



THE 6TH ANNUAL
**BAKERSFIELD
HEALTH & FITNESS
expo**

**SATURDAY MARCH 21, 2015
10AM - 2PM
RABOBANK ARENA**



SELL

Meet face-to-face with a health conscious public looking for information, products and services.

MARKET

Increase awareness for your brand. Introduce new products and services.

ADVERTISE

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.

Powerful Ad Campaign to Attract Qualified Buyers

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

sponsored by

CBCC COMPREHENSIVE
BLOOD & CANCER CENTER
Outsmarting Cancer®

The Bakersfield Californian
www.bakersfield.com





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.

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

10'x10' booth with premium placement
1/4 Page Color Ad (4.916" x 6.125")
Company name typeset in some of the promo materials
May purchase a second booth for an additional \$300

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.

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

Registration/Payment Information

Company Name as it should appear in promotional materials:

Contact Name: _____

Address: _____

City: _____ State: _____ ZIP _____

E-mail: _____

Phone: _____

Signature: _____

Date: _____

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

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.