

EXCLUSIVE SPONSOR OPPORTUNITY 2025

HOSTED BY



**HARBOR POINT
BOARDWALK
1 HARBOR POINT ROAD
STAMFORD, CT**


**CREATED AND
PRODUCED BY**



14TH ANNUAL

HEALTH WELLNESS & LIFESTYLE EXPO 2025™

WITH SPECIAL THANKS TO

 **STAMFORD
HEALTH**

EXCLUSIVE
HEALTHCARE
PARTNER

SEPTEMBER 6

SATURDAY 10AM - 5PM

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

CONNECTICUT'S LARGEST & PREMIER HEALTH & WELLNESS EXPO

130 10 FREE FREE FREE ONE-DAY

EXHIBITORS

ZONES

GROUP CLASSES

ADMISSION

PARKING

FAMILY & PET-FRIENDLY

GO . GATHER . GROW



HWL-EXPOS.COM

EXPO 2025 - OVERVIEW



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130 10 FREE FREE FREE ONE-DAY

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 2024 - HIGHLIGHTS





THANK YOU TO OUR EXPO 2024 SPONSORS!
WE LOOK FORWARD TO YOU JOINING US IN 2025!



@ H W L - E X P O S . C O M

EXPO 2024 MEDIA COVERAGE SUMMARY



125
Pieces of Coverage

627K
Estimated Views

94.5M
Audience

325
Engagements

48
Avg. Domain Authority

Combined total of publication-wide

Combined total of likes, comments

A 0-100 measure of the authority of

COMPLETE COVERAGE BOOK 2024:

<https://maxexpr.coveragebook.com/b/4ece98244f28340e>

2024 Media Sponsors

STAMFORD
MOFFLY MEDIA

natural
awakenings

NEWS12
CONNECTICUT



Kids family

HEY STAMFORD!



KIDS OUT LOUD



Natural Nutmeg



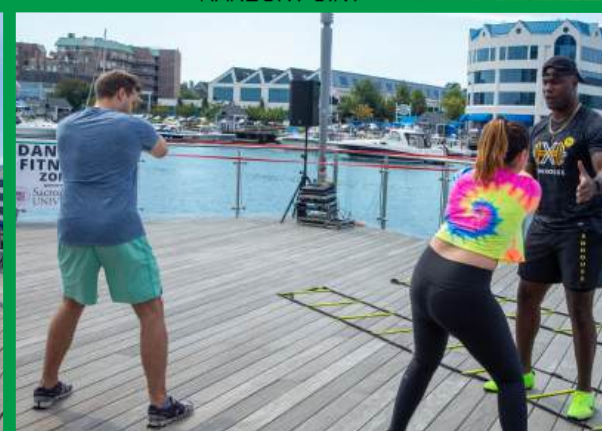
THE ADVOCATE
HEARST media services

webe 108



MEDIA EXPOSURE AND MARKETING VALUE:

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



EXPERIENCE THE BEST IN FITNESS! FEATURING TOP FITNESS INSTRUCTORS FROM THROUGHOUT THE REGION

GROUP FITNESS ZONE = 8 FREE CLASSES

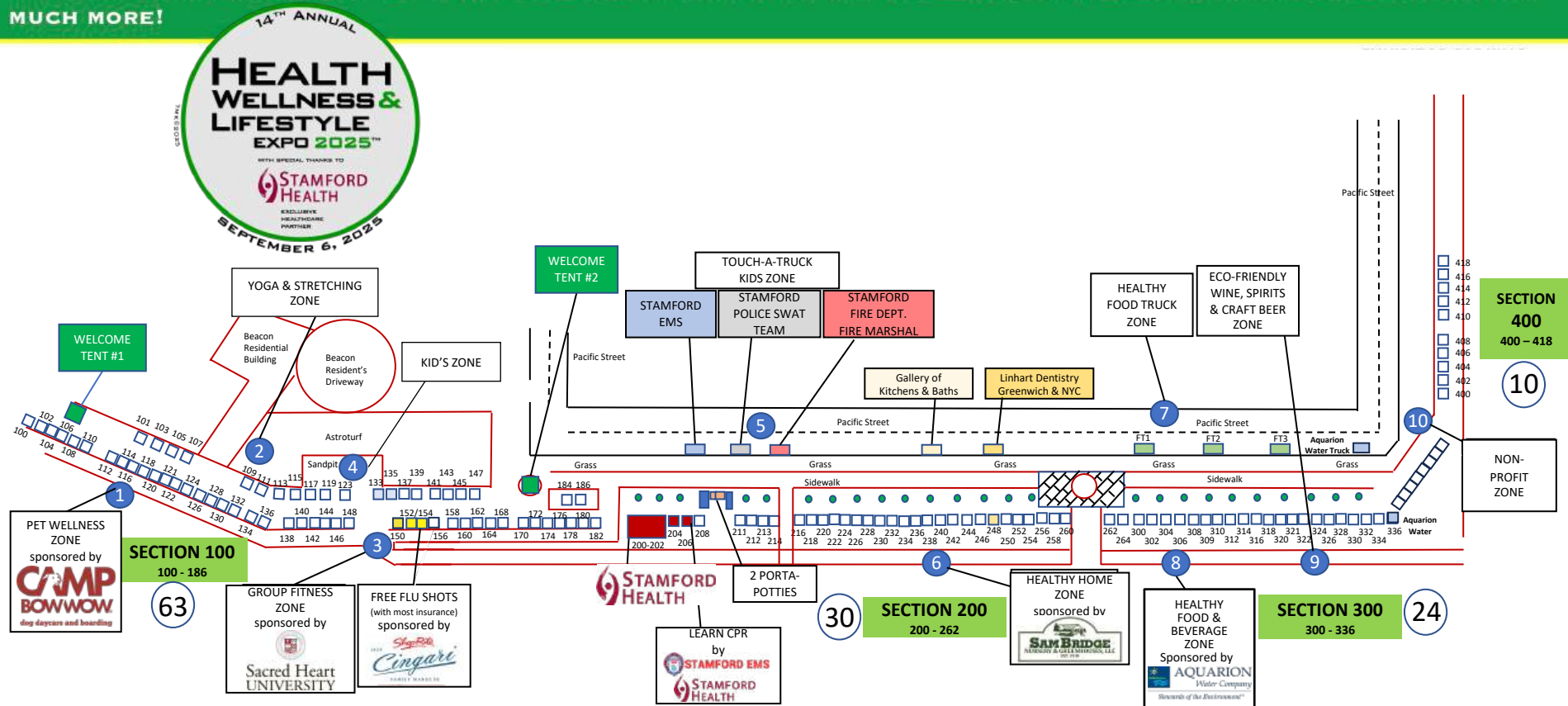
YOGA & STRETCHING ZONE = 8 FREE CLASSES

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

EXPO 2025

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 2025

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 OR RENT A 10' x 10' high quality, heavy duty TENT from the HWL EXPO 2025 for an additional charge:

THE EVENT WILL PROVIDE THE FOLLOWING FOR ALL EXHIBITORS:

- Four (4) Weights for the tent legs
- One (1), 8' table + tablecloth
- Two (2) chairs
- Setup and Breakdown and Tents and Tables
- ALL EXHIBITORS MUST TAKE THEIR TENTS & COVERS 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 deliver it to the MIM Warehouse, 2 Meadow Street, Norwalk, CT 06854 on Tuesday or Wednesday, September 2 or 3, 10 AM - 4 PM.

☐ YES, I would like to purchase a NEW BRANDED 10' x 10' high quality, heavy duty tent from AlphaGraphics Stamford, and I will deliver the tent to the MIM Warehouse, 2 Meadow Street, Norwalk, CT. 06854 on Tuesday or Wednesday September 2 or 3, 10 AM - 4 PM.

☐ YES, I would like to RENT a 10' x 10' high quality, heavy duty tent for an additional \$450.

