

**2019**  
*Health & Fitness Expo*  
at the Alex Madonna Expo Center



**SATURDAY & SUNDAY,  
MARCH 23 & 24**

*Showcase Your Brand*



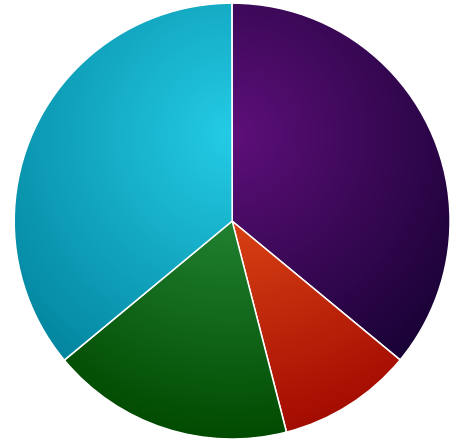
- Connect with Thousands of Health-Focused Community Members in 2 days
- Share your Mission and Educate Attendees
- Acquire Leads, Increase your Mailing List and Schedule Appointments
- Gain the Competitive Edge
- Proven Attendance of 4,000+

**THE GOAL OF THE ANNUAL INSPIRED HEALTH EXPO:**

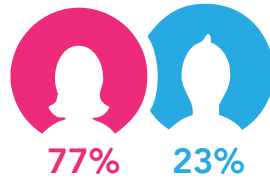
To bring together a diverse group of local health and fitness experts, giving them the opportunity to connect with residents that are interested in their product or service. Educate the community and network with people in the health and fitness industry.

# Who will Attend?

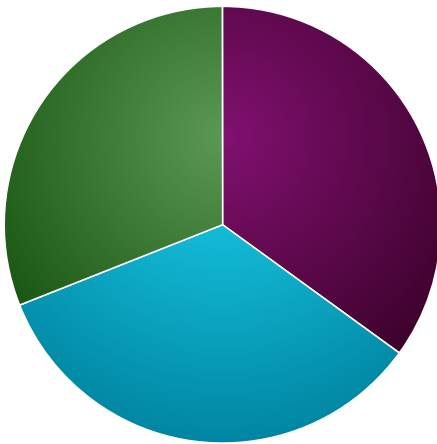
*Connect with local health enthusiasts and novices of all ages and fitness levels.*



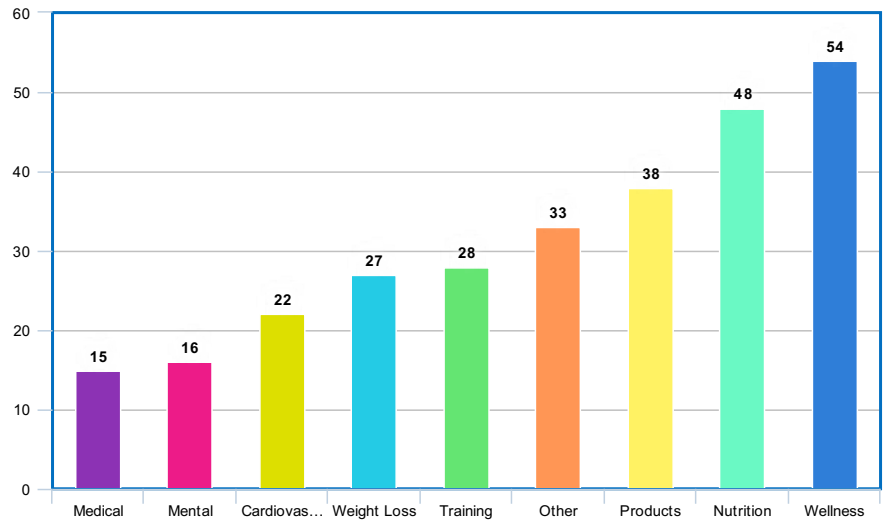
**Average Attendee Gender**  
● Female ● Male



**Attendee Residence**



**Attendee Average Age**



## Be part of an Event that Everyone Knows About!

- Extensive marketing campaigns with all local media including: Charter Spectrum, KSBY, Tribune, Coast 101.3, KVEC, community newspapers, direct mail, posters and more.

