



MINDBODY

PRESENTS

BODY MIND SPIRIT

“LIVE HEALTHY”

MARKETPLACE

A Health & Wellness Event Open to the Bay Area Community

The 2010 Body Mind Spirit Live Healthy Marketplace connects practitioners, families, and community members to a wide variety of local and national health and wellness resources. For exhibitors, this is a chance to develop relationships in the Pilates and mind-body fitness industry, sell your products and services, and build awareness for your company. For attendees, this is not only a shopping experience, but a healthy lifestyles immersion that includes: nutritional guidance, interactive fitness demonstrations, learning how to save energy and green the environment, watching healthy cooking demonstrations, hearing lectures from industry health and wellness experts, enjoying massage and relaxation therapy, and taking home tons of complimentary product samples. Our weekend pass gives the community access to three days of marketplace activities—\$10/day or \$20/weekend. We encourage attendees to bring three non-perishable food items to donate to the local food bank and get half off admission.



April 16-18, 2010

Santa Clara Convention Center | www.bodymindexpo.com

WHY SHOULD YOU EXHIBIT?

The Body-Mind-Spirit Educational Conference is the largest educational event for professionals of Pilates, Gyrotonic® and other mind-body fitness modalities. Our audience is in search of knowledge, products and services that will improve their quality of life and help sustain the earth's resources. The Live Healthy Marketplace brings these products and services together in one place to create an atmosphere that fosters learning, exploration and growth.

WHO EXHIBITS:

FITNESS & HEALTH CLUB PROVIDERS

Pilates Equipment, Gyrotonic® Equipment, Yoga Props, Accessories, Music, Books & Videos, Physical Therapy, Products, Spas & Retreats, Wellness Centers.

HEALTHY LIVING & HOME PRODUCTS

Aromatherapy, Nutrition, Water/Air Filtration, Vitamins Supplements, Massage Supplies, Organic Products, Green Living Resources.

HEALTHY LIVING PRACTITIONERS

Naturopaths, Acupuncturists, Eastern Medicine, Lifestyle Coach, Medical Clinics, Green Living, Resources, Solar Energy, Energy-Efficient Products.

BUSINESS-ORIENTED VENDORS

Certification Programs, Insurance Companies, CEC Programs, Software programs, Internet-related Products, Nutritional Products, National Magazines, Fitness

MARKETPLACE HOURS:

Friday: 11:00am - 7:00pm
Saturday: 11:00am - 7:00pm
Sunday: 9:00am - 3:00pm

EXHIBITOR SETUP:

Thursday: 1:00pm - 7:00pm
Friday: 8:00am - 10:00am

MOVE OUT:

Sunday: 3:00pm - 7:00pm



FOCUSED AUDIENCE OF DECISION MAKERS

90% of our audience is made up of studio owners and personal trainers—these people make recommendations to their studio/club management and their personal clients in regard to purchasing your products and services. This is first and foremost an industry event. In the past nine years we've had attendees from 50 states and 20 countries!

INFLUX OF NEW ATTENDEES

With our new partner, MINDBODY, the leading provider of business management software for the wellness industry, the conference will have added value for the more business-oriented clientele. In addition, the marketplace is open to the public, bringing an even greater array of potential customers.

ATTENDEE LIST

We offer exhibitors the opportunity to purchase the entire registered attendee list for continued pre and post-show marketing, at a cost of \$395. Or, consider sponsoring gift bag items in exchange for the list.

ADVERTISING & BRAND-BUILDING

Build visibility and increase your market potential by advertising in pre-conference mailings, class catalog and newsletters, which are mailed to more than 20,000 Pilates and Gyrotonic® Studios, Health Clubs, registered attendees and prospective instructors, personal trainers and students. The catalog, which is also distributed to each conference attendee, has multiple ad sizes available. Contact Jaye Craft at jcraft@bodymindexpo.com for rates and deadlines.

PROMOTIONAL OPPORTUNITIES

Exhibitors can also contribute to and/or sponsor "goodies" for the conference attendee gift bags. Several options are available, including contributing a fixed amount with which we will purchase quality gift items imprinted with your logo or exchanging banner ad space on our web site in exchange for bigger ticket gift items. Contact Jaye Craft at jcraft@bodymindexpo.com for information on these other promotional opportunities.

TRAFFIC BOOSTERS

This year we'll be offering snack breaks, presentations and networking activities directly in the exhibition hall, which will bring more participants to your booth. You can increase traffic even more by participating in our Saturday Night Marketplace Party during which attendees take a Game Card to be stamped at each sponsor booth and then turn it in to win prizes, like a Pilates chair, clothing, DVDs, etc. You can also send us your mailing list and we will mail free Marketplace passes to your client list. Please send your list to jcraft@bodymindexpo.com.



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Contact us directly or visit our web site to:

Reserve your Marketplace booth space

Be included in our catalog and other advertising outlets

Sponsor gift bag items or participate in other co-promotional efforts

View rates, booth sizes, exhibit hall map, exhibitor contract and related detail

Learn more about participating in the marketplace



Booth Space & Advertising
Contact Information:

Jaye Craft

(c) 408.313.1984

(T) 408.284.5300

33 Las Colinas Lane, San Jose, CA 95119

jcraft@bodymindexpo.com

www.bodymindexpo.com

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MINDBODY
UNIVERSAL BUSINESS MANAGEMENT