



Meet face-to-face with a health conscious public looking for information, products and services. Increase awareness for your brand. Introduce new products and services. Reach your targeted market.



# Who should exhibit?

If your company or organization offers products or services geared towards healthy living, then this is your Expo!

This exciting event will feature exhibits offering a wide range of products and services covering categories such as nutrition, fitness, beauty, health and wellness.

### **Seminar Demonstrations**

The expo will include seminars and/or live demonstrations ranging from exercise to healthy cooking, in addition to free health screenings for attendees.



The Bakersfield Californian will launch a massive advertising campaign including newspaper, magazine, TV, radio, streaming video, electronic billboards and Facebook. This is an expo you will not want to miss!



For sponsorship opportunities and booth reservations please contact your sales executive or

**Shauna Rockwell 661.392.5716** 

srockwell@bakersfield.com

The Bakersfield Californian





#### **CHOOSE YOUR TOTAL PACKAGE:**



#### **Basic Booth Package \$500**

10'x10' booth 1/8 Page Color Ad (4.916" x 3.06") Name included in the Healthy Bakersfield Special Section



### **Booth Only Package \$350**

10'x10' booth

Name included in the Healthy Bakersfield Special Section



# Non-Profit Booth Only Package \$250

10'x10' booth

Name included in the Healthy Bakersfield Special Section Must be a 501(c) to qualify.



### **Event T-Shirt Sponsor \$1,250**



### Bag Stuffing Only \$100

per item

Note: All booths contain an 8' table, 2 chairs, and black linens.

#### **ADDITIONAL:**

Check here if you need electricity



Check here if you would like event posters for promotion



Extra Tables QTY: \_\_\_\_

To engage attendees and generate prospective business, it is strongly encouraged you perform raffle prize drawings at your booth.

### Naming Sponsorship \$7,500

Double booth

Full Page Color Ad (10" x 12.5") in special section

Logo on Memo Stick Full Distribution

Logo on Pencil Ads

Free Full Page ad in a bWell 2014 edition (8.87"x 11.25" Full Bleed) Logo placement on all print & television promotions & event signage May include an item in the event bags

Exclusivity in your field or industry (within this sponsorship level)

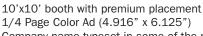
## Gold Sponsorship \$2,500

10'x10' booth with premium placement

1/2 Page Color Ad (vert:  $4.916"\ x\ 12.5")$  (horz:  $10"\ x\ 6.125")$  Logo placement on all print & TV Promotion and event signage May include an item in the event bags

Exclusivity in your field or industry (within this sponsorship level) May purchase a second booth for an additional \$250

### Silver Sponsorship \$1,500



Company name typeset in some of the promo materials May purchase a second booth for an additional \$300

### **Dates & Deadlines**

Registration Deadline: Fri., February 27 @ 5 pm Special Section Art Deadline: Mon., March 2 @ 5 pm Special Section Publish Date: Fri., March 20

# healthybakersfield.com (661) 392-5716 Fax (661) 395-7285

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# Registration/Payment Information

Company Name as it should appear in promotional materials:

Contact Name:\_\_\_\_\_\_\_

Address:\_\_\_\_\_\_\_

City:\_\_\_\_\_\_\_State:\_\_\_\_\_ZIP \_\_\_\_\_\_\_

E-mail:\_\_\_\_\_\_

Phone:\_\_\_\_\_\_

Shauna Rockwell The Bakersfield Californian P.O. Box 440, Bakersfield, CA 93302

Charge to Credit Card (circle one) VISA MasterCard

Card # \_\_\_\_\_

Expiration Date \_\_\_\_ / \_\_\_ CVC#\_\_\_\_

Cardholder Name \_\_\_\_\_

Billing Address \_\_\_\_\_

Check (Payable to The Bakersfield Californian)

TBC Account

\_\_\_\_\_\_Date:\_\_\_\_\_

Space reservations will not be confirmed without a signed contract and full payment 3 weeks prior to the event. Please make checks payable to The Bakersfield Californian. In the event of a cancellation the vendor will be responsible for 50% of the amount contracted for. Cancellations within 2 weeks of the event will not be refunded. Should the event be cancelled due to causes beyond the control of the event management, its sponsors and exhibitors shall not be held liable and advance payments will be refunded in full.