



2020 Health & Wellness Expo

AT THE ALEX MADONNA EXPO CENTER

Saturday , March 21st | 9am - 5pm

Inspire Healthy Living



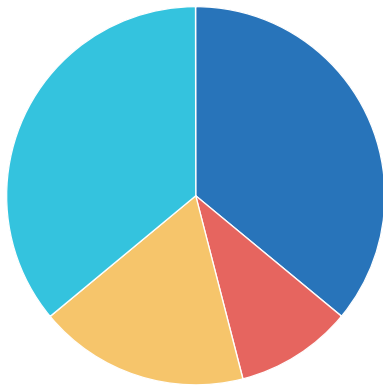
- Connect with Thousands of Health-Focused Community Members
- Share your Mission and Educate Attendees
- Acquire Leads, Increase your Mailing List and Schedule Appointments
- Gain the Competitive Edge
- Proven Attendance of 4,000+

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.



Attendee Residence

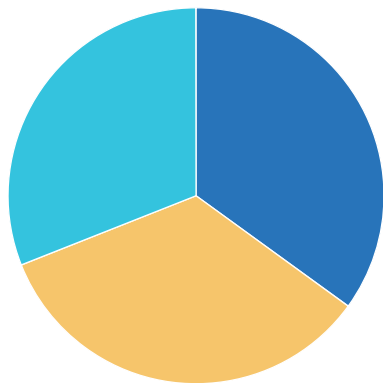
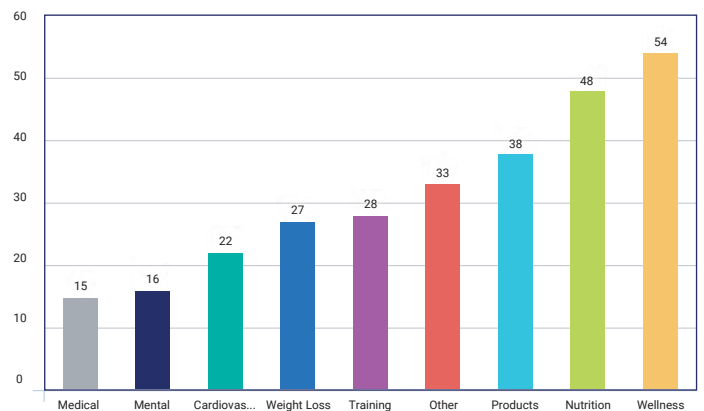
- San Luis Obispo
- North Coastal
- North County
- South County

Average Attendee Gender

77% FEMALE

23% MALE

Why Attendees Visit the Expo



Attendee Average Age

- 55 - 70
- 36 - 54
- 20 - 35

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 visibility
- 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 21, 2020

- 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 Otoscope
Inspections (hearing)

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

Individual Options:

T-Shirts

- Your Logo (black & white) on 5K T-shirt
Cost: \$150 (Limit12)

Website

- Banner Ad rotating on inspiredexpos.com website for 1 year | Cost: \$150
- Logo & Link on inspiredexpos.com website for 1 year | Cost: \$100

Bag Sponsorship

- Your company bags distributed to 5K participants | Cost: Cost of Bags

Passport: (Limited Quantity - 5)

\$395 INVESTMENT

- Company Logo on Passport (each attendee receives a Passport to be marked)
- Company Logo as a Booth Locator on Program
- List of Contact Information of Each Attendee Who Enter the Passport Contest



Medical Testing

INVESTMENT: Cost of Procedure

- Provide medical test, screening or vaccines
- All medical tests to be listed on expo website www.inspiredexpos.com
- All medical tests to be listed on event program

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

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.inspiredexpos.com
- ✓ **5 SOCIAL MEDIA POSTS** on various expo platforms including Facebook, Pinterest, Twitter
 - 2 Boosted Posts (on Facebook or Instagram)
 - 1 Video or Slideshow Post
- ✓ **1 BLOG** provided by you featuring your company on expo site
- ✓ **ROTATING ONLINE BANNER AD** featuring your company on expo site
- ✓ **COMPANY LOGO** on the following:
 - Charter Spectrum Cable & KSBY TV Commercials
 - All Print Advertising
 - Event Poster & Postcard
 - Event Official Program: Logo on cover & booth map locator
- ✓ **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





At the Alex Madonna Expo Center

March 21st, 2020

