

**TOTAL
HEALTH
FAIR
CHARLESTON**

2011

Health & Wellness Expo

Sponsorship

Opportunities

Total Health Fair

Omar Shrine Convention Center

176 Patriots Point Street

Mt. Pleasant, SC 29464

Saturday, January 15, 2011: 10:00 am - 5:00 pm

Sunday, January 16, 2011: 12:00 pm - 4:00 pm

For more information contact:

Drs. Stephanie or Guy Latter, BS, DC

825 Wappoo Road. Charleston

843.402.0310

TotalHealthFair@bellsouth.net

www.CharlestonHealthFair.com

Mission Statement:

Our primary goal is to create Charleston's first true all encompassing health and wellness fair.

This event will increase awareness of all forms of healthcare and healthy living opportunities that are available to the residents of the lowcountry.

The areas of interest that will be promoted at this event will include

Health Care Providers

Organic and Healthy Foods

Organic and Healthy Products

Organic and Healthy Lifestyles

Exhibitors: There will be approximately 90 healthy living businesses and several area non-profit organizations whose common goal is to make Charleston a healthier city.

Available Sponsorship Levels

Presenting Sponsor	\$20,000
Diamond Sponsor	\$10,000
Platinum Sponsor	\$5,000
Gold Sponsor	\$2,500
Silver Sponsor	\$1,000
Large Exhibitor	\$500
Exhibitor	\$400
Food Exhibitor	\$250

Contact us to discuss sponsorship opportunities:

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Presenting Sponsor

As Presenting Sponsor of the 2011 Total Health Fair, your company will receive top level recognition at every level. The presenting sponsorship is limited to one company who will receive the highest level of association with the event.

- ☞ Top Level Logo Treatment in All Health Fair Advertising
- ☞ Logo Treatment on Cover of Health Fair Program
- ☞ Top Level Logo Treatment on all appropriate event signage
- ☞ Full Page Color Ad with Premium Placement in Official Program
- ☞ Mentions and Logo Treatment in all Press Releases for the event
- ☞ 2 Booth Spaces in Premier Location at the Health Fair
- ☞ Banner ad with website link as Presenting Sponsor on www.CharlestonHealthFair.com for one year
- ☞ Logo placement and link on all email blasts for the Health Fair
- ☞ 14 complimentary passes to the Total Health Fair
- ☞ First right of refusal for the 2012 Total Health Fair

Estimated Total Value: \$40,000

Sponsorship Cost: \$20,000

Diamond Sponsor

As Diamond Sponsor of the 2011 Total Health Fair, your company will receive high level recognition.

- ✧ Logo Treatment in All Health Fair Advertising
- ✧ Logo Treatment inside the Health Fair Program
- ✧ Logo Treatment on all appropriate event signage
- ✧ Half Page Color Ad with Premium Placement in Official Program
- ✧ Mentions and Logo Treatment in all Press Releases for the event
- ✧ 1 Booth Space on Sponsors Row at the Health Fair
- ✧ Banner ad with website link as Sponsor on www.CharlestonHealthFair.com for one year
- ✧ Logo placement and link on all email blasts for the Health Fair
- ✧ 12 complimentary passes to the Total Health Fair
- ✧ First right of refusal for the 2012 Total Health Fair

Estimated Total Value: \$20,000

Sponsorship Cost: \$10,000

Platinum Sponsor

As Platinum Sponsor of the 2011 Total Health Fair, your company will receive the following:

- ☞ Logo Treatment inside the Health Fair Program
- ☞ Quarter Page Color Ad in the Official Health Fair Program
- ☞ 1 Booth Space on Sponsors Row at the Health Fair
- ☞ Banner ad with website link as Sponsor on www.CharlestonHealthFair.com for one year
- ☞ Logo placement and link on all email blasts for the Health Fair
- ☞ 10 complimentary passes to the Total Health Fair
- ☞ First right of refusal for the 2012 Total Health Fair

Estimated Total Value: \$10,000

Sponsorship Cost: \$5,000

Gold Sponsor

As Gold Sponsor of the 2011 Total Health Fair, your company will receive the following:

- ☞ Logo Treatment inside the Health Fair Program
- ☞ 1 Booth Space on Sponsors Row at the Health Fair
- ☞ Banner ad with website link as Sponsor on www.CharlestonHealthFair.com for one year
- ☞ Sponsor will be listed in the Health Fair Program
- ☞ Sponsor listing on www.CharlestonHealthFair.com for one year
- ☞ Logo placement and link on all email blasts for the Health Fair
- ☞ 8 complimentary passes to the Total Health Fair
- ☞ First right of refusal for the 2012 Total Health Fair

Estimated Total Value: \$5,000

Sponsorship Cost: \$2,500

Silver Sponsor

As Silver Sponsor of the 2011 Total Health Fair, your company will receive the following:

- ☞ 1 Booth Space on Sponsors Row at the Health Fair
- ☞ Banner ad with website link as Sponsor on www.CharlestonHealthFair.com for one year
- ☞ Sponsor will be listed in the Health Fair Program
- ☞ Sponsor listing on www.CharlestonHealthFair.com for one year
- ☞ 6 complimentary passes to the Total Health Fair
- ☞ First right of refusal for the 2012 Total Health Fair

