

# NEW JERSEY HEALTH & WELLNESS EXPO

AWARENESS | EDUCATION | SOLUTIONS



## GET IN ON A SPONSORSHIP EARLY & TAKE ADVANTAGE OF OUR EXTENSIVE SHOW PROMOTIONS

### Premium Sponsorship Opportunities:

- Presenting Sponsor** (1 available)  
\$25,000

**Sponsorship Includes:**

- 20' x 20' Booth - Premier Location
- Four (4) on-air mentions on Dr. Derrick DeSilva's radio talk show called "Ask the Doctor", which airs on WCTC Radio in New Jersey (1450 AM), as well as his television show, "To Your Health", which airs on News 12 NJ
- Full page ad in NJ Health & Wellness Expo Program Book
- Banner & logo on all e-blasts to attendees pre & post show.
- Logo on event signage and website
- Opportunity to provide a Keynote Speaker\*

- Supporting Sponsor** (2 available)  
\$17,500

**Sponsorship Includes:**

- 10' x 20' Booth - Premier Location
- Two (2) on-air mentions on Dr. Derrick DeSilva's radio talk show called "Ask the Doctor", which airs on WCTC Radio in New Jersey (1450 AM), as well as his television show, "To Your Health", which airs on News 12 NJ
- Full page ad in NJ Health & Wellness Expo Program Book
- Logo on event signage and website
- Banner & logo on all e-blasts to attendees pre & post show.
- Opportunity to provide a Keynote Speaker\*

- Official Sponsor** (3 available)  
\$7,500

**Sponsorship Includes:**

- 10' x 10' Booth - Premier Location
- Full page ad in NJ Health & Wellness Expo Program Book
- Two (2) company representatives permitted to attend the event
- Logo on event signage and website
- Banner & logo on all e-blasts to attendees pre & post show.

\*must be approved in advanced by Show Management

Get the ball rolling and take advantage of pre & post-show promotions by becoming a sponsor of the New Jersey Health & Wellness Expo. The Tri-State area's natural health and wellness expo of the year, Increase your access and exposure to highly qualified and interested consumers searching for alternative products and services to make a difference in their overall health, wellness and spirit.

### Targeted Sponsorship Marketing Opportunities:

- Educational Session** (6 available)  
\$2,000

Opportunity to present a 60-minute educational session open to all attendees. Presentation must be balanced and provide an objective viewpoint. Topic outline must be approved by show management.

- Show Floor Presentations** (10 available)  
\$750

Present your own 45-minute workshop, class, product demonstration and more at our show floor Demo Stage.

- Website Banner Ads** (5 available)  
\$600

Your ad/logo on event web site.

- Floor Decals** (4 available)  
\$750

3 (2'x3') floor decals in key locations on the show floor to highlight your company and booth location. \*Cost of decals not included.

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

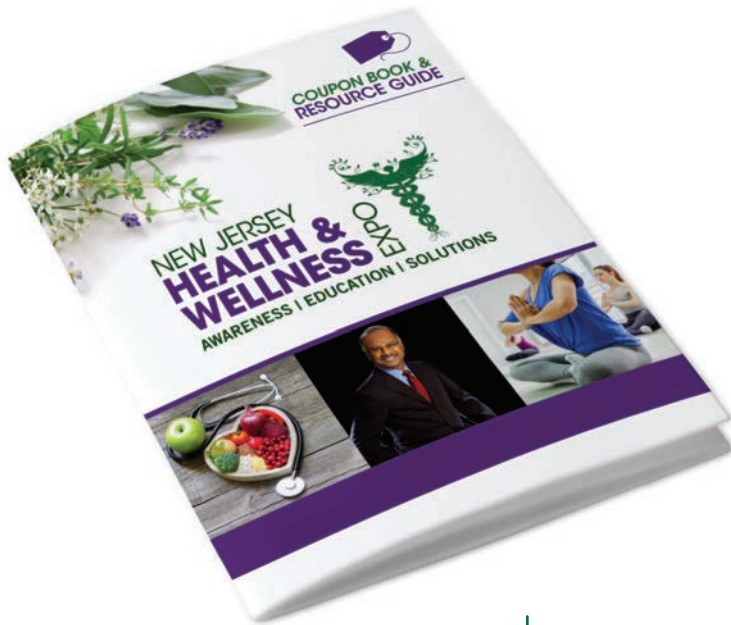
- Please indicate which sponsorship you are interested in. MAD will contact you to discuss details.

