

# 10th Annual Health Expo! Be Active...live Healthy

**Saturday, January 9, 2016**

**9:30 am – 1:30 pm**

**New Brighton Community Center**

Date Received

#13211



**Basic \$65 per vendor (\$55 before September 17, 2015) \$99 Oct. 1 and after**  
**Select Sponsor \$245 per vendor (Limit 8)**  
[www.newbrightoncommunitycenter.com](http://www.newbrightoncommunitycenter.com)

Together we can educate our members, our community and beyond about local health, fitness and wellness opportunities to improve quality of life. Typically there are about 350+ patrons looking for opportunities you may provide during this expo. The intent of the annual health expo is to provide information about New Brighton Parks & Recreation programs, services and facilities; while sharing other great resources around the community from vendors like you! We'd be happy to send out a flyer about the expo to post at your facility! **Joining us as a vendor for the health expo at New Brighton's Community Center, you will experience these great benefits:**

- Promote your business and gain clientele.
- Educate individuals and families on healthy living choices.
- Share information on the product or services you offer.
- Give demonstrations that encourage pain and disease free healthy lives.
- Network with other health and wellness professionals.

## **We request that your organization:**

- Provide signage for your booth (no wider than 6'wide) table cover and decorations.
- Make your booth interactive with health and wellness in mind.
- Provide complimentary samples, gifts or drawings that market your business and produce contacts.
- Sell products or future services onsite (cash transactions only).

**If you are a business owner or professional providing health and wellness opportunities, please join us. This event draws individuals of all ages!**

(Registration on the reverse side)

**Parks & Recreation**  
New Brighton



# Registration Information

**As a Basic Exhibitor** (*First come basis; limit 50, Deadline September 30 after late fees apply if space available*)

- One 8-foot table or space & 1 chair, recognition listing in event program, website (additional set up needs may be requested at a fee).
- Refreshments, snacks and WiFi, as provided to the public.
- Your name or logo on marketing materials and website (*if registration received by September 17*).

**As a Select Exhibitor/Sponsor** (*First come basis; limit 8, Deadline September 1*) same as above, plus:

- Recognition as a sponsor with logo on promotional efforts and materials including mini billboards around the City of New Brighton and in our Parks and Recreation brochure sent to over 13,000 residents and beyond.

Contact Patrice at 651-638-2143 or [patrice.atkinson@newbrightonmn.gov](mailto:patrice.atkinson@newbrightonmn.gov) for further information.

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Please fill out completely and send to: NBCC - Health & Fitness Expo  
400 10<sup>th</sup> Street NW, New Brighton, MN 55112 OR fax at 651-638-2135

Company: \_\_\_\_\_ Type of service/product: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Cell #: \_\_\_\_\_ Cell Provider \_\_\_\_\_

Fax #: \_\_\_\_\_ Work #: \_\_\_\_\_ Cell Provider \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Check (please make payable to NBPR)     Master     Visa     AmEx

**Basic** \$65(by Sept.30) / \$99(Oct.1 and after) \$ \_\_\_\_\_ + \$100 \$ \_\_\_\_\_ lockout basic vendor competition with a \$100 minimum Scholarship donation.

**Select Sponsor** (Due Sept.1) \$245 \$ \_\_\_\_\_ + \$250 \$ \_\_\_\_\_ (your logo on new member product)

I (Sponsor) submitted my high resolution logo as a jpg or gif file and a 3-4 sentence business bio to:

[patrice.atkinson@newbrightonmn.gov](mailto:patrice.atkinson@newbrightonmn.gov)

Event Door Prize    \$ \_\_\_\_\_    \_\_\_\_\_  
(Monetary Value)    (Donation description)

Table Door Prize    \$ \_\_\_\_\_    \_\_\_\_\_  
(Monetary Value)    (Donation description)

Unable to attend, but wish to donate: \$ \_\_\_\_\_ or Product \_\_\_\_\_  
(See Exhibit Guidelines "How can I be involved as an exhibitor if I can't attend the event?" \$25 Min door prized donation)    (150 items min)

No exhibit/Speaker \$45 \$ \_\_\_\_\_ Title and description \_\_\_\_\_  
(See Exhibit Guidelines "How can I be involved as an exhibitor if I can't attend the event?")

**Describe your main attraction/exhibit** (*i.e. blood pressure check, glucose screen, demos, health screening, spinal survey, specific food or supplement samples*):

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Card Holders Name (print): \_\_\_\_\_ Signature: \_\_\_\_\_

**Special considerations:**

- Electrical outlet # \_\_\_\_\_ (limited availability, by registration only)
- Other set up needs \_\_\_\_\_

Thank you! You will receive confirmation of your registration via e-mail.

