

# Living Well in WA

EXHIBIT  
SPONSOR  
PARTNER  
PRESENT



3-5 June 2017

Perth Convention  
Centre

Presented by  
Conscious Living  
Co-Creations PL

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# Join Perth's Health & Wellness Festival 2017

**June 3-5 Perth Convention and Exhibition Centre**

Innovative health and wellness enterprises are transforming lifestyles and culture in Western Australia's capital city of Perth, enhancing its global reputation for being one of the top 10 livable cities in the world. Living Well in WA is the premier showcase for Perth's rapidly expanding sustainable health and wellness culture.

This 3 day event provides a vibrant forum for emerging and established businesses, organisations, practitioners, authors and speakers leading the way in improving the lives of West Australian families and individuals of all ages and cultures.

Living Well in WA is being launched at the Perth Convention and Exhibition Centre from 3 to 5 June , 2017 by Conscious Living Co-Creations, which has been running the popular Conscious Living Expo in Perth for 30 years. This 3 day event takes place in conjunction with the Celebrate WA Day long weekend. The WA Day holiday is the focal point for encouraging state-wide participation in activities and events that highlight the Western Australian spirit and achievements.





## WHO WILL ATTEND?

Living Well in WA is a long overdue innovation which provides a one-stop destination for families and their children, young adults, seniors and people of all ages and cultures to discover the best of what's available in Western Australia for health and wellness, food and nutrition, parenting, sustainable living, growth and education and creative arts. The trend is toward making healthy lifestyle choices that lead to happier relationships, more fulfilling careers, connection with community and the natural environment. Wellness, fitness, organic nutrition and supplements, mindfulness, meditation, yoga, relaxation, stress reduction are areas of major interest in WA today. A wide range of natural therapy treatments and health assessments can be sampled at Living Well in WA. There will also be opportunities to experience mindfulness, sound meditations, relaxation and yoga.

## HOW WE ATTRACT VISITORS

Visitors receive a free admission ticket when registered online. We also provide free tickets to our exhibitors, affiliate partners and community organizations. The program of free seminars and workshops featuring industry leaders will attract thousands of high quality visitors including consumers, businesses and practitioners. People who are most definitely in your target market. Our ticketed Keynote speaker workshops with industry leaders will bring an audience with a specific interest in nutrition, weight loss and personal growth.

Our exhibition and sponsorship packages are personalized to meet your individual aims and objectives whether to showcase new products and services, establish and promote a brand or introduce new modalities and programs. You will definitely meet your target market of proactive decision-makers and consumers who visit the Expo and participate in the program of seminars, workshops, food demos, yoga and meditation sessions.





## WHO WILL EXHIBIT?

### HEALTH

The thrust of the festival is to encourage all who attend to be proactive in taking charge of their own health and wellbeing, and improve the quality of their lives. At the festival, educational talks and workshops bring together leading WA authors, health and nutrition experts and accomplished health practitioners. The public will have the opportunity to meet these leading authors and experts, who will address the key challenges individuals and families are facing in a rapidly changing economic and social environment. Health issues to be covered include: anxiety, depression and stress-related diseases, obesity, diabetes, addictions, and more. Living Well in WA is the place to showcase:

- Health products and supplements
- Health checks
- Clinics for hearing & vision, sleep, fertility,
- Natural Medicine : herbal, homeopathy, naturopathy
- Chiropractic, podiatry, acupuncture, allergy testing, iridology,
- Cancer support
- Weight management
- Allergy Testing and allergy treatments
- Health insurance & preventative health programs



## WELLNESS

Mindfulness, yoga, fitness, stress reduction and retreats are areas of major interest in WA today. This festival provides the ideal environment to showcase new products and services and offer experiential sessions and classes. Visitors are looking for :

- Spas & de-tox programs
- Yoga training
- Health retreats
- Massage equipment
- Float tank relaxation clinics
- Stress management, mindfulness and meditation
- Fitness and exercise programs , equipment,
- Health coaching
- Fitness wear
- Supplements
- Gyms, and personal trainers





## NATURAL BEAUTY & GROOMING

There is a huge trend in chemical free and organic personal care products for women and men. This is the place for clean, green locally produced West Australian skincare and personal grooming products to be showcased including the latest trends in:

- Male grooming
- Skin treatment clinics
- Anti-Aging
- Organic skincare , beauty products and cosmetics
- Natural fibre clothing
- Natural hair treatments.