Company Name: .....

Contact Name: .....

Phone:..... Email:.....

# COUPON BOOK & RESOURCE GUIDE



# NEW JERSEY HEALTH & WELLNESS



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# KEEP 'EM COMING BACK AFTER THE SHOW!



*Adding value* is a key component in building long term relationships with customers today!

Enhance your *long-term exposure* to consumers striving to live a healthy lifestyle from the Tri-State Region!

**MAKE PLANS  
NOW  
TO GET YOUR  
SHOW SPECIAL  
INCLUDED!**

## WHAT IS IT?

The New Jersey Health & Wellness Expo **Coupon Book & Resource Guide** will be the show directory containing the exhibitor listing, seminar schedule and show floor plan. More importantly it will contain thousands of dollars of valuable coupons from our exhibiting companies for attendees and exhibitors of The New Jersey Health & Wellness Expo!

## HOW IT WORKS?

The **Coupon Book & Resource Guide** will be handed out to every attendee and exhibiting company at The New Jersey Health & Wellness Expo in 2016. Instead of just advertising your company, create a custom coupon or discount for your products and services to extend your exposure all year long.

## HOW DO YOU BENEFIT?

The New Jersey Health & Wellness Expo **Coupon Book & Resource Guide** will help you:

- ★ Attract new customers to try your products or services
- ★ Reward your current customers with incentives
- ★ Track your ROI from New Jersey Health & Wellness Expo throughout the year
- ★ Keep 'em coming back long after the show

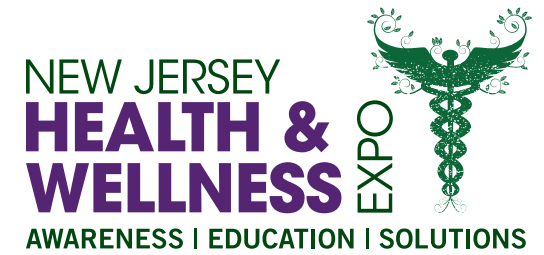
[www.njhealthandwellnessexpo.com](http://www.njhealthandwellnessexpo.com)

# COUPON BOOK & RESOURCE GUIDE



**CONTRACT & ART DEADLINE: 9/26/16**

For GENERAL INFORMATION please contact **Carly Marsh**  
**(845) 544-2478** | [cmarsh@madeventmanagement.com](mailto:cmarsh@madeventmanagement.com)



<p>2/3 Page 4.75w x 5.125h</p>	<p>FULL PAGE 4.75w x 7.75h</p>	<p>1/3 Page 4.75w x 2.5h</p>
<p>1/3 Page 4.75w x 2.5h</p>		<p>1/3 Page 4.75w x 2.5h</p>
<p><b>* Bundle With Your BOOTH &amp; Save!</b></p>		<p>1/3 Page 4.75w x 2.5h</p>

**\$100 OFF**  
any full page ad

**\$75 OFF**  
2/3 page ad

**\$50 OFF**  
1/3 Page ad

**Premium**

**\$825** → Inside Front Cover - 4.75"w x 7.75"h

**\$850** → Inside Back Cover - 4.75"w x 7.75"h

**\$850** → Outside Back Cover - 4.75"w x 7.75"h

**Inside Display**

**\$600** → Full Page Inside - 4.75"w x 7.75"h

**\$450** → 2/3 Page Inside - 4.75"w x 5.125"h

**\$250** → 1/3 Page Inside - 4.75"w x 2.5"h

\* Ad must be reserved with a deposit at the same time of booking exhibit space for NJ Health & Wellness Expo.