# ANNUAL HEALTH & FITNESS EXPO

**New Brighton Community Center  
400 - 10TH STREET NW  
NEW BRIGHTON, MN 55112**

## EXHIBIT GUIDELINES

### **OBJECTIVES:**

1. **Event:** Health & Fitness Expo will take place the First Saturday in January, annually (after the holiday). **January 9, 2016 from 9:30 am-1:30 pm** at New Brighton Community Center, 400 10<sup>th</sup> St. NW, New Brighton, MN 55112. The City of New Brighton Parks & Recreation Department reserves the right to deny any registration we feel will not provide diverse services or is in direct conflict of interest with the people, programs, services or facilities we provide. The City reserves the right to make all decisions regarding management of all elements of the Community Expo.
2. Provide an opportunity for the community to learn about the resources available that may help them make positive health and wellness lifestyle choices.
3. Provide an opportunity for wellness professionals to learn about the New Brighton Parks & Recreation/Community Center programs, services and facilities so that they might compliment the services provided to their clients.

### **PARTICIPANTS:**

1. Business owners or professionals that provide health, wellness and/or fitness opportunities to others.
2. **Vendor Registration Options:**
  - a. **Select Registration**-\$245 deadline September 1, 2015, \$425 thereafter. Receive the same as above as well as recognition as an event sponsor with logo on all promotional efforts and materials with preferential table placement, please submit a press release version of a business bio and logo.
  - b. **Basic Registration**-\$55 previous vendor by September 17, 2015/\$65 deadline September 30, 2015, \$99 thereafter while space permits. Includes 8' table or space, 1 chair, program recognition, and website listing.
  - c. **Lockout basic vendor competition with a Recreation Scholarship donation of \$100 or more.**

### **EXHIBITS:**

3. **Vendor Set-up/Take-down:** Takes place on the day of event only, set-up begins at 9:00 am, and the building opens at 8:00 am for complicated set ups. Plan to have your exhibit completed by 9:30 am to accommodate for early arrivals. All vendors are expected to operate during the entire duration of the event. Take down will begin at 1:30 pm.

#### 4. Vendors must provide:

- a. Signage or banners for your table (no wider than 6')
- b. Table cover & decorations
- c. Promotional give-away (i.e., pen, key chains, pedometers, samples)
- d. Small trash can for your individual table (organizers will dispose of trash)
- e. Extension cords, lap tops, AV equipment, etc.

5. **Vendor Location:** will be assigned by the event coordinator to assure good distribution and minimize competition, while allowing for electrical or special set up needs. Vendors will receive their location assignment the day of the event and find their name placed on the appropriate table along with an evaluation we encourage vendors to fill out completely at the end of the event.
6. **Power:** Will be available, but spaces are limited. Must be indicated on the registration form if electrical power is needed and remember to furnish your own extension cord. Please note if you have special set ups or AV needs, they may not be able to be accommodated.
7. **Door Prizes:** In addition to the table fee, all vendors are encouraged to donate an item valued at \$15 or more to be given as a door prize or to provide a financial contribution which will be used to purchase additional door prizes. All contributors will receive verbal recognition when the drawing takes place and written recognition on the event prize boards (when applicable).
8. **Free Demos, Health Screenings and Education Sessions:** If you are interested in providing one of the above, please indicate on the application form or contact the event coordinator. Education sessions or demos are 2-30min maximum in duration.
9. **How can I be involved as an exhibitor if I can't attend the event?**
  - Sponsor the event, meeting registration deadline.
  - Sponsors may make an additional donation of \$250 toward product giveaways that will be distributed to each vendor, new member, etc. for a year until supplies last.
  - Donate product, cash or a prize giveaway with a value of over \$25 or product minimum of 150 items. Your company name and logo will be entered in the event program noting your donation. (i.e. product example Angie's BoomChickaPop Sea Salt Popcorn <http://angiespopcorn.com/project/sea-salt-popcorn/> place a sticker at the top left of bag with company name, slogan, logo, contact info placed on each bag)
  - Present, send a speaker on a topic on health or fitness. \$45 for a 20 minute time slot.
10. **Please be detailed on your registration form** especially regarding your main attraction to your exhibit.

**Mail: New Brighton Community Center, 400 10<sup>th</sup> St NW. New Brighton, MN 55112**

**Attn: Patrice Atkinson**

**Email: [patkin@newbrightonmn.gov](mailto:patkin@newbrightonmn.gov)**

**Phone: 651-638-2130**

**Fax: 651-638-2135**

If any questions, contact the event manager Patrice Atkinson at 651-638-2143 or [patkin@newbrightonmn.gov](mailto:patkin@newbrightonmn.gov) We look forward to seeing you!