



2020

# BEST HEALTH

EXPO.com

Best Health Expo and our partners are excited to present the Oklahoma City's premier holistic health and wellness expo being held the weekend of May 9th and 10th, 2020 at the Reed Conference Center and Sheraton Hotel in Midwest City, just off I-40 and Sooner Road.

Drawing health-minded enthusiasts who seek out new products and services to create optimum health and wellness, this event is a MUST for growing your business and exposing your brand to this target market. Those who seek alternative health practices will find themselves richly informed by attending the Best Health Expo. They will take away valid information which will enable them to make confident decisions about their health and the health of their families.

Featuring two full days of workshops dedicated to education and awareness, topics will include up-to-date innovations and practices such as fitness, body work, healthy eating, healthy weight, holistic practices, acupuncture, meditation, CBD and medical cannabis, clean living and so much more.

**PURPOSE:**

To promote and enhance the market share for our vendors, sponsors and exhibitors, and to educate and raise awareness among attendees about the wellness marketplace and availability of products and services available.

**VENDOR / SPONSOR ROI:**

Our primary objective is to serve our exhibitors and sponsors with effective visibility, high turnout at the Expo, and a profitable return on investment through sales, branding and media.

May 9th & 10th, 2020  
 Reed Conference Center and Sheraton Hotel,  
 Midwest City

In conjunction with our partners and investors, will be featuring:

- ◆ 80 Exhibitors and Sponsors with Thousands Expected Attendance
- ◆ Expert Education Series Workshops
- ◆ Local and Traditional Marketing + Podcasts & Streaming
- ◆ Our Exclusive Media Partners Reach over 100,000+ Health and Wellness Enthusiasts

## 2020 Sponsorship Prospectus



## Show Oklahoma City there IS a BETTER way!

Be a part of OKC's PREMIER **Best Health Expo**, totally dedicated to a holistic way of life, natural healing, green living, and a healthy lifestyle.

### 2020 BEST Health Expo FACT SHEET:

**Dates:** May 9-10, 2020

<b>POC:</b> Expo Promoter (405) 401-9925	Carla Lambe Info@besthealthexpo.com
Sponsorship Expo Sales (405) 517-5106	Chris Moler, President - STAAR Solutions cmoler@cox.net/chris@staarsolutions.com
Exhibitor Expo Sales (405) 508-9646	Sarah Savage, Event Sales - STAAR Solutions Sarah@besthealthexpo.com
Exhibitor Expo Sales (918) 851-7828	Allison Chastain, Event Sales Allison@besthealthexpo.com
Conference Marketing (405) 551-8399	Tracewell Gordon, TruLata Solutions, LLC trace@trulata.com
Decoration Services (405) 232-0911	Event Planning by Leilani

**Location:** Sheraton Hotel and Reed Conference Center (I-40 & Sooner Road)  
5750 Will Rogers Road, Midwest City, OK 73110, (405) 455-1800

<b>Event:</b> Expo Early Set Up	Friday, May 8, 1:00pm - 5:00pm
Expo Set Up	Saturday, May 9, 7:00am - 9:00am
Expo Opens	Saturday, May 9, 10:00am - 5:00pm
Expo Exhibitor Networking	Saturday, May 9, 5:30pm - 6:30pm
Expo Opens	Sunday, May 10, 10:00am - 4:00pm
Expo closes and tear down	Sunday, May 10, 4:00pm - 5:30pm

**Attendees:** 13 Expo speakers and panel presentations  
Podcasts and streaming by TruLata Solutions, LLC and area experts  
65 vendors; 10 – 15 Sponsors with Expo exhibitor space  
We expect as many as 3,000 to 5,000 will attend the expo over the weekend.

**Cost:** One day ticket: \$11.00 in advance, \$13.00 day of event  
Weekend Ticket: \$18.00 in advance, \$20.00 day of event  
VIP Pass: one day \$32.00 in advance; \$42.00 day of event includes separate entrance, access to all sessions, VIP foods and one drink ticket per day  
Admission free to children aged 12 and under

**Support:** STAAR Solutions Sponsorships, marketing, event support and Expo sales;  
Website, social media, marketing and event support, TruLata Solutions,  
Factor 110 Event Planning and Expo Design and local healthcare groups





## **SHARE the long-term advantages of optimal health!**

OKC's Premier **Best Health Expo** offers an experience that benefits and profits ALL participants.

### **2020 BEST Health Expo FACT SHEET, *continued...***

**Connect:** Interactive website, conference text message campaign, Email and e-blast viral campaign, Linked-In, Facebook, Twitter, Instagram and newsletter.

**Websites:** [www.besthealthexpo.com](http://www.besthealthexpo.com) and [www.staarsolutions.com](http://www.staarsolutions.com)  
**Select Media and Sponsor/Partner websites TBA**

### **TARGET MARKETS:** Primary Target Audiences:

Women 25 to 55: 45%

Men 38 to 65: 15%

Mothers with children at home 22 – 40: 15%

Hispanics and Blacks with race related health issues: 10%

Elderly men and women – 66 and up (mostly women): 15%

### **IMPACT**

The **Best Health Expo** will spotlight OKC's wide variety of local health and wellness businesses, along with speakers and panel presentations from experts in their fields. We anticipate a very positive impact on Oklahomans and local businesses in the health industry. This widely-promoted event will be a major attraction to both highly interested consumers and thoroughly dedicated professionals. This type of networking has the power to super-energize the enthusiasm for personal health with very positive results for OKC's health industry and its clients.

### **EXPERT SPEAKERS**

Well-informed speakers in the health and wellness industry will present their topics throughout both days of the Expo. These speaker sessions are convenient to the Expo exhibition areas and they will feature a variety of topics and displays, demonstrations, and panel discussions.

### **RESPONSIBILITY**

We are committed to delivering maximum value to our vendors, sponsors and attendees at the **Best Health Expo**. We take this responsibility seriously. We seek to offer an experience that benefits and profits all who participate. We are truly passionate about offering you this opportunity to share the long-term advantages of maintaining optimal health to our attendees. This is a total Win-Win!

Americans spend \$30 billion+ per year on "complementary health approaches\*," i.e. holistic and natural remedies, supplements, treatments and educational/self-improvement literature. Expand your share of this continually growing industry, increase your brand awareness, and promote your mission by being a part of this revolutionary OKC event!

\*National Center for Complementary and Integrative Health, June 2016







# 2020 **BEST** **HEALTH** EXPO.com

**Maximize Your  
Brand Exposure  
and Connect with Us**



**#BESTHealthExpo**  
**BESTHEALTHEXPO.com**



**Contact Us And  
Get Involved!**

**Sponsorship Expo Sales**  
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