

# SPONSOR OPPORTUNITIES 2026

HOSTED BY



HARBOR POINT BOARDWALK  
1 HARBOR POINT ROAD  
STAMFORD, CT

CREATED AND PRODUCED BY



## SEPTEMBER 12

SATURDAY 10AM - 5PM

HARBOR POINT BOARDWALK, 1 HARBOR POINT RD, STAMFORD, CT

CONNECTICUT'S LARGEST & PREMIER HEALTH & WELLNESS EXPO

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

### GO · GATHER · GROW



[HWL-EXPOS.COM](http://HWL-EXPOS.COM)

# EXPO 2026 - OVERVIEW



## SEPTEMBER 12

SATURDAY 10AM - 5PM

HARBOR POINT BOARDWALK, 1 HARBOR POINT RD, STAMFORD, CT

CONNECTICUT'S LARGEST & PREMIER HEALTH & WELLNESS EXPO

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EXHIBITORS ZONES GROUP CLASSES ADMISSION PARKING 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 2025 - HIGHLIGHTS





**THANK YOU TO OUR EXPO 2025 SPONSORS!**  
**WE LOOK FORWARD TO YOU JOINING US IN 2026!**



**Instagram Facebook HWL-EXPOS.COM**

# EXPO 2025 MEDIA COVERAGE SUMMARY



171

Pieces of Coverage

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

1.22M

Estimated Views

Estimated number of lifetime views of coverage, based on audience reach & engagement

169M

Audience

Combined total of publication-wide audience figures for all outlets featuring coverage

3.4K

Engagements

Combined total of likes, comments and shares on social media platforms

46

Avg. Domain Authority

A 0-100 measure of the authority of the site coverage appears on. Provided by Moz

ESTIMATED



## COMPLETE COVERAGE BOOK 2025:

<https://maxexpr.coveragebook.com/b/a6807dbc7436f71e>

## 2025 Media Sponsors



## MEDIA EXPOSURE AND MARKETING VALUE:

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



15<sup>TH</sup> ANNUAL  
**HEALTH  
 WELLNESS &  
 LIFESTYLE  
 EXPO 2026™**  
 WITH SPECIAL THANKS TO  
**STAMFORD  
 HEALTH**  
 EXCLUSIVE  
 HEALTHCARE  
 PARTNER  
 SEPTEMBER 12, 2026  
 HOSTED BY



# 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**

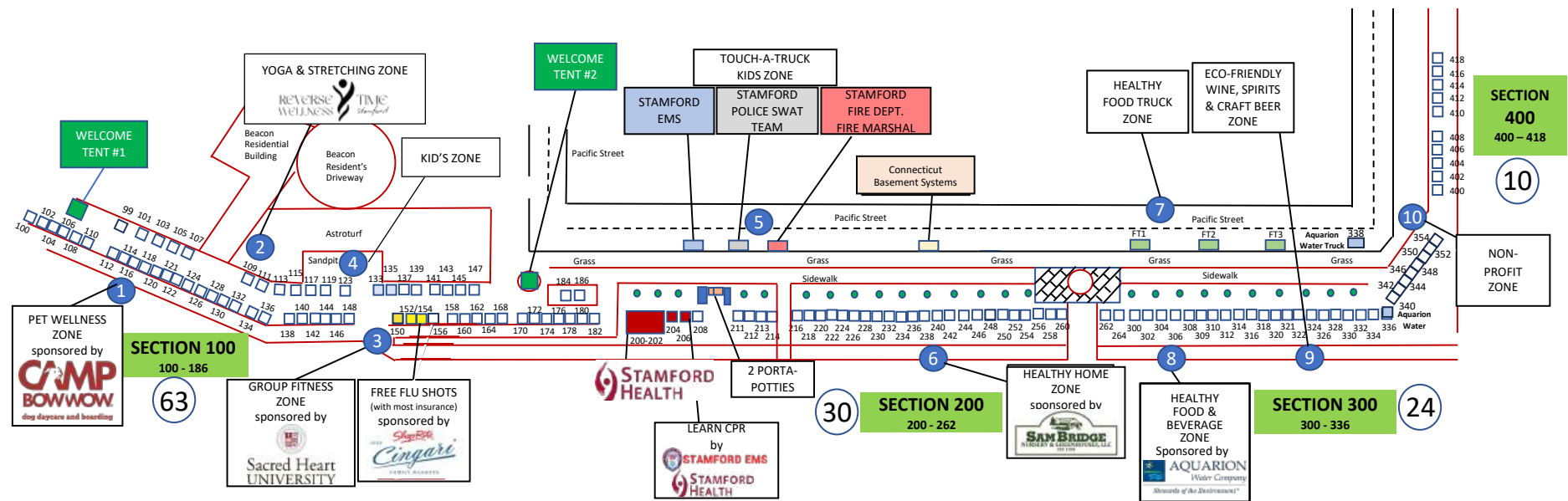
**SIGN UP TO BE A SPONSOR OR AN EXHIBITOR AND TEACH A FREE CLASS TO PROMOTE YOUR FITNESS BUSINESS! LIMITED SPACE AVAILABLE!**

