

**TOTAL  
HEALTH  
FAIR  
CHARLESTON**

**2012**

**Health & Wellness Expo**

**Sponsorship**

**Opportunities**

# Total Health Fair

Omar Shrine Convention Center

176 Patriots Point Street

Mt. Pleasant, SC 29464

Saturday, January 21, 2012: 10:00 am - 5:00 pm

Sunday, January 22, 2012: 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    |
| Regular Exhibitor  | \$400    |
| Economy Exhibitor  | \$200    |
| Food Exhibitor     | \$250    |

Contact us to discuss sponsorship opportunities:

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# Presenting Sponsor

As Presenting Sponsor of the 2012 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](http://www.CharlestonHealthFair.com) for one year
- ☞ Logo placement and link on all email blasts for the Health Fair
- ☞ First right of refusal for the 2013 Total Health Fair

Estimated Total Value: \$40,000

Sponsorship Cost: \$20,000

# Diamond Sponsor

As Diamond Sponsor of the 2012 Total Health Fair, your company will receive high level recognition.

- ❧ Logo Treatment in All Health Fair Print Advertising
- ❧ 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](http://www.CharlestonHealthFair.com) for one year
- ❧ Logo placement and link on all email blasts for the Health Fair
- ❧ First right of refusal for the 2013 Total Health Fair

Estimated Total Value: \$20,000

Sponsorship Cost: \$10,000

# Platinum Sponsor

As Platinum Sponsor of the 2012 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](http://www.CharlestonHealthFair.com) for one year
- ☞ Logo placement and link on all email blasts for the Health Fair
- ☞ First right of refusal for the 2013 Total Health Fair

Estimated Total Value: \$10,000

Sponsorship Cost: \$5,000

# Gold Sponsor

As Gold Sponsor of the 2012 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](http://www.CharlestonHealthFair.com) for one year
- ☞ Sponsor will be listed in the Health Fair Program
- ☞ Sponsor listing on [www.CharlestonHealthFair.com](http://www.CharlestonHealthFair.com) for one year
- ☞ Logo placement and link on all email blasts for the Health Fair
- ☞ First right of refusal for the 2013 Total Health Fair

Estimated Total Value: \$5,000

Sponsorship Cost: \$2,500

# Silver Sponsor

As Silver Sponsor of the 2012 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](http://www.CharlestonHealthFair.com) for one year
- ☞ Sponsor will be listed in the Health Fair Program
- ☞ Sponsor listing on [www.CharlestonHealthFair.com](http://www.CharlestonHealthFair.com) for one year
- ☞ First right of refusal for the 2013 Total Health Fair

Estimated Total Value: \$2,000

Sponsorship Cost: \$1,000

# Exhibitor Package

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](http://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 2013 Total Health Fair

**8X8 Exhibitor Cost: \$400**

# LARGE Exhibitor Package

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
- ❧ PREMIUM Exhibitor listing on [www.CharlestonHealthFair.com](http://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 2013 Total Health Fair

**10X10 Exhibitor Cost: \$500**

# Economy Exhibitor Package

Exhibitors will receive the following:

- ❧ 1 -Table Space at the Health Fair which includes one 6 foot table and 1 chair. **Pipe and draping will not be provided. (Exhibitors are responsible for providing their own linens for their table)**
- ❧ 100% of Proceeds from booth sales will go directly to the Exhibitor
- ❧ Exhibitor listing on [www.CharlestonHealthFair.com](http://www.CharlestonHealthFair.com) for one year
- ❧ Complimentary Wi-Fi (if needed)
- ❧ Mount Pleasant Business License for the weekend will be paid by Total Health Fair
- ❧ First right of refusal for the 2013 Total Health Fair

\*\* \*NOTE: There will be **NO ELECTRICAL OUTLETS** available for these booth spaces. \*\*\*

**Exhibitor Table Cost: \$200**

# Food Exhibitor

Food Exhibitors must provide food for sale for the attendees and vendors and 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](http://www.CharlestonHealthFair.com) for one year
- ☞ 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 2013 Total Health Fair

Food Exhibitor Cost: \$250