



The Total Health & Fitness Expo
February 15-16, 2020
Central Park at Expo Square
Event 1 Productions
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www.event1inc.net

2020

The Total Health & Fitness Expo Exhibitor Prospectus

**The Largest FREE Health & Fitness Expo in
Green Country**

Free Admission | Free Parking

February 15 – 16, 2020 | Central Park Hall at Expo Square

Tulsa, Oklahoma



2020 Exhibitor Prospectus

The Total Health & Fitness Expo

The Largest Free Health & Fitness Expo in Green Country

The Total Health & Fitness Expo provides a highly successful event for both sponsors and exhibitors. With thousands of attendees, free admission and an impressive exhibitor line-up, this show will be an excellent opportunity to make a lasting impression with consumers and health enthusiasts throughout Green Country.

5,000+
Attendees
(estimated)

??????

100+
Exhibitors
(estimated)

What: The 2020 Total Health & Fitness Expo

When: Saturday, February 15, 2019 from 9:00am – 5:00pm
Sunday, February 16, 2019 from 11:00am – 5:00pm

Where: Central Park at Expo Square – Tulsa, Oklahoma

About The Total Health & Fitness Expo

The Total Health & Fitness Expo is Green Country's only two-day free admission health & fitness event where exhibitors and sponsors share their health and fitness-related products and services with a highly targeted audience. The event will inhabit over 43,000 square feet in Central Park Hall at Expo Square with exhibit booths, entertainment features, and more. The purpose of the Total Health & Fitness Expo is to provide an atmosphere where "average Joes and Julies" can learn more about ways to improve the health of their bodies, minds and spirits, as well as their homes, finances and much more.

Benefits of Exhibiting at The Total Health & Fitness Expo

Each 10'x10' exhibit space comes fully furnished with:



- *8' High Backwall Drape and 3' High Side Rail
- *One 6' Skirted Table
- *Two Premium Folding Chairs
- *One Wastebasket
- *One 7'-by-36" Booth Identification Sign



- *Standard Booth Space
- *Corner Booth (additional charge)
- *Non-Profit Booth Space



Choose the booth option that best suits your budget and your needs:

As an Exhibitor, what can you do at the Total Health & Fitness Expo?



- *Make sales directly on the show floor
- *Pass out free samples and company info
- *Collect attendee information for follow-up
- *Do a register-to-win drawing
- *Connect directly with thousands of Green Country fitness enthusiasts

Why Exhibit at The Total Health & Fitness Expo

The Total Health & Fitness Expo will draw a highly-targeted audience, making it the perfect marketplace for fitness/health-related items and services of all kinds. Not only are booth prices lower than those in most health & fitness expos, you'll get MUCH MORE in return!



Pay less with Event 1 and get more:

Serious buying customers

Attendees of this event will come to see you and what you have to offer. They'll attend to shop for items to help them get in shape and see what's hot and new in the health & fitness industry.

Best health & fitness expo booth pricing

You get two big show days (14 show hours) at the expo and pay less than most one-day shows of its size.

Two full days of exhibiting

Two-day shows give you a real marketing advantage! This way you won't miss out on attendees who can only come for one day, or those who return to shop more.

Locally owned and produced event

The Total Health & Fitness Expo is professionally produced by Event 1 Productions located in Sand Springs, Oklahoma. With our collective 115+ years of event decoration and production expertise, we know our attendees and how to reach them!

Total Health & Fitness Expo Attendee Demographics

If the average Oklahoman who's looking to drop a few pounds, find a new exercise program or facility, participate in a fitness-improving class or just learn more about what's new and hot in the health & fitness world are your target demographic, The Total Health & Fitness Expo is your ideal marketplace. Whether your business concerns health or fitness of the body, mind, spirit, home or finances...your customers WILL be there.



The statistics:

- # U.S. spending on weight loss, everything from gym memberships and joining weight-loss programs to drinking diet soda will reach an estimated \$72 BILLION in 2019. *
- # Oklahoma ranks 10th in the nation in obesity rates. **
- # Only 23% of Americans get enough exercise. ***

The Total Health & Fitness Expo was created to help local Oklahomans improve on these numbers by making healthy choices and exploring numerous exercise alternatives.

The expo WILL attract potential customers! Exhibitors and sponsors can be assured they're meeting the right audience face-to-face.