# EXPO 2026

## 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!



### STAMFORD HARBOR



# EXHIBITOR & ZONE SPACE

## EXHIBITOR SPACES:

Premier Space – located on the boardwalk  
Section 100

1. **10' x 10' space = \$770** Early Bird Registration by June 30.  
\$920 after June 30.

Standard Space – located on the grass  
Section 200 & 300

2. **10' x 10' space = \$620** Early Bird Registration by June 30.  
\$770 after June 30.

Standard Space – located on the grass  
Section 400

3. **10' x 10' space = \$520** Early Bird Registration by June 30.  
\$670 after June 30

Standard Space – located on the cement landing  
Section 300 Non-Profit

4. **10' x 10' space = \$510** Early Bird Registration by June 30.  
\$560 after June 30

Standard Space – located on the grass  
Section 300 – Food & Beverage

5. **10' x 10' space - \$310** Early Bird Registration by June 30.

**ALL EXHIBITORS MUST PROVIDE THEIR OWN 10' x 10' high quality, heavy duty TENT & WEIGHTS OR RENT A 10' x 10' high quality, heavy duty TENT & WEIGHTS from the HWL EXPO 2026 for and additional charge.**

### **Tent & Weights Setup Date and Schedule:**

Friday, September 11 at Harbor Point Boardwalk and along the waterfront.  
Section 100 Sponsors and Exhibitors Setup – 12pm – 1pm  
Section 200 Sponsors and Exhibitors Setup – 1:30pm – 2:30pm  
Section 300 Sponsors and Exhibitors Setup – 3pm – 4pm  
Section 400 Sponsors and Exhibitors Setup – 4:30pm – 5:30pm

### **THE EVENT WILL PROVIDE THE FOLLOWING FOR ALL EXHIBITORS:**

- One (1), 8' table + tablecloth
- Two (2) chairs
- ALL EXHIBITORS MUST TAKE THEIR TENTS & WEIGHTS WITH THEM AT THE END OF THE EVENT.

YES, I agree to provide my own 10' x 10' high-quality, heavy-duty tent (branded or not branded tent) and four (4) 20 lb. weights (80 lbs. total). I agree to setup my tent and weights on Friday, September 11 following the setup schedule above, based on my Exhibitor section/location.

YES, I would like to purchase a NEW BRANDED 10' x 10' high-quality, heavy-duty tent and weights from AlphaGraphics Stamford. All Sponsors and Exhibitors will receive a 20% discount. I agree to setup my tent and weights on Friday, September 11 following the setup schedule above, based on my Exhibitor section/location.

YES, I would like to RENT a 10' x 10' high-quality, heavy-duty tent and weights for an additional \$650. The HWL Expo 2026 will then manage all setup and breakdown for this tent and weights.

