

# SPONSOR & EXHIBITOR OPPORTUNITIES 2024

HOSTED BY



HARBOR POINT BOARDWALK  
1 HARBOR POINT ROAD  
STAMFORD, CT

CREATED AND PRODUCED BY



## 13<sup>TH</sup> ANNUAL HEALTH WELLNESS & LIFESTYLE EXPO 2024™

WITH SPECIAL THANKS TO



EXCLUSIVE HEALTHCARE PARTNER

# SEPTEMBER 7

SATURDAY 10AM-6PM

HARBOR POINT BOARDWALK 1 HARBOR POINT RD, STAMFORD, CT

CONNECTICUT'S LARGEST & PREMIER HEALTH & WELLNESS EXPO



120 EXHIBITORS 10 ZONES FREE GROUP CLASSES FREE ADMISSION FREE PARKING ONE-DAY FAMILY & PET-FRIENDLY

# GO · GATHER · GROW

SPONSORS AND EXHIBITORS REGISTER NOW!



[HWL-EXPOS.COM](https://www.hwl-expos.com)



# EXPO 2024 - OVERVIEW

# SEPTEMBER 7

SATURDAY 10AM-6PM

HARBOR POINT BOARDWALK 1 HARBOR POINT RD, STAMFORD, CT

CONNECTICUT'S LARGEST & PREMIER HEALTH & WELLNESS EXPO



**120** EXHIBITORS   **10** ZONES   **FREE** GROUP CLASSES   **FREE** ADMISSION   **FREE** PARKING   **ONE-DAY** FAMILY & PET-FRIENDLY

- **PROJECTED ATTENDANCE = 5,000 + PEOPLE FROM THROUGHOUT THE GREATER STAMFORD AREA**
- **OVER 5,000 RESIDENTS IN HARBOR POINT**
- **OPPORTUNITY TO SELL PRODUCTS & SERVICES TO YOUR TARGET AUDIENCE**
- **EXPO DEMOGRAPHICS:**
  - **55% FEMALE**
  - **45% MALE**
  - **35% YOUNG FAMILIES**
  - **54% PET OWNERS**
- **AVERAGE ADULT AGES:**
  - **30 TO 55 YRS. = 47%** 2  
(52 % OF THIS GROUP ARE YOUNG FAMILIES)
  - **55 YRS. & OLDER = 43%**

# EXPO 2023 - HIGHLIGHTS





# THANK YOU TO OUR EXPO 2023 SPONSORS!

## WE LOOK FORWARD TO YOU JOINING US IN 2024!

EXCLUSIVE HEALTHCARE PARTNER



HOSTED BY



SUPPORT SPONSORS



Premier Doggy Day and Overnight Camp

SUPPORT SPONSORS

Cassena Care at Stamford at Norwalk



LIFE TIME STAMFORD

METROMATTRESS



FLYER SPONSOR



REGISTER FOR THE KHK 5K WALK/RUN FOR GOOD



PET WELLNESS ZONE SPONSOR

KIDS ZONE SPONSOR

GROUP FITNESS ZONE SPONSOR

YOGA & STRETCHING ZONE SPONSOR

HEALTHY HOME ZONE SPONSOR



PREMIER MEDIA SPONSORS



COMMUNITY SPONSORS



MEDIA SPONSORS



PRODUCED BY



# EXPO 2023 MEDIA COVERAGE SUMMARY



110

Pieces of Coverage

Total number of online, offline and social clips in this book

504K

Estimated Views

Based on audience



101M  
Audience

133  
Engagements

45  
Avg. Domain Authority

COMPLETE COVERAGE BOOK 2023:

<https://maxexpr.coveragebook.com/b/4fa8787295a7f240>

## 2024 Media Sponsors



## MEDIA EXPOSURE AND MARKETING VALUE:

- OVER 125 MILLION MEDIA IMPRESSIONS
- OVER \$175,000 VALUE IN MEDIA EXPOSURE AND COVERAGE





13<sup>TH</sup> ANNUAL  
**HEALTH  
WELLNESS &  
LIFESTYLE  
EXPO 2024™**  
WITH SPECIAL THANKS TO  
**STAMFORD  
HEALTH**  
EXCLUSIVE  
HEALTHCARE  
PARTNER  
SEPTEMBER 7, 2024



