

# WELLNESS EXPO<sup>®</sup>

Dear Exhibitor,

Thank you for your interest in the Wellness Expo. We are holding this event at the Addison Conference Centre on Saturday & Sunday, April 28 & 29, 2018.

The Wellness Expo features a speaker series, over 100 exhibitors, and a resource center. We have been producing the Wellness Expo for 24 years.

The Wellness Expo has had over 1600 health-conscious people attend. Our attendees are extremely interested in holistic products and services. Many return the second day of the expo to visit and shop the entire day.

Enclosed is an application form. Please note that all full exhibit spaces come with a 6 foot by 1 1/2 foot covered table and two chairs (half spaces share a table).

This show will sell out, so we recommend that you send in your payment today! When you send in your application and payment by Feb. 1, you will: (1) save \$20 on the price of an exhibitor space, (2) be included in the preliminary Expo Program Guide that we publish online, (3) have a better chance of getting your preferred space, and (4) have more time to have your presence at the Wellness Expo promoted.

If you have any questions, please feel free to call us at (972) 925-9393, or visit our web site at [WellnessExpo.net](http://WellnessExpo.net).

Sincerely,



Tony Cecala, Ph.D. & Felicia Weiss, Ph.D.  
Producers, Wellness Expo

P.S. Please note that we only accept one representative from each MLM (multi-level marketing) company. For a short grace period (until December 15, 2017) current reinvited MLM exhibitors have "the right of first refusal" to exhibit at the April 28 & 29, 2018 Wellness Expo.

P.P.S. If you are unable to attend, but still wish to have a presence at the Wellness Expo, consider our literature table for flyers and brochures. You can reserve a page-sized space (8 1/2" x 11") on the literature table for only \$35. (\$25 for Expo exhibitors).

## Exhibitor Feedback

"The Wellness Expo is first class in providing new, healthy and sometimes unusual, fun ways to see and live in today's world...I'm happy to say I've been a part of this twice a year for 20 years. Keep it up! We love you!"

—Beth Carpenter, ND with HealthyHelp4u.com

"My booth was busy for the majority of the time and the reception to Beneficial Light Therapy was awesome! I can't wait until the next one!"  
—Becky Smith, CHC with Beneficial Light Therapy

"It's always wonderful. We stay busy and get great contacts."

—Frankie Burget, OTR, RMT, CNDT, with Windsong Therapy and Wellness

# EXHIBITOR REGISTRATION

REGISTER BEFORE FEB. 1  
AND SAVE \$20

QUESTIONS?

TEL: **972-925-9393**

expo@HolisticNetworker.com

## NOTE

- A full space includes four free admission tickets for your guests (friends, family, customers, etc).
- A half space includes two free admission tickets for guests.
- You and your exhibitor staff do not require admission tickets.

## IMPORTANT DATES:

**Feb. 1**  
Last day for early registration (\$20 discount)

**April 9**  
Last day for inclusion in the Expo Program Guide

**April 28, Saturday**  
• set up: **8:00am**  
• Expo hours: 11am-6pm

**April 29, Sunday**  
• Expo hours: 11am-6pm  
• **breakdown time: 6:00pm-7:30pm**

# WELLNESS EXPO®

Sat & Sun • April 28 & 29 • 11am-6pm • Addison Conference Centre

## MAIN HALL

<b>Large Wall</b>	full (10' wide x 7' deep) .....	<b>SOLD OUT</b> \$469.
<b>Standard Wall</b>	full (8' wide x 7' deep) .....	\$449.
<b>Center Corner</b> (no wall or backdrop)	full (8' wide x 7' deep) .....	\$439.
	half corner (on corner with 6' table) .....	\$259.
<b>Center</b> (no wall or backdrop)	full (8' wide x 7' deep) .....	\$389.
	half (4' wide x 7' deep, share 6' table) .....	\$219.

## FRONT HALLWAY

<b>Front Hall</b>	full (10' wide x 6' deep) .....	\$499.
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## OUTER HALLWAY

<b>Outer Wall</b>	full (10' wide x 6' deep) .....	\$379.
	half (5' wide x 6' deep, share 6' table) .....	\$209.
<b>Outer Window</b>	full (10' wide x 5' deep) .....	\$369.
	half (5' wide x 5' deep, share 6' table) .....	\$199.

## OUTSIDE LAWN AREA

<b>Outdoor Tent Space</b>	10' wide x 10' deep — with tent, table, & chairs .....	\$545.
	10' wide x 10' deep — bring your tent, tables, & chairs .	\$345.
<b>Covered Walkway Space</b>	full (10' wide x 6' deep) .....	\$395.