### **NEED TO PURCHASE A BRANDED 10' x 10' TENT?**

**GO TO: [www.hwl-expos.com/cart](http://www.hwl-expos.com/cart) TO DOWNLOAD THE ALPHAGRAPHS STAMFORD TENT OPTIONS.**

**All Sponsors and Exhibitors will receive a 20% Discount.**

# EXPO 2026 EXHIBITOR & ZONE SPACE



**TENTS:** All Exhibitors must provide their own 10' x 10' tent or Rent a 10' x 10' tent from the HWL Expo 2026 for an additional charge.  
**EXHIBITOR FEE INCLUDES:** One (1) 8' table, tablecloth and two (2) chairs.

## ZONE EXHIBITORS:

1. **PET WELLNESS ZONE**  
 6, 10' x 10' spaces = \$770  
 \$770 Early Bird Registration by June 30..
2. **YOGA & STRETCHING ZONE**  
 Classes taught by participating Sponsors and Exhibitors
3. **GROUP FITNESS ZONE**  
 Classes taught by participating Sponsors and Exhibitors.
4. **KIDS ZONE**  
 6, 10' x 10' space = \$770  
 \$770 Early Bird Registration by June 30. \$920 after June 30.  
 Featuring fun and educational activities for children to promote physical mental and social good health.
5. **TOUCH-A-TRUCK KIDS ZONE**  
 Stamford Fire, Police and EMS Trucks and personnel on-site. Great opportunity for kids (and adults) to learn more!
6. **HEALTHY HOME ZONE**  
 Sponsors and Exhibitors featuring businesses to promote healthy homes.

**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:

7. **HEALTHY FOOD TRUCK ZONE**  
 3, FOOD TRUCKS = \$310 each  
 \$310 Early Bird Registration by June 30. \$360 after June 30.
8. **HEALTHY FOOD & BEVERAGE ZONE**  
 8, 10' x 10' spaces = \$310 each  
 \$310 Early Bird Registration by June 30. \$360 after June 30..
9. **ECO-FRIENDLY WINE, SPIRITS & CRAFT BEER ZONE**  
 6, 10' x 10' spaces = \$310 each  
 \$310 Early Bird Registration by June 30 \$360 after June 30.
10. **NON-PROFIT ZONE**  
 8 – 10, 10' x 10' spaces = \$510 each  
 \$510 Early Bird Registration by June 30. \$560 after June 30.

**ZONE 7**  
Healthy Food Truck Zone

**ZONE 8**  
Healthy Food & Beverage Zone

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

**ZONE 10**  
Non-Profit Zone

*Please refer to previous page for Zone locations.*



# EXPO 2026 SPONSOR OPPORTUNITIES

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

- Premier exhibitor space, 10' x 10'. Sponsor must provide 10' x 10' Tent. Expo 2026 will provide: tent weights, 8' table, table cloth and chairs.
- Opportunity to provide Fitness Spokesperson and to be featured on the cover of the September issue of Natural Awakenings Magazine.
- 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.*



## 2025 FLYER SPONSOR:



## 2025 PASSPORT FOR LIFE SPONSOR:



# EXPO 2026

# SPONSOR OPPORTUNITIES (CONT'D)



## SUPPORT SPONSOR: \$2,600 by June 30.

- Premier exhibitor space, 10' x 10'.
- 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.

## ZONE SPONSOR: \$1,700 by June 30.

- 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.*

## 2024 EXCLUSIVE HEALTHCARE SPONSOR:



## 2025 SUPPORT SPONSORS:



## 2025 ZONE SPONSORS:



# SPONSOR & EXHIBITOR REGISTRATION FORM



**YES** We would like to confirm participation in the 15<sup>th</sup> Annual Health Wellness & Lifestyle Expo 2026 with special thanks to Stamford Health, Exclusive Healthcare Partner, September 12, 10am–5pm 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>
\$2,600 ea.	\$2,800 ea.
\$1,700 ea.	\$1,900 ea.
\$4,500	\$4,700
\$2,500	\$2,700

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

**4 EXHIBITOR PRODUCTS & SERVICES:** TO BE SOLD / FEATURED at EXPO 2026: \_\_\_\_\_

**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, Spirits, Beers:
- Non-Profit Exhibitor Space (501c3 org)

<b>By June 30</b>	<b>After</b>
<b>Early Bird</b>	<b>June 30</b>
\$ 770	\$ 920
\$ 620	\$ 770
\$ 520	\$ 670
\$ 310	\$ 360
\$ 510	\$ 560

**5 EXTRA:** WIFI PROVIDED BY EXHIBITOR

**Electricity \$79 additional**  
For: \_\_\_\_\_

**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

**6 TENT INFORMATION. PLEASE CHECK ONE BOX:**

YES, I agree to provide my own 10' x 10' tent (branded or not branded tent) and four (4), 20 lb. weights (80 lbs. total) and setup tent and weights, Friday, September 11 at Harbor Point along the water.

