



The Total Health & Fitness Expo  
February 15-16, 2020  
Central Park at Expo Square  
Event 1 Productions  
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[mail@event1inc.net](mailto:mail@event1inc.net)  
[www.event1inc.net](http://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)

14 Show Hours  
Over 2 Days to  
Showcase Your  
Company

80+ Exhibitors  
(estimated)

**What:** The 2020 Total Health & Fitness Expo

**When:** Saturday, February 15, 2020 from 9:00am – 5:00pm  
Sunday, February 16, 2020 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, families, finances, pets and so 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 Folding Chairs
- \*One Wastebasket
- \*One 7'-by-36" Booth ID 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 10<sup>th</sup> 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 SPONSOR - \$3,000 (\$1,950 NPO rate)**

- \* One (1) available
- \* Company name and logo/link listed as the Gold Sponsor to appear on pre-event publicity and website
- \* A 20x20 exhibit booth space just inside the main show entrance
- \* Most prominent online and social media promotion
- \* Company logo on all signage located inside the exhibit hall and at the main entrance

**VALUE: \$7,725.00**

### **SILVER SPONSOR - \$2,000 (\$1,450 NPO rate)**

- \* Two (2) available
- \* Company name and logo/link listed as a Silver Sponsor to appear on pre-event publicity and website
- \* A 10x30 exhibit booth space near the main show entrance
- \* Second-most prominent online and social media promotion
- \* Company logo on all signage located inside the exhibit hall and at the main entrance

**VALUE: \$7,645.00**

For the **2020 Total Health & Fitness Expo**, we're offering the following sponsorship & exhibitor opportunities, which reflect our assessment of the value for the projected in-person turnout at the event, and also what we expect in online traffic to the Expo website and on the Expo's social media leading up to and following the event. Vendor space is limited for this event, so **RESERVE YOUR PRIME BOOTH LOCATION TODAY!**

All sponsors & exhibitors are strongly encouraged to have one or more giveaway items at their booth. We also work with all exhibitors to help promote their booth spaces and the fact that they are going to be there in the final weeks leading up to the Expo.

Discounts on booths are available for non-profit organizations. If you fall into this category, please be sure to make this selection on the booth registration form.

Each booth comes professionally decorated with pipe & drape, one (1) 6-foot covered & skirted table, 2 folding chairs, wastebasket and booth ID sign. Electrical service (\$25 per outlet) is NOT included in the booth cost. You may order it online at [www.event1inc.net](http://www.event1inc.net) or through the Vendor Packet.

### **BRONZE SPONSOR - \$1,000 (\$750 NPO rate)**

- \* Three (3) available
- \* Company name and logo/link listed as a Bronze Sponsor to appear on pre-event publicity and website
- \* A 10x20 exhibit booth space on the main center aisle
- \* Third-most prominent online and social media promotion
- \* Company logo on all signage located inside the exhibit hall and at the main entrance

**VALUE: \$7,345.00**

### **BOOTH EXHIBITOR - \$295 (\$95 NPO rate)**

- \* Company listed as a Booth Exhibitor to appear on show website
- \* A 10x10 exhibit booth space
- \* Corner/end cap booths are an extra \$100



# **GOLD SPONSORSHIP EXTRAS**

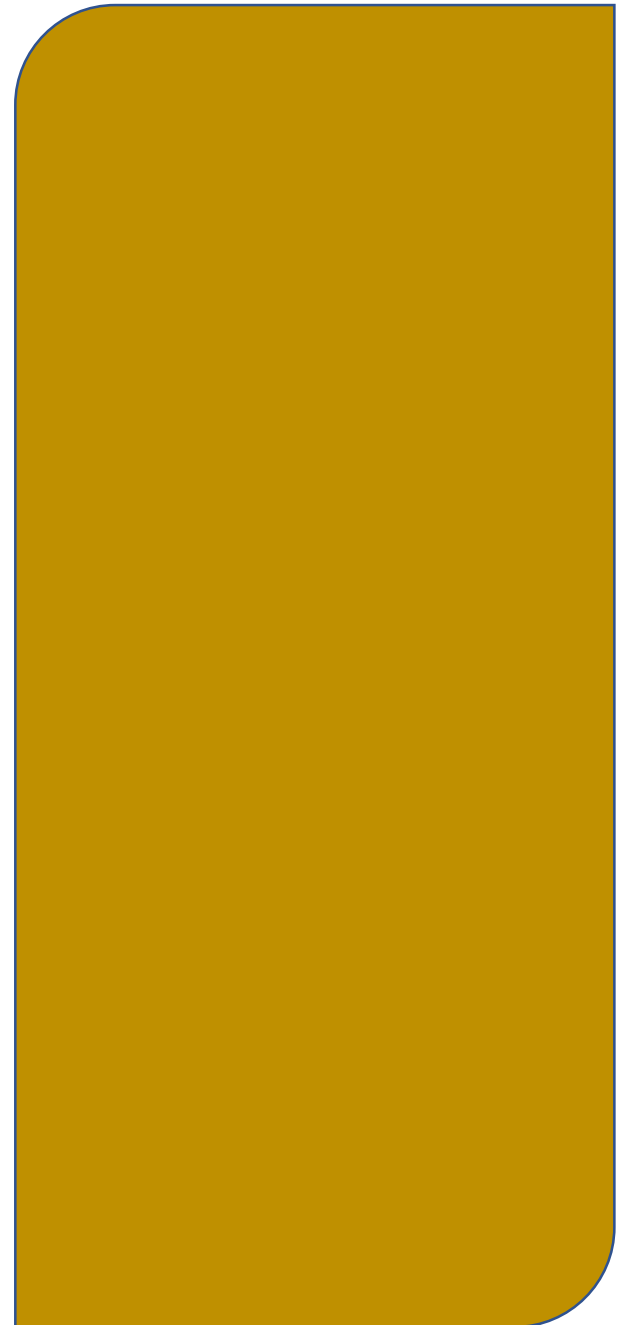
**Event 1 Productions** would love to offer these additional items as part of your Gold Sponsorship Package. You will receive the following:

