Expo hours of operation: Friday June 8 from 4pm-8pm and Saturday, June 9 from 10am – 4pm.
9. Set up times TBA. Exhibitors will be given a specific set up time based on their booth location.
10. Security: Security times TBA.
11. No subletting of booths is permitted.
12. The Expo Committee will designate all spaces, and adjustments may be necessary to provide maximum utilization of space.
13. Exhibitors do not have exclusivity on any one product.
14. Exhibitors selling produce labeled as organically grown must be certified. A certification must be displayed at the front of their booth or stall.
15. All Exhibitors selling food items must provide proof of a valid Food Safe certification with the submission of their application, and must also adhere to public health standards. Any questions can be directed to Interior Health: Trail Health Unit at 1-888-364-0517 or Nelson Health Unit at 1-877-221-3388.
16. The exhibitor is liable for and shall indemnify and save harmless the Trail & District Chamber of Commerce, employees, contractors and others (collectively, the “Indemnitees”) from and against all lawsuits, actions, causes of action, claims, demands, losses, costs, damages, expenses (including actual costs of professional advisors) whatsoever incurred or suffered by the Indemnitees, including but not limited to damage to or loss of property and loss of use of it, and injury to or death of a person or persons howsoever arising from, or in any way related to the exhibitors’s participation in the Kootenay Healthy Lifestyles Expo, except if and to the extent in relation to a particular Indemnitee that the loss, costs, damages or expenses are as a result of the negligence or unlawful act or unlawful omission of the Indemnitee. The exhibitor shall defend, indemnify and hold harmless the Indemnitees from and against all claims, demands, actions, proceedings and liabilities whatsoever and all costs and expenses incurred in connection there with and resulting from or in relation to the exhibitor’s participation in the Kootenay Healthy Lifestyles Expo. The exhibitor remises, releases, and forever discharges the Indemnitees from all manner of actions, causes of actions, suits, debts, accounts, covenants, contracts, claims and demands which the exhibitor may have against the Indemnitees for and by reason of any damage to or loss of property and loss of use of it, and injury to or death of a person or persons howsoever arising from, or in any way related to the exhibitor’s participation in the Kootenay Healthy Lifestyles Expo, except if and to the extent in relation to a particular Indemnitee that such loss, costs, damages or expenses are as a result of the negligence or unlawful act or unlawful omission of the Indemnitee.

## Failure to comply with the Kootenay Healthy Lifestyles Expo regulations:

Infraction may result in a verbal and/or written warning; and/or loss of space rental. Loss of space rental will result in all monies forfeited. All decisions made by the Expo Committee are final.

		<b>June 8, 2018   4pm - 8pm</b> <b>June 9, 2018   10am - 4pm</b> <b>Exhibitor Application</b>			
<b>PART A - CONTACT INFORMATION</b>					
Contact person:					
Business name:					
Website:					
Mailing address:					
Phone:		Site contact (cell):			
Email address:					
<b>PART B - EXHIBIT INFORMATION</b>					
<b>Type:</b> Product <input type="checkbox"/> Service <input type="checkbox"/> Information <input type="checkbox"/>					
Describe your exhibit. What will you be showcasing? Do you intend to sell anything? (please specify):					
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<b>PART C - SPACE DIMENSIONS &amp; PRICE</b>					
<b>Type:</b>	<b>Size:</b>	<b>Cost:</b>	<b>GST:</b>	<b>Total:</b>	<b>Choice:</b>
Chamber Member	10' X 10'	\$250	\$12.50	\$262.50	<input type="checkbox"/>
Business	10' X 10'	\$275	\$13.75	\$288.75	<input type="checkbox"/>
Corporate	10' X 10'	\$600	\$30.00	\$630.00	<input type="checkbox"/>
Do you require power? Yes <input type="checkbox"/> No <input type="checkbox"/> (Limited booths available)					
Early bird applications and payment received by February 1st will receive a 10% discount.					
<b>PART D - OTHER OPPORTUNITIES</b>					
I would like to maximize my exposure at the Expo and I am interested in obtaining information on the following opportunities:					
Prize <input type="checkbox"/> Bag insert program <input type="checkbox"/> Sponsorship <input type="checkbox"/> Speaking <input type="checkbox"/> Demonstration <input type="checkbox"/>					
<b>PART E - PAYMENT METHOD</b>					
Cheque <input type="checkbox"/> Visa <input type="checkbox"/> Mastercard <input type="checkbox"/>					
If paying by credit card please complete the following:					
Card number:				Exp (MM/YY):	
Card holder's signature:					
Name on card:					
Please submit this form with payment to the address below. If paying by cheque, make payable to:					
<b>Trail &amp; District Chamber of Commerce   #200-1199 Bay Ave, Trail BC, V1R 4A4</b>					
<b>PH: 250.368.3144   E: events@trailchamber.bc.ca   W: kootenayhealthylifestylesexpo.com</b>					

**PART E - ACCEPTANCE OF RULES & REGULATIONS**

By signing below, you certify that you have read and understood the Exhibitor Information document:

Signature:

Date:

Exhibitors must submit this application with payment prior to April 30, 2018.  
Receipts for payment will be provided via email.

**PART F - CONSENT**

- I consent to have my business details posted on the Expo website
- I consent to allow the Chamber to use any pictures taken of me at the Expo

**PART F - OFFICE USE ONLY**

Date received:

Accepted       Paid       Map       Booth #: