

Anchorage "Health and Wellness Expo"



Balanced Living in all Things!

January 26 and 27, 2013
Dena'ina' Convention Center
Anchorage, Alaska




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Please accept this invitation to exhibit in D.A.M.M. Straight Production's 2nd Annual *Anchorage Health & Wellness Expo*. I am very pleased to announce this exciting event will be held on **January 26 and 27, 2013** at **The Dena'ina Civic & Convention Center** in Anchorage, Alaska. As a vendor in this retail selling show, you will be given the opportunity to not only display and sell but to develop market awareness of your products and services. According to the 2010 Census, Anchorage has a population of **279,243** people with a median household income of **\$75, 637**. Some other reasons to put this show on your **"TO DO LIST"** are:

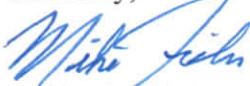
1. **"NEW DATES FOR ANCHORAGE'S ONLY SHOW DEDICATED ENTIRELY TO THE HEALTH & WELLNESS INDUSTRY"** After much input and discussion with the vendors who were in the October, 2011 show and other health & wellness professionals, we decided to move the show to the January, 2013 dates. The reasons for this move are that **getting healthy, exercising more and starting to live an overall healthy lifestyle** is the most popular New Year's resolution. The Anchorage Health & Wellness Expo will help people accomplish their goals. Also, at this time of the year there is no competition from other events.
2.  **"EARLY BIRD DISCOUNT"** Return the application with your 50% deposit by **March 15, 2012** and take a 10% **DISCOUNT** (\$80-Corner Booth, \$70-Standard and \$35-Mini-Booth). Additionally, you can earn another 5% **"BOOKKEEPING DISCOUNT"** by paying your booth fee in full. **This is a TOTAL DISCOUNT of \$120 for a Corner Booth, \$105 for a Standard Booth and \$52.50 for a Mini-Booth.**
3. **"ANNOUNCING SPECIAL EVENTS"** We are very pleased to announce some special events that will be happening at this year's show. 1) **THE NATIONAL KIDNEY TRUST** will be at the show doing kidney screenings by taking a small sample of blood and processing these samples to produce instant, on-site results. 2) The **LIFEmobile** from the **ALASKA BLOOD BANK** will be at the show for people to donate blood. 3) **LOW COST BLOOD TESTS** - We received special permission from the Dena'ina Center to do blood draws so we will be offering low-cost blood tests for comprehensive health screenings.
4. **"DRIVE IN MOVE-IN AND MOVE-OUT"** Vendors will be able to drive into the heated building to drop off your booth display and merchandise. This is available for both move-in and move-out. This will eliminate any outside loading and unloading.
5. **"PARKING"** Metered street parking is free in downtown Anchorage on the weekends. Additionally, within two blocks of the Egan Center, there are 2,781 indoor parking spaces in nearby parking structures, which provide year-round covered, controlled parking. In my advertising for the show, I will be giving directions to attendees for these parking structures.

6. **“FREE PUBLIC ADMISSION”** This will allow people to attend the show and come back as many times as they want without cost if they have additional questions, want to attend seminars or make a buying decision
7. **“SEMINARS & DEMONSTRATIONS”** My goal is to have comprehensive seminar and demonstration programs covering all aspects of Health & Wellness. These seminars and demonstrations will also be allocated on a **“first come first served”** basis. All Dena’ina seminar rooms have built-in HD ceiling projectors and retractable screens. Wireless internet is available throughout the building.
8. **“LIMITED SPACE”** Space is limited with only 137 booths in the show. All booth assignments will be done on a **“First Come First Served”** basis based on the date of the application. If you would like **“Priority Booth Placement and a Guaranteed place in the Show”**, please complete the application including your first and second choice for booth location and return with your payment at your earliest convenience.
9. **“SPONSORED BY ANCHORAGE DAILY NEWS, ABC/FOX TELEVISION AND GCI.** These sponsorships will assure extensive TV, Cable TV and Newspaper advertising. In addition, GCI is donating a new cell phone and 3 months of unlimited voice and text service which will be given away as one of our grand prizes.
10. **“ADDITIONAL ADVERTISING AND PROMOTION”** In addition we will be advertising on all the network TV stations and using multiple radio stations for additional promotion. We will also have an extensive email and print publication campaign.
11. **“DOOR PRIZES”** Door prizes from vendors and show management will be given away on an ongoing basis throughout both days of the show.
12. **“GRAND PRIZES”** 50,000 airline miles will be given away on Saturday. One name will be drawn each day to establish 2 finalists which should encourage multiple day’s attendance. Also, we will be giving away GCI’s free cell phone and service.

For your information I have been working full time in the trade show business since 1992. I spent 7 years organizing business and technology shows with Business Exhibitors Northwest in Portland, Oregon. I then spent 8 years organizing trade shows in Anchorage with Aurora Productions. I started my own company, D.A.M.M. Straight Productions 5 years ago. My shows include the Mat-Su Fall Home Show, the Today’s Woman Show, the Alaska Home, Garden & Outdoor Living Show, the Spring Fling for Women, the Anchorage Health & Wellness Expo and the Mat-Su Health & Wellness Expo. I will use my 20 years of trade show experience to produce a positive and successful event.

I will be contacting you in the near future but please feel free to call with any questions or suggestions you may have. Thank you. Your business is greatly appreciated.

Sincerely,



Michael Fisher

D.A.M.M. Straight Productions

(Dependable Accountable Marketing Management)

RATES

SIZE PRICE

- Each Standard 10' x 10' \$695.00
- Each Corner 10' x 10' \$795.00
- Each Mini-Booth 5'x10' \$350.00
- Booth Nos. 298-299 & 306-307 \$995.00

Anchorage

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P.O. Box 220222
Anchorage, AK 99522
Ph/Fax: 907-344-1007

Email: dsproductions@acsalaska.net

MOVE-IN

Heavy Freight and Booth Displays:
Friday, Jan. 25-2:00pm-9:00pm

Light Carry in Only:
Sat. Jan. 26-8:00am-11:00 am

MOVE - IN MUST BE COMPLETED BY:
11:00 a.m. Saturday, January 26

SHOW DATES

Saturday - January 26, 2013
11:00am-6:00pm

Sunday - January 27, 2013
11:00am-5:00pm

LOCATION

Dena'ina' Convention Center
600 West 7th Ave
Anchorage, Alaska 99501

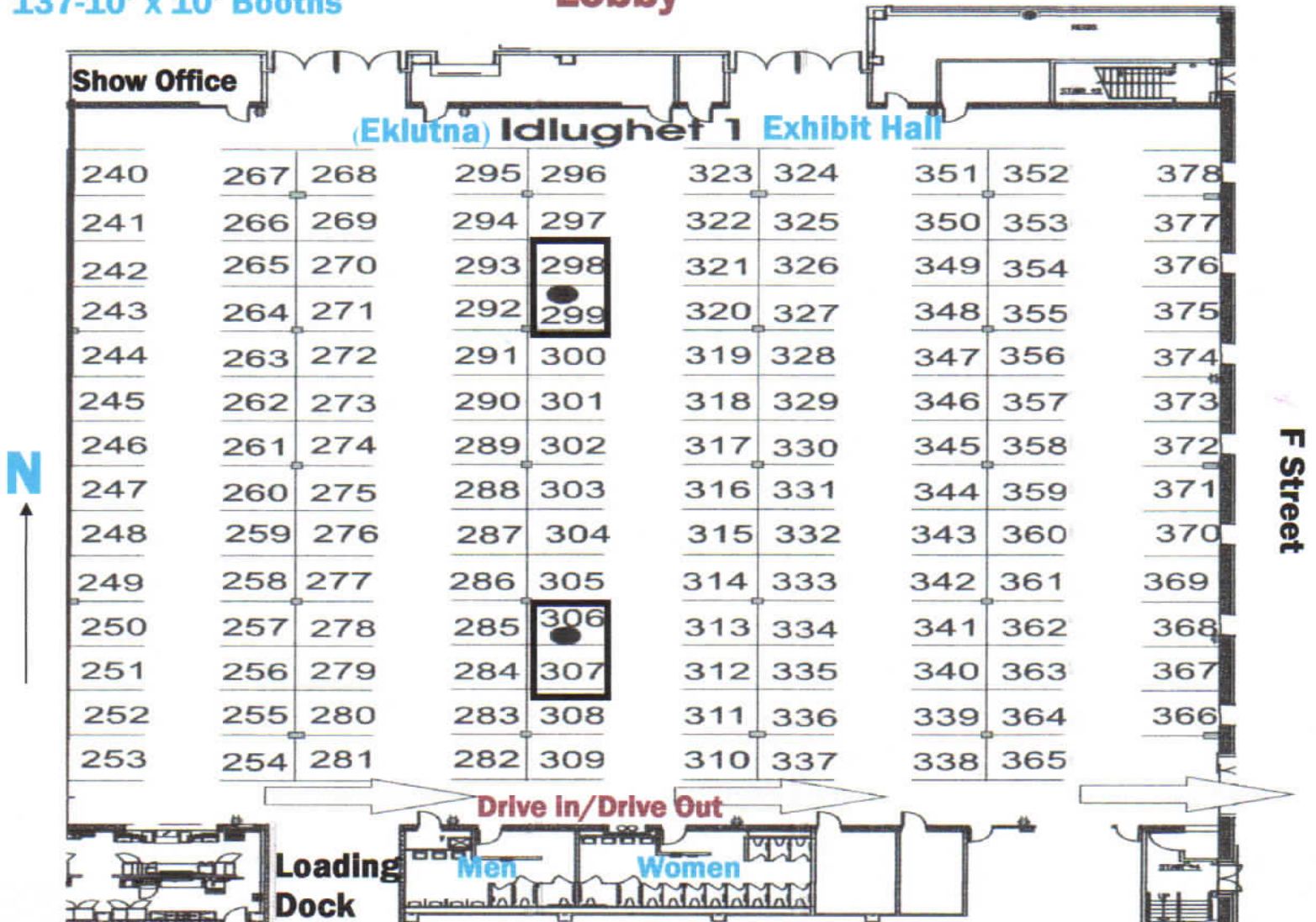
MOVE-OUT

Sunday, January 27
5:00pm-Midnight

HALL MUST BE VACATED BY: Midnight Sun., Jan. 27

137-10' x 10' Booths

Lobby



Who, What and Where ...

EXHIBITOR CATEGORIES INCLUDE
BUT ARE NOT LIMITED TO:

Healthy Body, Mind and Spirit

Family Health

Children's Health

Pet Health

Healthy Relationships

Yoga and Meditation

Spas, Pools & Saunas

Mental Health

Medical Health

Personal Coaches /Trainers

Lifestyle and Recreational Resources

Alternative Health & Medicine

Healthy Home and Environment:

Green Living Resources