Estimated Total Value: \$2,000

Sponsorship Cost: \$1,000

Exhibitor Booth

Exhibitors will receive the following:

- ☞ 1 - 8X8 Trade Show Booth Space at the Health Fair which includes one 6 foot table, 2 chairs, and pipe and draping (Exhibitors are responsible for providing their own linens for their table)
- ☞ 100% of Proceeds from booth sales will go directly to the Exhibitor
- ☞ Exhibitor will be listed in the Health Fair Program
- ☞ Exhibitor listing on www.CharlestonHealthFair.com for one year
- ☞ Complimentary Wi-Fi & Electricity (if needed)
- ☞ Mount Pleasant Business License for the weekend will be paid by Total Health Fair
- ☞ Exhibitors are responsible for notifying Total Health Fair regarding power and supplies that may be needed for their booth. Power is provided free of charge, but the Exhibitor will need to supply their own power strips (surge protectors), extension cords and painter's tape will need to be used to secure the cords to the convention center floor (Duct Tape, Masking Tape, etc is NOT PERMISSIBLE).
- ☞ First right of refusal for the 2012 Total Health Fair

8X8 Exhibitor Cost: \$400

LARGE Exhibitor Booth

Exhibitors will receive the following:

- ☞ 1 - 10X10 Trade Show Booth Space at the Health Fair which includes one 6 foot table, 2 chairs, and pipe and draping (Exhibitors are responsible for providing their own linens for their table)
- ☞ 100% of Proceeds from booth sales will go directly to the Exhibitor
- ☞ Exhibitor will be listed in the Health Fair Program
- ☞ Exhibitor listing on www.CharlestonHealthFair.com for one year
- ☞ Complimentary Wi-Fi & Electricity (if needed)
- ☞ Mount Pleasant Business License for the weekend will be paid by Total Health Fair
- ☞ Exhibitors are responsible for notifying Total Health Fair regarding power and supplies that may be needed for their booth. Power is provided free of charge, but the Exhibitor will need to supply their own power strips (surge protectors), extension cords and painter's tape will need to be used to secure the cords to the convention center floor (Duct Tape, Masking Tape, etc is NOT PERMISSIBLE).
- ☞ First right of refusal for the 2012 Total Health Fair

10X10 Exhibitor Cost: \$500

Food Exhibitor

Food Exhibitors will receive the following:

- ☞ 1 - 10X10 Trade Show Booth Space at the Health Fair near the Dining Court, which includes 1 six foot table, and 2 chairs
- ☞ In the spirit of this event, all foods sold should be chemical free, preservative free, etc.
- ☞ 100% of Proceeds from booth sales will go directly to the Exhibitor
- ☞ Exhibitor will be listed as a Food Exhibitor in the Health Fair Program and menus will be announced prior to the event
- ☞ Exhibitor listing on www.CharlestonHealthFair.com for one year
- ☞ 4 complimentary passes to the Total Health Fair
- ☞ Recycling and trash containers
- ☞ Exhibitors are responsible for notifying Total Health Fair regarding power and supplies that may be needed for their booth.
- ☞ Exhibitors may bring burners, microwaves, refrigerators etc. for food prep purposes, but there can be **NO OPEN FLAMES** (Sterno Canisters are permissible.)
- ☞ Total Health Fair reserves the right to review and approve all menus prior to the event
- ☞ First right of refusal for the 2011 Total Health Fair

Food Exhibitor Cost: \$250

Speaker/Demonstrator

There will be limited opportunities for exhibitors to sign up to either speak or provide a demonstration. Speakers/Demonstrators will receive the following:

- ☞ 60 Minute time slot in one of two private rooms to either give a lecture or perform a demonstration
- ☞ Each room can seat approximately 30 people
- ☞ Lectures and demonstrations should be educationally based and not just to sell a product or service.
- ☞ Signups for dates and times will be on a first come, first served basis
- ☞ Speaker/Demonstrator will be listed in the Health Fair Program
- ☞ Speaker schedule listing at www.CharlestonHealthFair.com
- ☞ Speaker/Demonstrator will be responsible for providing any materials, handouts, etc necessary to perform the lecture or demonstration.
- ☞ Each class will start on the hour; it is preferable to have a 45 minute lecture/presentation with 15 minutes for Q&A

Speaker cost: First hour is free with the purchase of a \$500 Exhibitor Booth then \$50 per additional 60 minute time slot

Activity Presentation

There will be limited opportunities for exhibitors to sign up to provide an activity at the Health Fair. Activity Presenters will receive the following:

- ☞ This is ideal for yoga, dancing, Nia presentations, or possibly an Acupressure demonstration, etc.
- ☞ 60 Minute time slot on the stage in the main festival event area
- ☞ Great exposure to everyone that is at the Health Fair at one time
- ☞ Activities can include audience participation but the responsibility for signed health waivers, etc will be with the activity presenter.
- ☞ Signups for dates and times will be on a first come, first served basis
- ☞ Activity will be listed in the Health Fair Program
- ☞ Activity schedule listing at www.CharlestonHealthFair.com
- ☞ Activity Presenter will be responsible for providing any materials necessary to perform the lecture or demonstration.
- ☞ Each activity will start on the hour

Activity Presenter cost: First hour is free with the purchase of a \$500 Exhibitor Booth then \$50 per additional 60 minute time slot