



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

**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: \_\_\_\_\_

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. Rates noted above are non-commissionable. 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 with in 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.



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

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

presented by



**Dignity Health™**  
 Mercy & Memorial Hospitals



**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



**The Bakersfield Californian**  
 www.bakersfield.com