Alternative Energy

Healthy Home products

Healthy Lifestyles:

Healthy Cooking

Nutrition and Vitamins

Activities and Exercise

Natural Foods & Products

Healthy Weight Loss

Financial Health

- *Financial Advisors*
- *Insurance*
- *Banking*

WHERE IT IS.....

The Dena'ina Convention Center opened in the Fall of 2008 and is located in the heart of downtown Anchorage. This new facility provides the functionality and state-of-the-art technology expected from a premier meeting facility.

Space is limited with ONLY 137 Booths. Early registration will guarantee priority booth location as all booth assignments will be done based on the application's date. Booths are selling NOW!

WHO SHOULD PARTICIPATE

Exhibiting is a must, for anyone who provides products and/or services that help bring people better health and healthier living!

Demonstrate your latest products and services to a motivated, targeted audience who can see, touch and buy your product. Build relationships, sell and generate leads for future business from thousands of qualified buyers in just two days.

This is a massive multi-billion dollar industry which includes products for people, the environment and the home.

WHAT YOU GET

- A focused, targeted, marketing opportunity to showcase your business or organization and sell your products and services.
- Business networking with other vendors.
- The best marketing dates. Attendees will be settled into a good healthy and fun winter routine. Also, the show is being strategically held after the start of the new year when people historically make resolutions to get healthy and live a healthier lifestyle.
- Professional decorator services. 24-hour security.
- On site professional staff with 20 years of trade show experience.
- Extensive promotion using Television, Radio, Newspapers and Print Publications.
- The newest and best meeting facility in Anchorage-The Dena'ina Convention Center.
- Host hotels and car rental at a reduced rate.
- FREE ADMISSION. This will allow attendees to save their money to buy products and services at the show and to return to the show without cost if they have additional questions or have made a buying decision.