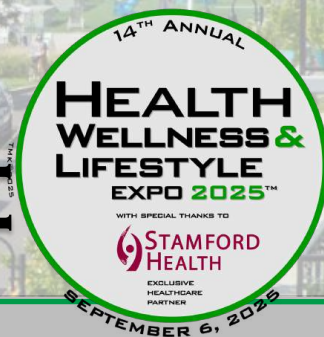
TENT DELIVERY DATES TO MIM WAREHOUSE, 2 MEADOW STREET, NORWALK, CT. 06854:

- TUESDAY, SEPTEMBER 2, 10 AM – 4 PM
- WEDNESDAY, SEPTEMBER 3, 10 AM – 4 PM

**NEED TO PURCHASE A BRANDED 10' x 10' TENT?
GO TO: www.hwl-expos.com/cart TO DOWNLOAD THE
ALPHAGRAPHS STAMFORD TENT OPTIONS.**

All Sponsors and Exhibitors will receive a 20% Discount.

EXPO 2025 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 2025 for an additional charge.

EXHIBITOR FEE INCLUDES: One (1) 8' table, tablecloth, two (2) chairs and weights for the tent legs.

ZONE EXHIBITORS:

1. PET WELLNESS ZONE

6, 10' x 10' spaces = \$770

\$770 Early Bird Registration by June 30. \$920 after June 30..

ZONE 1

Pet Wellness Zone

2. YOGA & STRETCHING ZONE

Classes taught by participating Sponsors and Exhibitors

ZONE 2

Yoga & Stretching Zone

3. GROUP FITNESS ZONE

Classes taught by participating Sponsors and Exhibitors.

ZONE 3

Group Fitness Zone

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.

ZONE 4

Kids Zone

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!

ZONE 5

Touch-A-Truck Zone

6. HEALTHY HOME ZONE

Sponsors and Exhibitors featuring businesses to promote healthy homes.

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.

ZONE 7

Healthy Food Truck Zone

8. HEALTHY FOOD & BEVERAGE ZONE

8, 10' x 10' spaces = \$310 each

\$310 Early Bird Registration by June 30. \$360 after June 30..

ZONE 8

Healthy Food & Beverage Zone

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.

ZONE 9

Eco-Friendly Wine, Spirits & Craft Beer Zone

10. NON-PROFIT ZONE

8 – 10, 10' x 10' spaces = \$510 each

\$510 Early Bird Registration by June 30. \$560 after June 30.

ZONE 10

Non-Profit Zone

Please refer to previous page for Zone locations.



EXPO 2025 SPONSOR OPPORTUNITIES

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

- Premier exhibitor space, 10' x 10'. Sponsor must provide 10' x 10' Tent. Expo 2025 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)

2025 PASSPORT FOR LIFE SPONSOR:

**PASSPORT
FOR LIFE**



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:



EXPO 2025

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:



2024 SUPPORT SPONSORS:



2024 ZONE SPONSORS:



SPONSOR & EXHIBITOR REGISTRATION FORM

YES

We would like to confirm participation in the 14th Annual Health Wellness & Lifestyle Expo 2025 with special thanks to Stamford Health, Exclusive Healthcare Partner, September 6, 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)

By June 30

Early Bird

\$2,600 ea.

\$1,700 ea.

\$4,500

\$2,500

After

June 30

\$2,800 ea.

\$1,900 ea.

\$4,700

\$2,700

By June 30

Early Bird

\$ 770

\$ 620

\$ 520

After

June 30

\$ 920

\$ 770

\$ 670

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:

\$ 310

\$ 360

☐ Non-Profit Exhibitor Space (501c3 org)

\$ 510

\$ 560

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

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 2025: _____

5 EXTRA: WIFI PROVIDED BY EXHIBITOR

☐ Electricity \$49 additional

For: _____

TENT INFORMATION. PLEASE CHECK ONE BOX:

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MORE DETAILED TENT INFO ON THE NEXT PAGE.

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)

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6

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CONTACT



Sales & Marketing Team

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Fax: 203 532-5696
Email: tamara@tmk-eventmarketing.com
- **TMK Sales Team**
Office: 203 531-3047
- **Linda Kavanagh & Serena Norr**
PR & Social Media Team
MaxEx PR

MANY MORE SPONSORS AND MEDIA SPONSORS TO COME

REGISTER NOW!

HWL-EXPOS.COM