**EXPERIENCE THE BEST IN FITNESS!**

**FEATURING TOP FITNESS INSTRUCTORS FROM**

**THROUGHOUT THE REGION**

**GROUP FITNESS ZONE = 8 FREE CLASSES**

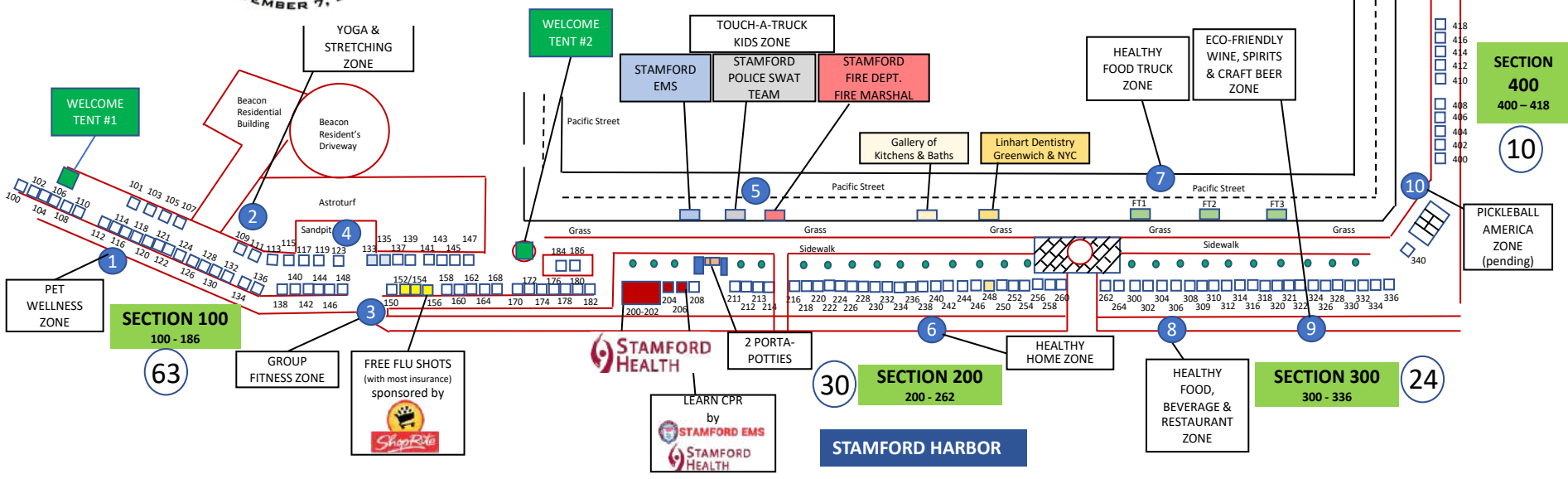
**YOGA & STRETCHING ZONE = 8 FREE CLASSES**

**SIGN UP TO BE A SPONSOR OR AN EXHIBITOR AND TEACH A FREE CLASS TO PROMOTE YOUR FITNESS BUSINESS! LIMITED SPACE AVAILABLE!**

# EXPO 2024

## EXHIBITOR SITE PLAN

**SPONSOR & EXHIBITOR CATEGORIES:** MEN, WOMEN AND CHILDREN'S HEALTH, PET WELLNESS, ORGANIC FOODS AND DRINKS, COMMUNITY HEALTH, LIFETIME SPORTS, EXTREME SPORTS, OUTDOOR RECREATIONAL ACTIVITIES, FITNESS, DANCE, YOGA, SPORTS MEDICINE, FINANCIAL HEALTH, LONG TERM HEALTH CARE PLANNING, NUTRITIONAL EDUCATION, WEIGHT MANAGEMENT, ORTHOPEDICS, CHIROPRACTORS, HOLISTIC DENTISTRY, INTERNAL MEDICINE, ALTERNATIVE MEDICINE, HOMEOPATHIC MEDICINE, SUPPLEMENTS, AROMATHERAPY, ERGONOMICS, SKIN CARE, SPA AND BEAUTY TREATMENTS, MASSAGE THERAPY, HEALTH TECHNOLOGY, HEALTHY HOME AND GREEN TECHNOLOGY, GREEN PRODUCTS & SERVICES AND MUCH MORE!





# EXPO 2024

# EXHIBITOR & ZONE SPACE

## EXHIBITOR SPACES:

### Premier Space Section 100

1. **10' x 10' space = \$745 (INCLUDES TENT & SET-UP)**  
\$745 Early Bird Registration by June 30. \$895 after June 30.