**Extra Tables** .....\$10.

## LITERATURE TABLE *(early discount does not apply)*

flyer (8.5" x 11" (letter size) includes 2 free admissions)	\$35.
flyer (with paid booth)	\$25.

Register exhibit space before 2/01/18 & subtract \$20..... Total \_\_\_\_\_

## Table configuration

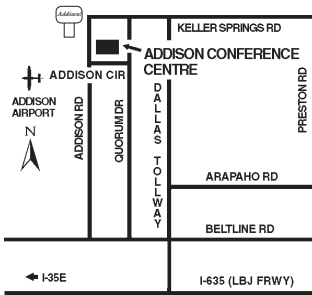


Each full space is supplied with one covered table (6' wide x 1 1/2' deep), and two chairs.

All spaces have access to electricity and free Wi-Fi.

Please return form with payment (check, M.O., or major credit card) payable to **Wellness Expo**.

**Wellness Expo**  
5200 Keller Springs Rd #610  
Dallas, TX 75248  
972-925-9393  
expo@HolisticNetworker.com



The **Addison Conference Centre** at 15650 Addison Rd is just two blocks west of the Dallas North Tollway and about three blocks north of Beltline Road.

Take Addison Road to Addison Circle. Go east on Addison Circle. The Addison Conference Centre is immediately on the left (north) side of the street.

Look for the Addison water tower; it's the one-story building just beside it!

After unloading, please park one block south on Festival Way.

## MLM REGISTRATION

Independent distributors of direct marketing, multi-level companies, write company name below (only one MLM booth per company permitted):

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## EXHIBITOR CONTACT INFORMATION

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ST \_\_\_\_\_ ZIP \_\_\_\_\_

TEL# \_\_\_\_\_

EMAIL \_\_\_\_\_

## PROGRAM GUIDE LISTING

Register by April 9 & get 1 free listing in the Program Guide. (Add'l listings are \$15 each).

BUSINESS NAME \_\_\_\_\_

CONTACT NAME \_\_\_\_\_

PHONE # \_\_\_\_\_

DESCRIPTION, SIX WORDS OR LESS \_\_\_\_\_



By submitting payment for the Wellness Expo, I declare that I have read and agree to the terms of the contract on the reverse of this form.

CREDIT CARD # \_\_\_\_\_ EXP. DATE \_\_\_\_\_ CVV CODE \_\_\_\_\_

CARDHOLDER NAME \_\_\_\_\_ SIGNATURE \_\_\_\_\_ TOTAL PAYMENT \_\_\_\_\_

## Wellness Expo Exhibitor Space Contract

To facilitate production of the Wellness Expo and to make our relationship mutually rewarding, we have written the following contract. This contract outlines our responsibilities as Coordinator, your responsibilities as Exhibitor, and general regulations that will help keep the Expo safe, secure and well-orchestrated for all involved.

1. **LEASE OF EXHIBIT SPACE.** Coordinator agrees to lease to Exhibitor a space designated as (circle selection) ["Front Hall"; "Large Wall"; "Standard Wall"; "Center Corner"; "Center"; "Outer Wall"; "Outer Window"; "Tent Space"; "Covered Walkway Space"] : [full / half] for use during Show hours.

2. **RENT.** Exhibitor shall pay Coordinator a total rental price of \_\_\_\_\_ dollars. (\$\_\_\_\_\_).

← Write dollar amount (e.g., "two hundred and ninety-nine")

3. **CANCELLATION BY EXHIBITOR.** If Exhibitor cancels its commitment under the Lease in writing, which is received by the Coordinator 30 days before the event the Coordinator shall return rental payment minus a \$50 processing fee. If Exhibitor cancels its commitment under this lease within 30 days of the event, no rental payment shall be refunded.

4. **SPACE RESERVATION.** Coordinator will reserve available space for Exhibitor upon receipt of completed, signed form, and payment of the full rental price. No space can be reserved without full payment.

5. **EXHIBIT HOURS.** The Wellness Expo will open to the general public on Sat., April 28, 2018 from 11am to 6pm and Sun., April 29, 2018 from 11am to 6pm. Exhibitors will be admitted into the Hall at 8:00am on Sat., April 28, and 10am on Sun., April 29, 2018. Exhibitor agrees not to vacate the exhibit space during official show hours.