# COUPON BOOK & RESOURCE GUIDE



# NEW JERSEY HEALTH & WELLNESS EXPO



AWARENESS | EDUCATION | SOLUTIONS

For GENERAL INFORMATION please contact **Carly Marsh**  
(845) 544-2478 | cmarsh@madeventmanagement.com

**CONTRACT & ART DEADLINE: 9/26/16**

**Design Services**

Design Services are available. Contact MAD if you would like to request these services. **Design charges are \$75/hour. Min. production charge is 1 hour.**

**Artwork Requirements**

**High Resolution PDF is the preferred format.** Images: 150dpi min@full size. CMYK

**Acceptable Formats:**

InDesign • Illustrator  
Photoshop • Acrobat  
\* Include all Linked Images  
\* Outline all Fonts  
\* if you are unsure of your format, please contact MAD

**ADVERTISING RATES** (All ads are in full color)

Premium	
<input type="checkbox"/> \$825	→ Inside Front Cover - 4.75"w x 7.75"h
<input type="checkbox"/> \$850	→ Inside Back Cover - 4.75"w x 7.75"h
<input type="checkbox"/> \$850	→ Outside Back Cover - 4.75"w x 7.75"h
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2/3 page ad

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1/3 Page ad

\* Ad must be reserved with a deposit at the same time of booking exhibit space for NJ Health & Wellness Expo

Order Date:..... Ad Size:..... Rate:\$.....

Company Name (as to appear in exhibitors index):  
.....

Contact Name:..... Email:.....

Billing Address: .....

City:..... State:..... Zip:.....

Phone:..... Web Site:.....

Authorized by (please print): .....

Authorization signature: ..... Date:.....

Method of Payment  Check# .....

Credit Card  MC  Visa  Amex  Discover

CC No:..... CSC#..... Ex.Date:.....

Printed Name of Cardholder: .....

Signature:..... Date:.....

**\*Additional Charges** - MAD will charge for all costs incurred in preparing art for submitted advertisements that do not meet Artwork Requirements for the Coupon Book & Show Guide. Rate will be as stated above.

**Advertising Terms and Conditions** - "Publisher" refers to MAD Event Management, LLC. The publisher will not be bound by any conditions, printed or otherwise, appearing on any order blank, insertion order or contract when they conflict with the terms and conditions of this rate card or any amendment of it.

**General Rate Policy** - The publisher reserves the right, at any time and for any reason, to decline any advertising copy and to cease further publication of any advertising without rate penalty to the advertiser. Only the publication of an advertisement shall constitute final acceptance of the advertiser's order. The publisher shall in no event be liable for failure to publish advertising when specified by the advertiser, provided that, if no advertising is published, any charges therefore received by the publisher shall be refunded. The publisher reserves the right to revise, on notice of 30 days, any rates, terms and conditions of this rate card applicable to contract advertisers. Revisions affecting non-contract advertising may be made without notice. Space orders are due on or before the closing date listed in the current media kit and may not be canceled by the advertiser after that time. Advertiser may change materials with any insertion, but authorizes the previous advertisement to be repeated if new materials are not furnished by the closing date.

**Contract and Copy Regulations** - All advertisements are accepted for publication entirely upon the representation that the agency and/or the advertiser is/are properly authorized to publish the entire contents and subject matter thereof. In consideration of the publication of advertising, the advertiser and/or agency will fully hold harmless and fully indemnify the publisher from and against any and all claims, demands, suits, actions, proceedings, recoveries or expenses of any nature whatsoever, including reasonable fees of counsel selected by the publisher, arising directly or indirectly from the publication of any advertisement (including but not limited to claims of infringement of copyright or trademark or claims of libel or invasion of privacy) or based upon or arising out of any matter or thing contained in any advertisement.

**Cancellation Policy** - Cancellation of ad space must be received in writing to MKM expos before the published closing date. Cancellations are not accepted after closing dates of each issue.

**Commission, Credit Terms and Payments** - All advertising must be paid in advance. Checks, VISA, MasterCard, American Express and Discover accepted. Advertising agencies are responsible for payment of all advertising ordered on behalf of their clients, but the publisher reserves the right to hold the agency and the advertiser jointly and severally liable for all such payments.