TERMS AND CONDITIONS

1. USE OF SPACE

- a. **LIABILITY** -- The Exhibitor is entirely responsible for the space leased by him/her and shall not injure, mar or deface the premises and the Exhibitor shall not drive, nor permit to be driven any nails, hooks, tacks or screws in any part of any building. Furthermore, Exhibitor shall not affix to the walls or windows of building any advertisement, signs, etc., or use Scotch tape, masking tape or any other adhesive-type materials on painted surfaces. The Exhibitor agrees to reimburse the facility, and/or decorator, for any loss or damage to the premises or equipment occurring in the space leased to the Exhibitor. Show management and their sponsors shall not be liable for failure to perform its obligations under this contract as a result of strikes, riots, acts of God, or any other causes beyond its control.
- b. **AISLES** -- The aisles, passageways and overhead spaces remain strictly under the control of the Management, and no signs, decorations, banners, advertising matter or special exhibits will be permitted in them except by special written permission of the Management. All exhibits and their personnel must remain within the confines of their own spaces and no Exhibitor will be permitted to erect signs or display products in such a manner as to obstruct the view, occasion injury or disadvantageously affect the display of other Exhibitors. No interference with the light or space of another Exhibitor will be permitted.
- c. **SPACE** -- The space contracted for can be shared with another vendor upon approval from show management. In the event Exhibitor fails to occupy or use his/her space or to have his/her exhibit completed and in place by the opening of the show, he/she shall forfeit his/her right to the space, all prepaid rents, and upon demand pay any rental balance owing to Management. In the event Exhibitor fails to occupy the exhibit space contracted by 1:30 pm, on the first day of the Show, Show Management shall base the right to utilize such space in any manner it chooses. This will in no way release Exhibitor from its obligations nor shall Exhibitor be entitled to a refund. Space may be re-sold with no refund.
- d. **ALL DEMONSTRATIONS** or promotional activities must be confined within the limits of the purchased space. Noise resulting therefrom must not interfere with the other exhibitors.
- e. **RESTRICTIONS** -- The Management reserves the right to restrict or remove exhibits without refund that may have been falsely entered, or may be deemed by the Management unsuitable or objectionable. This restriction applies to noise, P.A. systems, persons, animals, birds, things, conduct, printed matter, or anything of a character that might be objectionable to the show or the Management.
- f. **MUSIC** -- Exhibitor agrees that it shall not perform nor have performed for it or on its behalf, either live or by mechanical means of playing by radio, television, VCR, phonograph, compact disc, cassette or any other means, nor transmit by any means, any copyrighted musical composition, at the Anchorage Health & Wellness Expo or at any official function which is part of, affiliated with or held in conjunction with the Anchorage Health & Wellness Expo unless Exhibitor shall first have obtained from the owner of the copyrights of all music to be performed, or from an agent of the owner legally authorized to grant permission, license or other proper authorization for the public performance of the copyrighted music to be performed, authorization and permission for Exhibitor to publicly perform the copyrighted music at the Anchorage Health & Wellness Expo. Exhibitor shall provide producer no later than ten business days prior to the opening date of the Anchorage Health & Wellness Expo with a copy of each such document authorizing Exhibitor to publicly perform copyrighted music at the Anchorage Health & Wellness Expo. If Exhibitor has not provided copies of such documents to producer as provided herein, Exhibitor agrees that it shall not perform or have performed on its behalf, by any means, any copyrighted music at the Anchorage Health & Wellness Expo.
- g. **OFFENDERS** will be asked to leave the area if any of the above are violated and, as an exhibitor offender, no refund will be given.