6. **FOOD VENDOR.** Anyone selling or giving away food must call **Neil Gayden at 972-450-2821** to make arrangements.

7. **INSTALLATION & CARE OF EXHIBITS.** All exhibits must be ready for the opening of the show. Exhibits may be installed Sat., April 28, from 8:00am to 11am. Any exhibit space not occupied by 11am on Sat., April 28, will cause the Exhibitor to be in default of this lease with no refund due to the Exhibitor. Exhibitors shall not assign or sublet any part of the space without consent of Coordinator. Coordinator will sweep and clean the aisles at the close of each day; but exhibitors must, at their own expense, keep their spaces clean and their exhibits in good order. Indoor exhibits must remain intact until closing on the last day of the show.

8. **SAFETY/FIRE REGULATIONS.** Exhibitor agrees to abide by the City Fire Prevention Code and the Exhibit Hall fire regulations. The use, display or storage of flammable liquids or gas must be approved by the Fire Marshal in writing. Open flames or smoke-emitting materials are prohibited. All aisles and entrance doors will be under the control of the Coordinator. Merchandise, displays, signs, or other property of Exhibitors may not extend into aisles to obstruct the view of other spaces or aisles.

9. **CHARACTER OF EXHIBITS.** The Coordinator shall have the right to deny lease of exhibit space to any prospective Exhibitor who intends to exhibit merchandise or services which, in the opinion of the Coordinator, do not constitute a wellness-oriented product or service or, are not in keeping with the character and quality of the show sponsored by the Coordinator. Also, the Coordinator shall have the right to relocate, remove, or prohibit all or any part of any exhibit, display, sign, catalog, souvenir, or other thing which, in the opinion of the Coordinator is not in keeping with reasonable standards for the show as to appearance, cleanliness, noise, or odors. Exhibitors and their agents, employees, or other representatives are not allowed to sell merchandise or give souvenirs or handbills of any kind outside of their own exhibit space. Please note that it is illegal in Addison to place flyers on the parked vehicles.

10. **SECURITY.** The Coordinator shall make reasonable efforts to provide security at the site of the Expo. However, the Coordinator shall not be responsible for the safety of Exhibitor or its property, employees, visitors, or customers from theft, disappearance, pilferage, injury, or damage by fire, accident, or any other cause and Exhibitor assumes sole liability for any losses resulting from such causes. The Coordinator shall not provide insurance for the benefit of Exhibitor or its property. Exhibitor shall indemnify and hold the Coordinator harmless from any damages, losses, or liabilities resulting from any claims, demands, suits, or other actions based on or arising out of the Exhibitor's presence at the show, including, but not limited to, all claims and demands of exhibitors, their agents, employees, representatives, customers, and guests for injury to person or property (including theft or mysterious disappearance) arising by virtue of any occurrence in the exhibit space or the Hall or in the parking areas in proximity to the Hall during the Lease term, as well as any period during which Exhibitor is moving into or out of the Hall<sup>1</sup>.

indemnity: exemption from incurred penalties or liabilities

<sup>1</sup> In other words, you are responsible for your stuff in your exhibit space, not us. We will do our best to secure the building overnight, but if you are especially concerned about any particular valuables we recommend that you take them with you or insure them from loss.

11. **REPRODUCTION RIGHTS/MUSIC LICENSING.** Exhibitor grants full permission to Coordinator to photograph exhibit displays for future use by Coordinator. These photographs and videos become the property of the Coordinator and may be used in any manner deemed appropriate by Coordinator. Exhibitor agrees not to play or perform any music which is licensed for use by any national or international music licensing authority, group, or party.

Outside tent spaces will not be secured on Saturday evening. Please make arrangements to take any valuables overnight on Saturday.

12. **MISCELLANEOUS.** The Coordinator has the right to remove from or prohibit the admittance to the Hall of any person who engages or has engaged in conduct in the Hall during a show sponsored by the Coordinator which, in the judgment of the Coordinator, is offensive to the character of the show or to any other Exhibitor or its agents, employees, representatives, or customers.

### NOTES:

You may not share your space with another person or organization without consent of coordinator.

**We will accept only one independent multi-level marketing distributor from an MLM company.**

### Your form and payment are required to reserve a space.

Register early; spaces are assigned in the order received.

Refund policy: Cancellations requested by March 29, 2018 will receive a full refund minus a \$50 processing fee.

No refunds after this date.

The Fire Marshal prohibits open flames or burning incense in the Addison Conference Centre.