#### ALL EXHIBITOR FEES INCLUDE THE FOLLOWING:

- One, 10' x 10' Tent with Weights
- One, 8' table + tablecloth
- Two chairs
- Setup and Breakdown

**WE WILL PROVIDE OUR 10' x 10' TENT FOR EXPO TEAM TO SETUP. TENT NEEDED BY SEPT. 4, 2024.**

- Expo 2024 to provide weights for your tent

### Standard Space Section 200 & 300

1. **10' x 10' space = \$595 (INCLUDES TENT & SET-UP)**  
\$595 Early Bird Registration by June 30. \$745 after June 30.

### Standard Space Section 400 & Non-Profit

2. **Section 400 & Non-Profit Exhibitor Space**  
**(Must show proof of 501(c)(3) organization. Only 5 - 10 available)**

**10' x 10' space = \$495 (INCLUDES TENT & SET-UP)**  
\$495 Early Bird Registration by June 30. \$545 after June 30.

#### ALL EXHIBITOR FEES INCLUDE THE FOLLOWING:

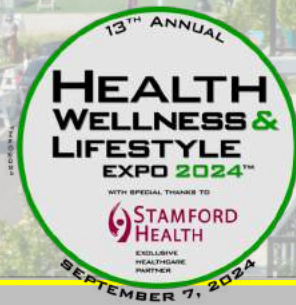
- One, 10' x 10' Tent with Weights
- One, 8' table + tablecloth
- Two chairs
- Setup and Breakdown

**WE WILL PROVIDE OUR 10' x 10' TENT FOR EXPO TEAM TO SETUP. TENT NEEDED BY SEPT. 4, 2024.**

- Expo 2024 to provide weights for your tent



# EXPO 2024 EXHIBITOR & ZONE SPACE



## ZONE EXHIBITORS:

- PET WELLNESS ZONE**  
6, 10' x 10' space = \$745  
\$745 Early Bird Registration by June 30. \$895 after June 30.  
INCLUDES: 10' x 10' Tent + weights, 8' table, tablecloth, 2 chairs.
- YOGA & STRETCHING ZONE**  
Classes taught by participating Sponsors and Exhibitors
- GROUP FITNESS ZONE**  
Classes taught by participating Sponsors and Exhibitors.
- KIDS ZONE**  
6, 10' x 10' space = \$745  
\$745 Early Bird Registration by June 30. \$895 after June 30.  
INCLUDES: 10' x 10' Tent + weights, 8' table, tablecloth, 2 chairs. Featuring fun and educational activities for children to promote physical mental and social good health.
- TOUCH-A-TRUCK KIDS ZONE**  
Stamford Fire, Police and EMS Trucks and personnel on-site. Great opportunity for kids (and adults) to learn more!
- HEALTHY HOME ZONE**  
Sponsors and Exhibitors featuring businesses to promote healthy homes. Tent + weights, 8' table, tablecloth, 2 chairs.

**ZONE 1**  
Pet Wellness Zone

**ZONE 2**  
Yoga & Stretching Zone

**ZONE 3**  
Group Fitness Zone

**ZONE 4**  
Kids Zone

**ZONE 5**  
Touch-A-Truck Zone

**ZONE 6**  
Healthy Home Zone

## FOOD & BEVERAGE

## ZONE EXHIBITORS:

- HEALTHY FOOD TRUCK ZONE**  
3, FOOD TRUCKS = \$285 each  
\$285 Early Bird Registration by June 30. \$335 after June 30.
- HEALTHY FOOD & BEVERAGE ZONE**  
8, 10' x 10' space = \$285 each  
\$285 Early Bird Registration by June 30. \$335 after June 30.  
INCLUDES: 10' x 10' Tent + weights, 8' table, tablecloth, 2 chairs.
- ECO-FRIENDLY WINE, SPIRITS & CRAFT BEER ZONE**  
6, 10' x 10' space = \$285 each  
\$285 Early Bird Registration by June 30 \$335 after June 30.  
INCLUDES: 10' x 10' Tent + weights, 8' table, tablecloth, 2 chairs.
- PICKLEBALL AMERICA ZONE (Pending)**  
Two Pickleball Courts on-site in Section 300.  
INCLUDES: 10' x 10' Tent + weights, 8' table, tablecloth, 2 chairs.