2. RULES FOR EXHIBITS

- a. **ALL BOOTHS** and decorations **MUST** concur with the facility regulations, city ordinances and local fire codes. Any violations may result in the removal of any materials found to be in violation. Materials for booth decorations and construction must be fire retardant, Contact the Fire Marshal if at all in doubt.
 - b. **INSTALLATIONS** -- Any special carpentry, wiring, electrical or other work, gas, steam, water or drainage connection shall be installed at Exhibitor's expense.
 - c. **LICENSES** -- Any and all City, Municipal, State or Federal licenses, inspections or permits as required by law of any Exhibitor in the installation or operation of his/her display shall be obtained by the Exhibitor at his/her own expense prior to the opening of the show.
 - d. **RIGHTS OF MANAGEMENT IN EVENT EXHIBITION IS NOT HELD** -- Management shall not be liable for any damages or expense incurred by Exhibitors in the event the show is delayed, interrupted or not held as scheduled; and if for any reason beyond the control of the Management, the Show is not held. Management may retain so much of the amount paid by Exhibitors as is necessary to defray expenses already incurred by the Management.
 - e. **MERCHANDISE REMOVAL** -- No merchandise will be permitted to pass out of the building without approval by the Management during the life of the show. No exhibits, or part of exhibit, may be removed until after the closing hour of the last day of the show.
 - f. **SECURITY FOR RENTAL** -- Failure on the part of the Exhibitor to pay the rental as specified under the contract shall entitle Management to seize all merchandise, materials, and exhibits displayed by the exhibitor at the within described show and to retain the same as security for any unpaid rental amount owing hereunder. Upon the expiration of seven days after such seizure, Management shall have the right to dispose of same without notice to the Exhibitor in such manner as Management, in its absolute discretion, deems appropriate, whether by public or private sale in the manner determined solely at Management's discretion, and without any obligation on the part of Management to effect any manner of publication respecting the date or any details or information as to when or how such sale is to be carried out.
 - g. **AMENDMENTS** -- Exhibitor agrees to abide by decisions of the Management concerning all matters pertaining to the administration and success of the Show which are not specifically stated.
 - h. **ATTORNEY FEES** -- In the event suit or action is brought by Anchorage Health & Wellness Expo under this agreement to enforce any of its terms, it is agreed that Anchorage Health & Wellness Expo shall be entitled to reasonable attorneys' fees and costs to be fixed by the trial and appellate courts.
 - i. **ALCOHOLIC BEVERAGES** -- Exhibitors and their employees, agents and guests shall not consume any alcoholic beverages except in designated areas. Violation shall be grounds for removing Exhibitor and his/her exhibit from the Show without refund.
3. **SECURITY AND INSURANCE** -- We wish to provide the tightest security possible for the protection of your exhibit properties. However, neither Anchorage Health & Wellness Expo, the facility management nor our insurance company is financially liable for the losses, damages or "mysterious disappearance" of any kind. We recommend all exhibitors contact their insurance agents to confirm proper coverage of exhibit materials. (Please read carefully the coverage provided by decorators and shipping companies to determine if additional coverage is necessary.) Any additional security must be arranged by the Exhibitor at his/her own expense.
 4. **CANCELLATION AND REDUCTION POLICY** -- Any cancellations or changes **MUST BE IN WRITING** and received by our office by December 14, 2012. Upon written request, refunds will be made, less a \$200 handling fee per booth. After cancellation date above, **NO REFUNDS** are allowed. If the total space rental charges are not received in our office by December 14, 2012, then booths requested may be sold to another exhibitor, with no money refunded.
 5. **GENERAL** -- Exhibitor badges may be picked up at the Show Office during move-in, your business card will be placed in a plastic cover. Therefore, **PLEASE** bring your business cards.
 6. **LIABILITY** -- Neither Anchorage Health & Wellness Expo, The Dena'ina Convention Center, the Decorator, nor their representatives, nor any member of the above named will be responsible for any injury, loss or damage that may occur to the Exhibitor or the Exhibitor's employees or property from any cause whatsoever. The Exhibitor, on signing the contract, expressly releases the aforementioned from any and all claims for such loss, damage or injury. The Exhibit floor will be locked during the time that exhibits are not being shown, and security guards will be on duty in the complex.
 7. **COMPLETE AGREEMENT** -- This agreement contains all the terms and conditions agreed on by the parties hereto, and no other agreements, oral or otherwise, regarding the subject matter of this contract, shall be deemed to exist or to bind any of the parties hereto.