YES, I would like to purchase a NEW BRANDED 10' x 10' tent and weights from AlphaGraphics Stamford, and will setup tent and weights, Friday, September 11 at Harbor Point along the water.

YES, I would like to RENT a 10' x 10' tent and weights for an additional \$650.

**MORE DETAILED TENT INFO ON THE NEXT PAGE.**

**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: \_\_\_\_\_

**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. TMK Event Marketing is not responsible for any damage to Sponsor and Exhibitor Tents due to weather activity during the event.

# SPONSOR & EXHIBITOR REGISTRATION FORM (CONTINUED)



YES

We would like to confirm participation in the 15<sup>th</sup> Annual Health Wellness & Lifestyle Expo 2026 with special thanks to Stamford Health, Exclusive Healthcare Partner, September 12, 10am–5pm at Harbor Point, Stamford, CT.

6

## IMPORTANT NEW INFORMATION:

All Sponsors and Exhibitors MUST provide their own 10' x 10' high-quality, heavy-duty tent, and four (4), 20 lb. weights, or you can rent one from the HWL Expo 2026 as outlined below. All tents must be 10' x 10' (not smaller or larger) and it can be branded or not branded. The four (4) weights provided by ALL Sponsors and Exhibitors must be a minimum of 20 lbs. for each tent leg, and secured to your tent legs during your setup on Friday, September 11 at Harbor Point Boardwalk and along the waterfront.. All Sponsors and Exhibitors **MUST** agree to setup their tents and weights on Friday, September 11. Based on your Exhibitor location, determines your setup time, as outlined below. There are NO exceptions to this schedule and appreciate everyone's cooperation and attention to this schedule.

### Tent & Weights Setup Date and Schedule:

- Friday, September 11 at Harbor Point Boardwalk and along the waterfront.
  - Section 100 Sponsors and Exhibitors Setup – 12pm – 1pm
  - Section 200 Sponsors and Exhibitors Setup – 1:30pm – 2:30pm
  - Section 300 Sponsors and Exhibitors Setup – 3pm – 4pm
  - Section 400 Sponsors and Exhibitors Setup – 4:30pm – 5:30pm

The **HWL Expo 2026** will provide the following items, which are included in your Sponsor or Exhibitor fee:

- One (1) 8' table and tablecloth with Exhibitor name and number on your table. This will be ready for setup to expedite the setup process on Friday, September 11 at Harbor Point Boardwalk and along the waterfront.
- Two (2) chairs

- YES, I agree to provide my own 10' x 10' high-quality, heavy-duty tent (branded or not branded tent) and four (4) 20 lb. weights (80 lbs. total). I agree to setup my tent and weights on Friday, September 11 following the setup schedule above, based on my Exhibitor section/location.
- YES, I would like to purchase a NEW BRANDED 10' x 10' high-quality, heavy-duty tent and weights from AlphaGraphics Stamford. All Sponsors and Exhibitors will receive a 20% discount. I agree to setup my tent and weights on Friday, September 11 following the setup schedule above, based on my Exhibitor section/location.
- YES, I would like to RENT a 10' x 10' high-quality, heavy-duty tent and weights for an additional \$650. The HWL Expo 2026 will then manage all setup and breakdown for this tent and weights.

### NEED TO PURCHASE A BRANDED 10' x 10' TENT and WEIGHTS?

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**All Sponsors and Exhibitors will receive a 20% Discount**

# CONTACT



## Sales & Marketing Team

**Tamara Ketler, Sales and Marketing**  
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**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**