## NATURAL THERAPIES

Visitors love being pampered and having relaxing body treatments . This is a nurturing place where men and women can sample a wide range of natural therapy treatments :

- Kinesiology , Bowen Therapy, Acupressure,
- Indian Head Massage & Ayurveda
- Aromatherapy and Essential Oils
- Music and Sound therapy
- Vibrational Healing & Chakra Balancing
- Colour & Light Therapy ,





## FOOD & NUTRITION

Eating a healthy diet preferably organic and chemical free is a huge trend in Perth now with the demand for locally grown farm to table produce. Living Well in WA is the place to sample, sell and demonstrate :

- Vegan, vegetarian, raw and organic food, allergy free
- Herbal healthy teas, juices and coffee /Nutritionals, Supplements & superfoods
- Juicers , dehydrators /Food education & cooking classes /Healthy cookware
- Organic beer & wine/kombucha

## CREATIVE ARTS & CULTURE

Perth is evolving into a culture-conscious city with its increasingly diverse ethnic, language and religious demographics. Living Well in WA is the showcase for :

- Artists & Musicians /Fashion and Clothing/Graphic Design and Marketing
- Authors , Books and Publishers, Photography /Artisan products made in WA





## GROWTH & EDUCATION

There is now a huge demand for professional training in fulfilling occupations such as counselling, fitness, coaching, mindfulness, natural medicine and nutrition. Living Well in WA is the place for educational institutions to showcase their training courses and vocational career programs. Visitors are also looking for personal growth and education.

- Life /Business Coaching ,Counselling Training Courses
- Mental Health Training Programs / Mindfulness & Meditation Courses
- Natural Health Training Colleges
- NLP/Hypnotherapy /Feng Shui Courses/Men's development

## FAMILY & PARENTING

Western Australia is a wonderful place to grow a family but in some cases social and family fragmentation could be ruining the experience . Exploring reasons for autism and ADHD and discussing their treatments will be extremely helpful for parents dealing with these two disruptive conditions. Bullying online and in schools is a problem for many families. Strategies that work can be discussed with educators specialising in parenting. With an interactive kid's play zone and talks by leading authors and experts which address the needs and concerns of parents , this festival will be a popular destination for families.

- Fertility & Birthing clinics
- Schools and education programs /Youth development/Nature based education
- Parenting programs/Relationship counselling /community support groups
- Anti-bullying/ADHD & Autism programs/Additive free products

## AGEING WELL

Last year's Committee for Perth projected that from 2015 to 2050, Perth's population of people aged more than 65 is expected to be 22 per cent, almost doubling the current 13 per cent. Living Well in WA is the place to showcase lifestyle options for ageing well.

- Retirement villages
- Aged Care Facilities
- Mobility equipment
- Carers & Training
- Active Ageing programs

## ECO LIVING & COMMUNITY

In WA, there is an increasing awareness of a need to care and respect the environment. Just as important as land, is maintaining healthy waterways. Chemicals that impact negatively on human wellbeing and the environment can be eliminated through switching to earth friendly products.

- Innovative low cost sustainable house design,
- Solar & wind energy and off grid energy systems
- Electric bikes and cars
- Earth friendly cleaning products and services for healthy, sustainable homes and gardens
- Eco tours and holidays
- Permaculture , organic garden systems & native waterwise gardens/ Community groups

## Why Exhibit



As your marketing partner, we are committed to creating the best possible event to showcase your services and products. You make an investment in exhibiting with us and in return we will deliver the best promotion benefits personalized for your business .

### CONNECT WITH YOUR CUSTOMERS.

Customers are getting more and more discerning about which companies they do business with. What better way to communicate your values than by exhibiting at an event that matches theirs? Face to face marketing at an event which has a targeted audience and is educational is much more effective in building trust and establishing long term customers than other forms of advertising such as online, print, radio or tv.