- 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)**

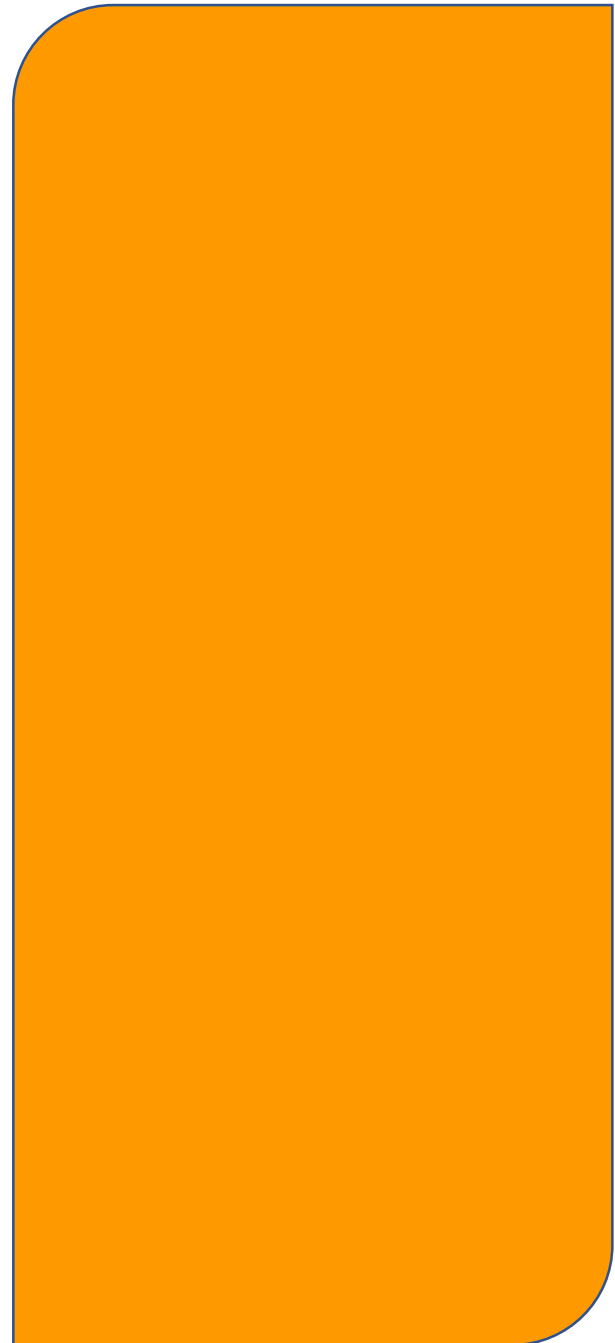
## **BRONZE SPONSORSHIP EXTRAS**

**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: \$175.00**

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: \$250.00**

# 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: \$150.00**





## Contact Info

### Mailing Address

Total Health & Fitness Expo  
C/O Event 1 Productions  
1601 S. 129<sup>th</sup> W. Ave  
Sand Springs, OK 74063

### Phone/Fax

Office: 918-245-8006  
Toll-free: 888-712-8922  
Fax: 918-245-8007

### Email

General: [mail@event1inc.net](mailto:mail@event1inc.net)  
Show Producer Steve McDonald: [steve@event1inc.net](mailto:steve@event1inc.net)

### Social Media

[www.event1inc.net](http://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 12:00pm – 6:00pm

### 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 – 7:00pm

### Show Venue

Central Park Hall at Expo Square  
4145 E. 21<sup>st</sup> 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 online or 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