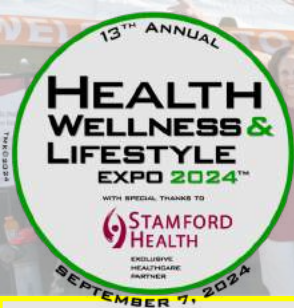
**ZONE 7**  
Healthy Food Truck Zone

**ZONE 8**  
Healthy Food & Beverage Zone

**ZONE 9**  
Eco-Friendly Wine, Spirits & Craft Beer Zone

**ZONE 10**  
Pickleball America Zone

*Please refer to previous page for Zone locations.*



# SPONSOR OPPORTUNITIES

## PASSPORT FOR LIFE SPONSOR: \$4,500 / YR

- Premier exhibitor space. 10' x 10'. Expo 2024 provides: 10' x 10' tent, 8' table, table cloth and chairs.
- Company name / logo displayed on all event information as follows: (over \$150K value in media)
  - Cover and on every page of Passport For Life.
  - Advertising - print (newspapers, magazines), online, digital, broadcast (radio, television).
  - Promotional Material - posters, flyers, lawn signs, event program, e-blasts.
  - Public Relations / Press Releases with photos of sponsor's service/products.
  - Social Media Marketing – Facebook, Instagram, Twitter
- Half page color ad in Passport For Life (25,000 printed and distributed in September issue of Natural Awakenings Magazine).
- Opportunity to leverage event sponsorship through additional promotion and public relations implemented by sponsor in coordination with event management.
- One (1), 2' x 6' corporate banner prominently displayed at Expo. (all banners provided by sponsor)

## FLYER SPONSOR: \$2,500 / YR

- 20,000 color flyers printed and distributed throughout Fairfield and upper Westchester Counties.
- Half page color ad on the BACK SIDE of the half page flyer. (5.5" x 8.5")
- Company name / logo displayed on all event information as follows: (over \$150K value in media)
  - Advertising - print (newspapers, magazines), online, digital, broadcast (radio, television).
  - Promotional Material - posters, flyers, lawn signs, event program, e-blasts.
  - Public Relations / Press Releases with photos of sponsor's service/products.
  - Social Media Marketing – Facebook, Instagram
- One (1), 2' x 6' corporate banner prominently displayed at Expo. (all banners provided by sponsor)
- *Does not include Exhibitor Space.*

## 2024 PASSPORT FOR LIFE SPONSOR:

**PASSPORT FOR LIFE**



## 2023 FLYER SPONSOR:



# EXPO 2024 SPONSOR OPPORTUNITIES



## SUPPORT SPONSOR: \$2,500 / YR

## ZONE SPONSOR: \$1,600 / YR

- Premier exhibitor space, 10' x 10'. INCLUDES: 10' x 10' Tent + weights (no stakes allowed), 8' table, tablecloth, 2 chairs.
- Company name / logo displayed on all event information as follows: (over \$150K value in media)
  - Advertising - print (newspapers, magazines), online, digital, broadcast (radio, television).
  - Promotional Material - posters, flyers, lawn signs, event program, e-blasts.
  - Public Relations / Press Releases with photos of sponsor's service/products.
  - Social Media Marketing – Facebook, Instagram
- Quarter page color ad in Passport For Life (25,000 printed and distributed in September issue of Natural Awakenings Magazine).
- Opportunity to leverage event sponsorship through additional promotion and public relations implemented by sponsor in coordination with event management.
- One (1), 2' x 6' corporate banner prominently displayed at Expo. (all banners provided by sponsor)
- PR Photo opportunity at event.

- Company name / logo displayed on all event information as follows: (over \$150K value in media)
  - Advertising - print (newspapers, magazines), online, digital, broadcast (radio, television).
  - Promotional Material - posters, flyers, lawn signs, event program, e-blasts.
  - Public Relations / Press Releases with photos of sponsor's service/products.
  - Social Media Marketing – Facebook, Instagram
- Quarter page color ad in Passport For Life (25,000 printed and distributed in September issue of Natural Awakenings Magazine).
- Opportunity to leverage event sponsorship through additional promotion and public relations implemented by sponsor in coordination with event management.
- One (1), 2' x 6' corporate banner prominently displayed at Expo. (all banners provided by sponsor)
- *Does not include Exhibitor Space.*

### 2023 EXCLUSIVE HEALTHCARE SPONSOR:

### 2023 SUPPORT SPONSORS:

### 2023 ZONE SPONSORS:



#### PET WELLNESS



HEALTHY HOME ZONE SPONSOR

#### YOGA & STRETCHING ZONE



#### DANCE & FITNESS ZONE



PICKLEBALL AMERICA ZONE SPONSOR

#### KIDS ZONE



# SPONSOR & EXHIBITOR REGISTRATION FORM

**YES**

We would like to confirm participation in the 13<sup>th</sup> Annual Health Wellness & Lifestyle Expo 2024 with special thanks to Stamford Health, Exclusive Healthcare Partner, September 7, 10am – 6pm at Harbor Point, Stamford, CT.