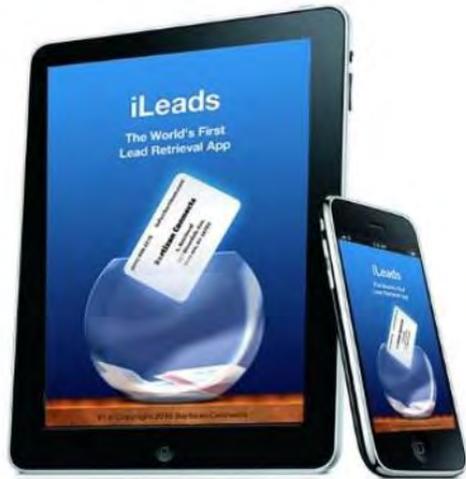
### INCREASE SALES.

You'll have unparalleled in-person access to thousands of people when you become an integral part of the Living Well in WA festival through engaging with visitors at your own branded booth, presenting on the program of talks, seminars, workshops and experiential sessions, and having your brand and message displayed on the website.



### TELL YOUR STORY AND WIN NEW CUSTOMERS.

Tell a whole new audience how much your products and service contribute to the sustainable health and wellness of kids and families and people living in WA. Presenting a talk or giving a workshop or experiential session is the best way to win new clients, build trust and ignite interest in your services .



### TRACK & RECORD VISITORS WHO VISIT YOUR BOOTH

Want to know your investment in exhibiting is well spent? We offer a data collection service to all our exhibitors making it easy to collect names and contact details to build your list, make comments and follow up after the event.

### OFFER A DOORPRIZE OR GIVEAWAYS

Offering a prize or giveaway generates goodwill and adds to the joy and fun of our event. Doorprizes are drawn at lunchtime and in the late afternoon on the main stage and all visitors receive an entry ticket into the draw. Your logo and contact details will be featured on the Main Screen and on the website.

### GIVE YOUR TEAM SOMETHING TO SMILE ABOUT.

Responsible businesses like yours know how important it is to get staff involved in giving back to the community. Talk to us about how your people can get directly involved in the big event.



## Added Value



After three decades of successfully publishing Conscious Living Magazine and running Conscious Living Expo we have one of the biggest networks of supporters in Perth. An average of 4,000 visitors regularly attend the Conscious Living Expo and our Magazine is circulated to 10,000 readers. As an exhibitor you will have access to our expo visitors, magazine readers and seminar participants, as well as our special brand of social marketing. The value we bring to you includes:

### SOCIAL MEDIA EXPOSURE

Conscious Living has over 6,500 followers on facebook , 1100 on Instagram and over 50 ,000 on our affiliate partners' social media platforms. We are skilled at engaging and utilizing these channels to bring visitors to our events.

### UNIQUE MARKETING CHANNELS

Because we have the longstanding trust of our community, we have access to valuable marketing channels. In addition to our own database of 8,000 + clients, we partner with other organizations and media such as Perth's # 1 Radio Station NOVA , Green Goodness Co, and The Natural Therapy Pages,



## Event Leadership Team

"We launched the Bioproton Light Therapy at the Perth Expo in 2016 . Patricia & Jacquie looked after us with a prime location & we made over \$30,000 in sales from the customers we generated at the event. We will definitely be returning in 2017" Stephen & Kate White - Light Frequency

**The Conscious Living Expo has netted us 48 new clients ( average 12 clients per year: \$96,068 with an average spend of \$2,158.00 per client. (John Gemmell - Acu-Ease)**

**The Conscious Living Expo generates more than \$14,000 in sales for us at one event ( Gerard Bini Orgone Effects)**



Patricia Hamilton , Event Founder /Director

Born and bred in WA Patricia has been a pioneer in organizing events and seminars to activate awareness of health and consciousness in Australia for over 30 years. In 1987 she created the first Directory of Natural Health Therapists: the Blue Pages in Western Australia. This led to the establishment of the first Conscious Living Expo in August 1988 and in June 1989 the publication of the first edition of Conscious Living Magazine. Patricia's vision has now evolved to support and nurture the growth of businesses which are contributing to healthy sustainable living via the Heart Conscious Business Hub.



