

# EXHIBITOR PROSPECTUS

Healthy Life Expos



Minnesota's  
Premiere  
Healthy Life  
Expo



PROVEN  
ESTABLISHED  
SUCCESSFUL  
SINCE 1978

MEDIAMAX



EVENTS AND EXPOS, INC.

MediaMAX Events and Expos, Inc., Corporate Offices: (952) 238-1700

[www.MediaMaxEvents.com](http://www.MediaMaxEvents.com)

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## WHAT'S THE SHOW ABOUT?

Focusing on healthier living, this show draws thousands of health conscious consumers, and retailers who are in search of the latest products and services. It is the ultimate "showcase" which features exhibitors from coast to coast offering everything A to Z to achieving a healthier life and lifestyle.



## EXHIBITOR CATEGORIES INCLUDE, BUT ARE NOT LIMITED TO:

- Natural Foods & Products
- Healthy Environments
- Energy-Efficient Home Products
- Landscaping and Zen Gardens
- Green Building and Remodeling
- Green Living Resources
- Alternative Energy
- Healthy Home Products
- Lifestyle & Recreation Resources
- Spas, Pools, Saunas
- Organic Food and Beverage
- Chiropractic and Massage
- Water & Air Purification
- Exercise Equipment
- Health Clubs
- Yoga and Meditation
- Energy Efficient Heating
- Solar Electric and Heating
- Energy Efficient Windows/Siding
- Personal Coaches / Trainers
- Activities and Exercise
- Nutrition and Vitamins
- Financial Wellness
- Classes and Workshops
- New Technologies
- And MUCH MUCH MORE!

## WHO SHOULD PARTICIPATE IN THE HEALTHY LIFE EXPO?

If you sell products or services that help bring better health and healthier living to people, exhibiting is a must! This massive multi-billion dollar industry includes products for people, the environment and the home. Many natural product manufacturers showcase their products, meet retailers and educate the public all at one time - all at this show.

 **CAPTURE YOUR SHARE OF THIS MULTI-BILLION DOLLAR MARKET** 

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## Healthy Life Expos



### WHY EXHIBIT?

Meeting potential customers and speaking with them face-to-face at shows and events is a highly effective marketing method, and value-minded marketing professionals are aware that the cost of an exhibit space at our shows generally costs less than a small ad in a newspaper.

Looking for a proven marketing formula? We, the Expo Guys, with over 40 years of combined experience, have it!

### AT THE SHOW YOU WILL:

- Generate immediate sales
- Meet new customers face-to-face
- Re-connect with past customers
- Generate new leads from qualified buyers
- Showcase your latest products and services to a targeted audience
- Establish and build brand identity
- Launch or promote new products
- Inform and educate prospects
- Increase your exposure
- Gauge your market
- Create commercial project opportunities
- Generate media coverage
- Solidify customer relationships
- Meet retailers and business owners for wholesale opportunities



### WHO WILL I REACH?

At the Healthy Life Expo you will find a loyal targeted audience who is in search of the latest products, services and information that could help them bring balance and wellness into their life. Our attendees have the money and are not afraid to spend it.

### CAPTIVE DECISION MAKERS / POTENTIAL BUYERS

**FACT:** 83% of all visitors to an expo have the authority to purchase or are a decisive influence in the purchasing decision.

**STAT:** 72% of expo visitors intend to make a purchase either immediately or in the near future.

**FACT:** About 71% of visitors spend a half-day or more at an expo to review products and services and make purchases.

**STAT:** 23% of visitors spend multiple days at a trade show.

**FACT:** 54% of visitors come specifically to see new products and services.

**STAT:** More than 46% of people planning to visit an expo made the decision to attend more than 2 weeks before the show.

**FACT:** The top 4 reasons for attending are:

1. 54% to keep up to date with available products & services
2. 48% for information and education
3. 40% to keep up-to-date with new technology
4. 15% to make business contacts

## HOW IS THE SHOW PROMOTED?

We have designed a targeted marketing campaign to ensure that the greatest number of high-quality attendee's visit our shows. Strategic advertising is tailored to each targeted market area:

**TELEVISION** – Major network stations and cable channels.

**RADIO** – Commercials, PSAs, and on-air interviews.

**PRINT** – Major daily newspapers, local weekly and community newspapers, and some magazines.

**BILLBOARDS** – Strategically placed in high-traffic and targeted areas.

**DIRECT MARKETING** – Invitations mailed directly to past attendees and area community residents.

**POINT OF PURCHASE** – In-store posters and discount passes are placed at strategic retail locations.

**ONLINE** – Expos are listed on hundreds of event online directories and websites.

**E-MAIL** – Over 8,000 e-mails from our in-house database. Association Memberships – We are members of multiple trade and business associations, like MERSC and Builders Association of the Twin Cities.

**TICKET DISTRIBUTION** to 250,000 employees of leading Minnesota corporations through our MERSC membership and several other corporate partnerships.

**STRATEGIC PARTNERSHIPS** – We have relationships with various networks and promotional partners.

## WHAT ABOUT SPONSORSHIP OPPORTUNITIES?

To gain additional exposure and maximize your marketing effectiveness beyond your booth, sponsorship packages are available.



## ABOUT MEDIAMAX EVENTS & EXPOS, INC.

MediaMAX, with over 40 years of business-to-business and business-to-customer experience conducting successful events and expos, is headquartered in Minnetonka, MN. In addition to producing events, we have built and operated successful retail and wholesale businesses. We have never wavered from good old-fashioned customer service and a caring professional attitude, giving you the respect you deserve. We are proven marketing pros, with the connections to help you achieve results.

### PUBLICITY PROS WITH CONNECTIONS TO DRIVE RESULTS

MediaMAX is one of the fastest growing event producers in the Midwest, serving three major industries—home, health, and hospitality. Our strategic partnerships and resources provide marketing opportunities superior any other event marketing company. We integrate traditional and proven marketing methods, with LIVE events, resulting in cost-effective sales for our customers. Year after year, our events draw record attendance. Our targeted marketing campaigns, and aggressive promotions ensure successful shows with maximum results. MediaMAX is on the cutting edge of business technologies and experienced with what works.

### PEOPLE MEETING PEOPLE, LIVE AND IN PERSON, FACE TO FACE

Over the years, thousands of exhibitors have profited as a direct result of our shows. We have drawn thousands of attendees from all over the Midwest. Year after year, show after show, we attract buyers ready to see and purchase the latest products, services and gather information that will make their life easier. We pride ourselves in having the widest variety of resources for today's discriminating consumers. Whether you are a first time exhibitor or a veteran, you will find that working with MediaMAX is not only a pleasant but also a rewarding experience. We can provide you with the tools and resources necessary to access greater market share, generating qualified leads to help you sell more of your products and services, thereby increasing your bottom line.

### CONSUMER AND BUSINESS-TO-BUSINESS SHOWS ...INCREASING YOUR BOTTOM LINE!

## HOW DO I RESERVE A BOOTH?

**CALL (952) 238-1700**

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