## Build Community Strength

- Be part of a large community event
- Increase credibility and viability
- Promotes your brand

# What to Expect at the Event

- ✓ Networking opportunities
- ✓ Additional branding
- ✓ Talk face-to-face with local residents
- ✓ New this year–Pet corner! Resources for pet health and wellness



## **SUPERHERO** **5K FUN RUN**

**March 23, 2019**

- Walk and/or run - race starts at 8am
- Company participation for branding
- Attracts the fitness focused attendee
- Costume competition
- Prizes awarded



“The annual SLO County Health and Fitness Expo is always rewarding for Kennedy Club Fitness. The expo is a great lead source and gives us access to thousands of potential customers, including those that may not be familiar with KCF and what we have to offer. The energy level at the expo is high and there is fantastic interaction with the attendees and vendors. The expo staff is extremely helpful and there is always someone close by if you need anything. We look forward to the next one!”

*Kevin Winter  
Membership and Corporate Sales Director  
Kennedy Club Fitness*



## Medical Testing



Blood Pressure

BMI

Bone Density

Cholesterol Testing

Glucose Testing

Stress Survey

EKG's

Spinal Screening

Video Oscope  
Inspections (hearing)

# Sponsorship Packages:

## PREMIUM:

**\$2,995**  
Investment

- ✓ **25 TV COMMERCIALS** with 15 seconds dedicated to your company (production provided)
- ✓ **25 RADIO COMMERCIALS** with 15 seconds dedicated to your company (production provided)
- ✓ **CUSTOM E-NEWSLETTER W/OFFER** sent to our health and fitness database
- ✓ **COMPANY LOGO & LINK** on [www.slohealthandfitness.com](http://www.slohealthandfitness.com)
- ✓ **15 SOCIAL MEDIA POSTS** on various expo platforms including Facebook, Pinterest, Twitter
- ✓ **2 BLOGS** featuring your company on expo site
- ✓ **ROTATING ONLINE BANNER AD** featuring your company on expo site
- ✓ **1 VIDEO POST** featuring your company
- ✓ **COMPANY LOGO** on the following:
  - Charter Spectrum Cable & KSBY TV Commercials
  - Ad ran in the Tribune, New Times, Bay News, Coast News and SLO City News
  - Event Poster & Postcard
  - Event Official Program: Logo on cover, booth map locator and featured article.
- ✓ **EVENT PROMOTIONS & MARKETING:**
  - Your Banner (provided by you) displayed at event entrance
  - Your Company listed on the event Passport
  - Company logo on your expo name badges
  - Company logo (black & white) on 5k run T-shirt
  - Two 5k run T-shirts



# Sponsorship Packages:

## BASIC:

**\$195**  
Investment

- Company banner (provided by you) displayed at entrance of event
- Company Logo and Link on the Inspired Expos website

## ENHANCED:

**\$395**  
Investment

- Company banner (provided by you) displayed at event entrance
- Company Logo (black & white) on T-shirt
- Company Logo and Link on the Inspired Expos website

## AD IN EXPO PROGRAM:



**\$105-\$1,175**  
Investment

Display your advertisement in the official Health and Fitness Expo Program. To be distributed county wide as well as at the expo.

## 5k RUN-ONLY OPTIONS:



### T-SHIRTS

- Your Logo (black & white) on 5K T-shirt
- Limited to 12 (\$150)

### BAG STUFFERS

- Your company to provide 300 promotional products to stuff in the 5k bag (Free)
- Your company to provide 300 fliers to stuff in the 5k bag (\$150)

### BAG SPONSORSHIP

- Your company bags distributed to 5K participants

## MEDICAL TESTING:

Investment:  
Cost of Procedure

- Provide medical test, screening or vaccines
- All medical tests to be listed on expo website [www.inspiredexpos.com](http://www.inspiredexpos.com)
- All medical tests to be listed on event program