Jacquie Walker , Program Co-ordinator

Jacquie has a background in Education with 30 years teaching experience. She is an intuitive empath and Whole View facilitator who has run retreats and training courses for various modalities including Train the Trainer courses for the WA Education Department. Jacquie has the ability to clarify and see the unique and whole picture view of a given situation She practises active listening and gives her full presence and attention to her clients, with the aim to empower and inspire.

## Exhibiting & Sponsorship Packages



### SHOWCASE OPTIONS

**Premium Full Shell Booth :**  
Prime Position

**Practitioner/Gallery Booth**-for  
natural therapies/creative arts

**Market Space** - for Eco products/  
community groups

**Trade Table** -1.8 m for  
community groups/start up  
businesses

**Billboard Passive Display** -  
Information Poster + Flyers

	Gold Sponsor	Premium Booth	Practitioner Gallery	Market Space	Trade Table
Carpeted Booth	Yes	Yes	Yes	Yes	Yes
White Panels , Sign	Yes	Yes	Yes		
Power , Spotlights	Yes	Yes			
Profile + Logo on Website	Yes	Yes	Yes	Yes	Yes
Seminar/Workshop/Talk/ Demo/ Interactive Session	Yes				
e Newsletter Promo	Yes				
Program Ad 1/4p	Yes				
Magazine Editorial FP	Yes				
Logo on Promo Material, & Main Stage Screen	Yes				
Facebook Post	Yes	Yes	Yes	Yes	Yes
e Guide to Exhibiting Success	Yes	Yes	Yes	Yes	Yes

## Exhibiting & Sponsorship Prices



*Early Bird  
Discount 15%  
available until  
March 31st*

**[APPLY HERE](#)**

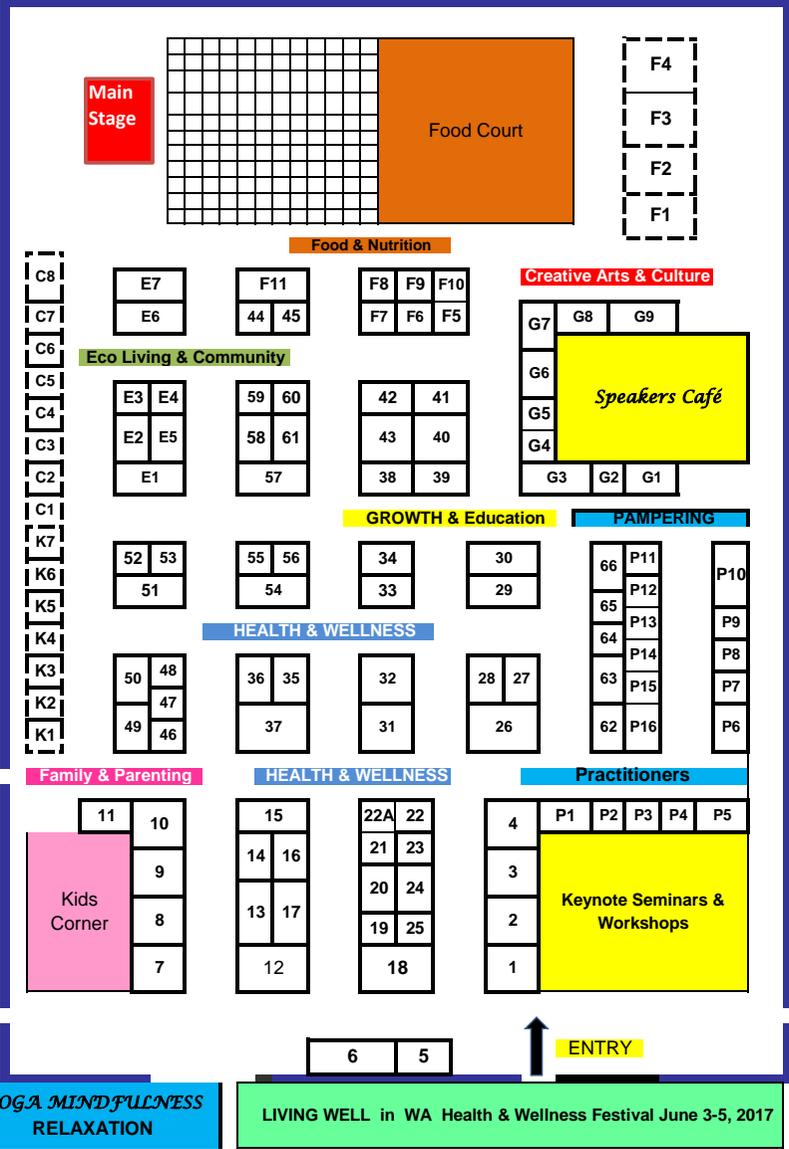
We welcome community non profit groups @ 25% Discount