**1 SPONSOR SALES: (please check appropriate box)**

- Support Sponsor
- Zone Sponsor (does not include Exhibitor Space)
- Passport For Life Sponsor (1 Sponsor)
- Flyer Sponsor (25,000 color flyers, ½ page color ad)

<b>By June 30</b>	<b>After</b>
<b>Early Bird</b>	<b>June 30</b>
\$2,500 ea.	\$2,700 ea.
\$1,600 ea.	\$1,800 ea.
\$4,500	\$4,700
\$2,500	\$2,700

**EXHIBITOR SALES: (please check appropriate box)**

- 10' X 10' Premier Exhibitor Space, (Section 100)
- 10' X 10' Standard Exhibitor Space, (Section 200, 300)
- 10' X 10' Standard Exhibitor Space, (Section 400)
- Zone Exhibitors:** Healthy Food Trucks, Food & Beverage, Eco-Friendly Wine, Spirts, Beers:
- Non-Profit Exhibitor Space (501c3 org)

<b>By June 30</b>	<b>After</b>
<b>Early Bird</b>	<b>June 30</b>
\$ 745	\$ 895
\$ 595	\$ 745
\$ 495	\$ 645
\$ 285	\$ 335
\$ 485	\$ 535

**TOTAL = \$ \_\_\_\_\_**

**2 SPONSOR / EXHIBITOR INFORMATION:**

Company Name: \_\_\_\_\_  
*( PRINT EXACT NAME TO APPEAR IN PROGRAM )*

Contact Name: \_\_\_\_\_

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

Work Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

Email: \_\_\_\_\_ Fax: \_\_\_\_\_

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

City

State

Zip

**7 PAYMENT: PLEASE PAY ONLINE at [www.HWL-EXPOS.com](http://www.HWL-EXPOS.com)**

OR Fax or Email completed form to Tamara Ketler FAX: **203 532-5696**. EMAIL: **tamara@tmk-eventmarketing.com**

Please provide credit card information: VISA  MasterCard  AMEX  (Plus 3.9% process and handling)

Name on Credit Card: \_\_\_\_\_

Credit Card #: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Security Code: \_\_\_\_\_ Zip Code for CC Holder: \_\_\_\_\_

**3 EXHIBITOR #:** \_\_\_\_\_

**4 EXHIBITOR PRODUCTS & SERVICES:** TO BE SOLD / FEATURED at EXPO 2024: \_\_\_\_\_

**5 EXTRA:** **WIFI PROVIDED BY EXHIBITOR**

**Electricity \$45 additional**  
For: \_\_\_\_\_

**6 ALL SPONSOR and EXHIBITOR FEES**

**INCLUDE THE FOLLOWING:**

- One, 10' x 10' Tent with Weights
- One, 8' table + tablecloth
- Two chairs
- Setup and Breakdown

**WE WILL PROVIDE OUR 10' x 10' TENT FOR EXPO TEAM TO SETUP. TENT NEEDED BY WED. SEPT.4, 2024.**

- Expo 2024 to provide tent weights.

**All Sales Final. No Refunds.** If the event is cancelled due to natural disaster (i.e., hurricane conditions), TMK Event Marketing will not be held liable for any purchases made specifically for the event or the staffing commitments made for the event.

# CONTACT



## Sales & Marketing Team

 **Tamara Ketler, Sales and Marketing**

Cell: 203 273-1166

Office: 203 531-3047

Fax: 203 532-5696

Email: [tamara@tmk-eventmarketing.com](mailto:tamara@tmk-eventmarketing.com)

 **TMK Sales Team**

Office: 203 531-3047

 **PR & Social Media Team**

MaxEx PR

MANY MORE SPONSORS AND MEDIA SPONSORS TO COME

REGISTER NOW!

**HWL-EXPOS.COM**