*According to a 2019 Business Wire survey

**According to a 2019 Robert Wood Johnson Foundation article "The State of Obesity"

*** According to a 2019 U.S. News & World Report article



INCREASE THE IMPACT
OF YOUR BOOTH WITH A
**SPONSORSHIP AT THE
TOTAL HEALTH
& FITNESS EXPO**

THERE ARE A
LIMITED NUMBER
OF **SPONSORSHIP
OPPORTUNITIES
AVAILABLE**

BOOST VISIBILITY

DRIVE TRAFFIC AND BUILD BRAND AWARENESS WITH A SPONSORSHIP AT THE TOTAL HEALTH & FITNESS EXPO

Spread Your Reach

Bring more buyers to your booth and boost brand awareness with a sponsorship at The Total Health & Fitness Expo.

Sponsorship increases the impact of your booth by guaranteeing your exposure to an estimated 5,000+ local consumers who will be attending this year's show. That additional attention translates into higher interest, greater traffic, more leads and stronger sales after the event.

Your Opportunity to Make a Bold Statement

While you're building visibility, booth traffic and brand awareness with a sponsorship at The Total Health & Fitness Expo, you'll also be setting yourself apart from your competition.

Because they're highly visible and limited in number, sponsorships distinguish sponsors from their competitors!

GOLD SPONSORSHIP EXTRAS

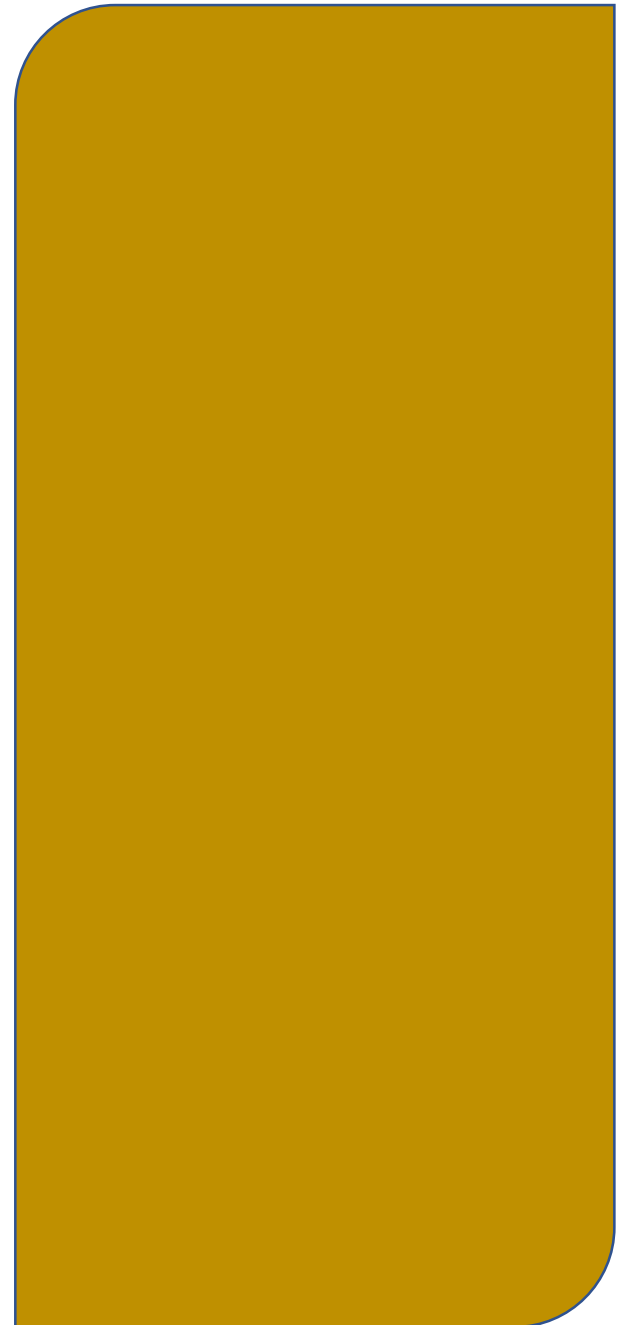
Event 1 Productions would love to offer these additional items as part of your Gold Sponsorship Package. You will receive the following:

- Free 20' x 20' tuxedo carpeting/padding in your booth **OR** one (1) 55-inch flat-screen color TV mounted on a truss (\$1,540 VALUE)
- Up to two (2) free leather couches or four (4) free leather lobby chairs **OR** two (2) highboy tables with spandex covering and four (4) premium counter-high stools (\$1,000 VALUE)
- Two (2) free 36" x 42" full-color signs (with stands) printed on white poly graphic material - used to highlight your company (\$170 VALUE)
- One (1) free company sign hung above your booth – sponsor to provide the sign (\$260 VALUE)
- One (1) free easel **OR** one (1) free literature rack (\$65 VALUE)
- One (1) free 110-volt electrical outlet (\$25 VALUE)

TOTAL ADD-ON PACKAGE VALUE:

\$3,060.00

Your Investment: \$3,000.00 (1 available)



SILVER SPONSORSHIP EXTRAS

Event 1 Productions would love to offer these additional items as part of your Silver Sponsorship Package. You will receive the following:

- Free 10' x 30' tuxedo carpeting/padding in your booth **OR** one (1) 43-inch flat-screen color TV mounted on a truss (\$475 VALUE)
- One (1) free leather loveseat or two (2) free leather lobby chairs **OR** one (1) highboy table with spandex covering and two (2) premium counter-high stools (\$300 VALUE)
- One (1) free 36" x 36" full-color sign (with stand) printed on white poly graphic material - used to highlight your company (\$72 VALUE)
- One (1) free company sign hung above your booth – sponsor to provide the sign (\$260 VALUE)
- One (1) free easel **OR** one (1) free literature rack (\$65 VALUE)
- One (1) free 110-volt electrical outlet (\$25 VALUE)

TOTAL ADD-ON PACKAGE VALUE:
\$1,197.00

Your Investment: \$2,000.00 (2 available)

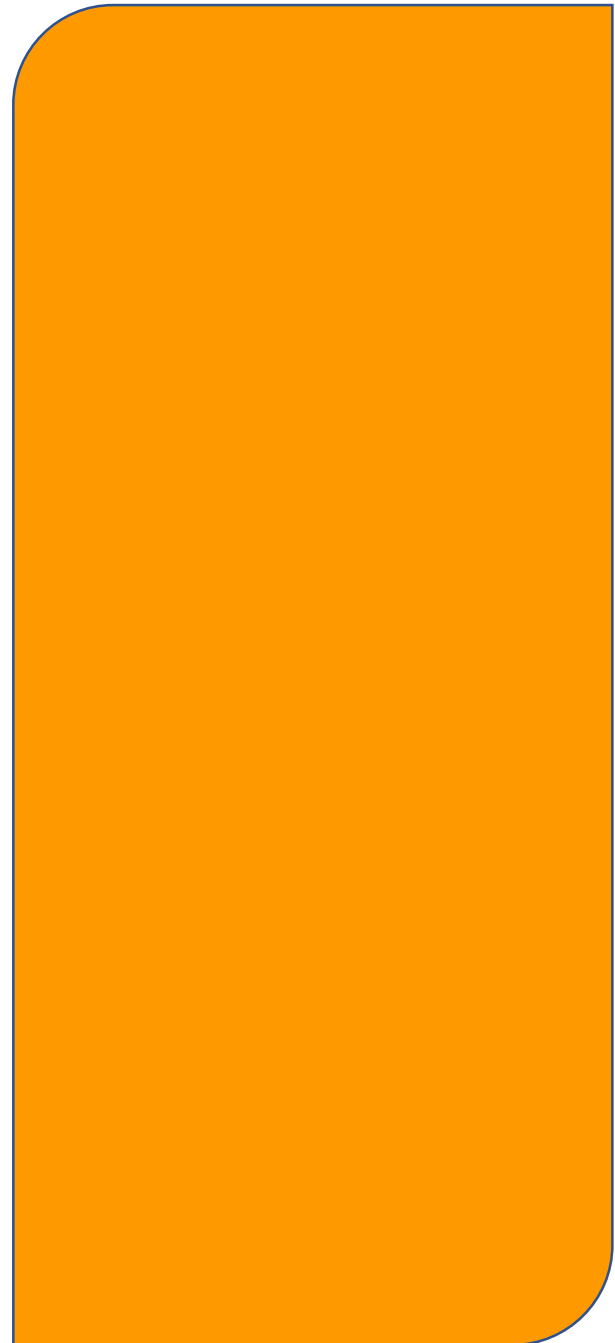
BRONZE SPONSORSHIP EXTRAS

Event 1 Productions would love to offer these additional items as part of your Bronze Sponsorship Package. You will receive the following:

- Free 10' x 20' tuxedo carpeting/padding in your booth **OR** one (1) 32-inch flat-screen color TV mounted on a truss (\$375 VALUE)
- One (1) free leather arm chair **OR** one (1) lowboy table with spandex covering (\$150 VALUE)
- One (1) free 24" x 36" full-color sign (with stand) printed on white poly graphic material - used to highlight your company (\$40 VALUE)
- One (1) free company sign hung above your booth – sponsor to provide the sign (\$260 VALUE)
- One (1) free easel **OR** one (1) free literature rack (\$65 VALUE)
- One (1) free 110-volt electrical outlet (\$25 VALUE)

TOTAL ADD-ON PACKAGE VALUE:
\$915.00

Your Investment: \$1,000.00 (3 available)





EVEN MORE ADVANTAGES

**EVERY TOTAL HEALTH & FITNESS EXPO
SPONSORSHIP INCLUDES THESE
VALUE-ADDED EXTRAS...**

- A highlight of your company's name and booth number on the Total Health & Fitness Expo layout website
- Placement of your company's logo and booth number on several 36" x 42" flex stand signs placed throughout the show floor and on all entry door signage (signs will recognize ALL sponsors)
- Placement of your company's name and logo in a thank-you/welcome letter distributed at the Show to all exhibitors
- Recognition of your company's name in a news release distributed to local Tulsa-area TV/radio stations and the Tulsa World newspaper, as well as in all social media exposure

To receive these extras, all sponsorship fees must be paid in full by January 10, 2020.

MOBILE DEVICE CHARGING STATIONS

Includes:

- Your high-quality full-color company logo on two (2) of our mobile device charging stations. The units contain cords for nearly every type of mobile device.
- One charging station be placed on the show floor for attendee use, with the second unit located inside the exhibitor hospitality lounge, helping you garner goodwill from your fellow exhibitors! (A \$625 VALUE)

The sponsor will be responsible for providing high-res, vectored artwork to Event 1 Productions no later than January 31, 2020

YOUR INVESTMENT: \$450.00

CHOOSE FROM
SEVERAL
OTHER
UNIQUE
OPPORTUNITIES:





MAIN DEMONSTRATION STAGE SPONSOR

Includes:

- Your full-color company logo on one (1) full-color sign (size TBD) printed on white poly graphic material and placed on a support truss that will hang over the stage all weekend
 - Frequent company (name-only) mentions over the stage PA system as the stage sponsor throughout the weekend
 - One free 20-minute segment onstage each day for informational or entertainment purposes (presentation matter subject to Show Organizer's pre-approval)
- A \$1,000 VALUE**

The sponsor will be responsible for providing high-res, vectored artwork to Event 1 Productions no later than January 17, 2020.

YOUR INVESTMENT: \$525.00

EXHIBITOR HOSPITALITY LOUNGE SPONSOR

Includes:

- Your full-color company logo on two (2) 24" x 36" full-color signs printed on white poly graphic material (one placed in hallway outside lounge and one placed in the lounge)
- The opportunity to display your own company banner in the lounge, as well as provide giveaways (no food or drinks) and display your products/flyers on one (1) 8-foot skirted table in the lounge. It's a GREAT networking opportunity! **(A \$500 VALUE)**

The sponsor will be responsible for providing high-res, vectored artwork to Event 1 Productions no later than January 17, 2020

YOUR INVESTMENT: \$250.00





Contact Info

Mailing Address

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Sand Springs, OK 74063

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Social Media

www.event1inc.net
<https://www.facebook.com/Event-1-Productions-327226171986>
<https://twitter.com/Event1Inc>

2020 Show Info for Exhibitors/Sponsors

Exhibitor Move-in

Friday, February 14, 2020 from 8:00am – 7:00pm

Show Dates & Times

Saturday, February 15, 2020 from 9:00am – 5:00pm
Sunday, February 16, 2020 from 11:00am – 5:00pm

Exhibitor Move-out

Sunday, February 16, 2020 from 5:15pm – 9:00pm

Show Venue

Central Park Hall at Expo Square
4145 E. 21st St.
Tulsa, OK 74112

<https://www.exposquare.com/>

The venue has a concrete floor and is NOT carpeted. Carpet & padding may be rented from Event 1 Productions. Access to electrical power is also not included in the booth rental package but may be ordered through the Vendor Packet.

All exhibitors who order electrical service must either bring their own 30' (minimum) extension cord and power strip or rent them from Event 1 Productions.



Professionally produced and managed by Event 1 Productions,
Tulsa's PREMIER event production company