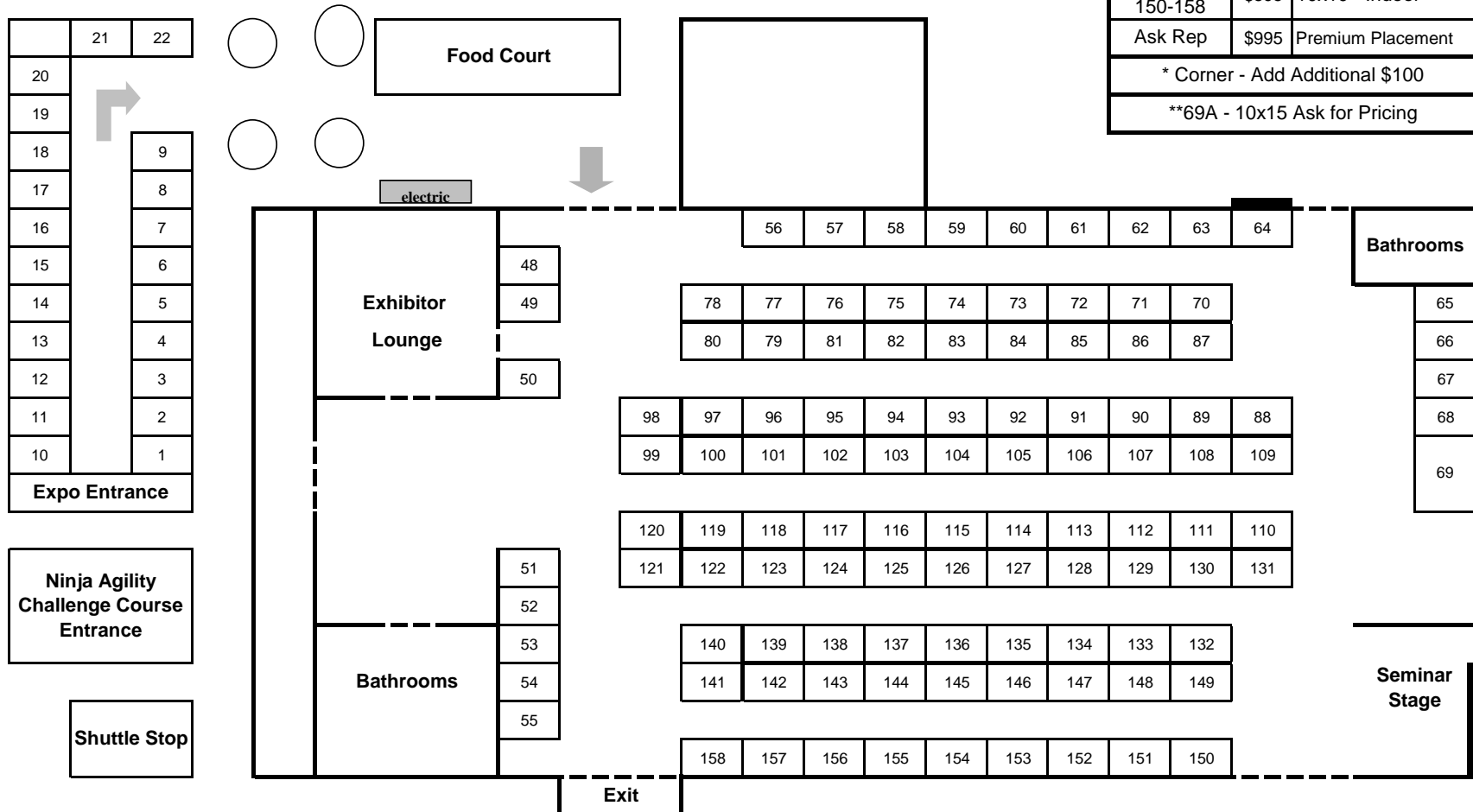
*\*If blood must be drawn, SCMI must be listed as additionally insured on your liability insurance*





# At the Alex Madonna Expo Center March 23rd & 24th, 2019

#1-22	\$550	10x10 - Exterior
#70-149	\$695	8x10 - Indoor
#48-69 & 150-158	\$895	10x10 - Indoor
Ask Rep	\$995	Premium Placement
* Corner - Add Additional \$100		
**69A - 10x15 Ask for Pricing		



	21	22
20		
19		
18		9
17		8
16		7
15		6
14		5
13		4
12		3
11		2
10	1	
<b>Expo Entrance</b>		

**Ninja Agility  
Challenge Course  
Entrance**

**Shuttle Stop**