**Living Well in WA  
Floorplan Pavilion 3 Perth  
Convention Centre**

**[DOWNLOAD HERE](#)**

Please add 10% gst to prices  
corner positions + 10%

Booth Size	Gold Sponsor	Premium Booth	Practitioner/Gallery	Market Space
2m x 2m Booth Package	\$3356	\$1660	\$1475	\$1295
3m x 2m Booth Package	\$3796	\$2210	\$1775	\$1507
4m x 2m Booth Package	\$4108	\$2600	\$2075	\$1800
3m x 3m Booth Package	\$4348	\$2900	\$2175	\$2025
4m x 3m Booth Package	\$4908	\$3600	\$2416	\$2700
<b>BUSINESS BOOSTERS</b>	<b>FREE</b>	<b>WITH</b>	<b>GOLD SPONSOR</b>	<b>PACKAGE</b>
Talk/ Demo 20 mins	Included	\$125	Trade Table 1.8m	\$950
Seminar/workshop 45 mins	Included	\$225	Billboard Passive Display	\$495
Yoga Meditation 45 mins	included	\$225		
e Newsletter Promo	Included	\$225		
Program Ad 1/4 p	Included	\$495		
Magazine Editorial/AD FP	Included	\$695		
Logo on Screen+ Promo Flyers	included	\$770		





## SPEAKER PLATFORM

Present your information and services at the Living Well in WA Festival 3-5 June at Perth Convention Exhibition Centre. Your seminar/workshop/talk/session will be promoted to 1000's of people in WA who are specifically interested in sustainable health and wellness through our media and marketing campaign. This is a valuable opportunity to present your services and programs to a targeted audience at a professional forum. Generate new clients and build your list. You will be introduced by our professional MC and provided with a stage, screen, data projector and microphone - (lapel handheld or headset).

### The Benefits

- Speaker profile featured on the Living Well in WA website with your image and contact details, bio and links back to your website and Facebook page
- Your talk/seminar/workshop included in the digital and printed program
- Your Speaker profile also includes your videos/ books/products/ courses/services.
- Your seminar/workshop promoted in the E newsletter sent to 8000 + recipients
- Inclusion of your seminar/workshop in Facebook posts shared with our 6500+ Facebook followers, affiliate partners' social media with a reach of 50,000 +

### Speaker Options

- 20 minute talk or demo at the speakers' café - Seating up to 75 people or on the mainstage - Seating up to 100 people
- 20 minute talk/demo/performance on the Main Stage seating 100 people
- 45/50 minute Keynote Seminar or Workshop in the Keynote Speakers Theatre - Seating 120 people A place on a Discussion Panel on the main stage
- 45 minute experiential meditation/yoga session in sound proofed room seating up to 50 people.

## Speaker Packages (for non exhibitors)



### SPEAKER PACKAGE PRICES

**Talk/ demo/ yoga/meditation session** \$225 +gst

**Keynote Seminar/workshop** \$325 +gst

**Speaker Bill Board** \$295 + gst

**Keynote Speaker Package** \$795 + gst

We welcome musicians, dancers, to perform on the Main Stage at no charge

[\*\*APPLY HERE\*\*](#)

	Keynote Speaker	Performance	Talk/Demo	Yoga/Meditation
Main Stage Presentation	Yes	Yes		
Talk 20 minutes Speaker Cafe	Yes		Yes	
Seminar/Workshop/Session 45 minutes	Yes			Yes
Speaker Profile + image on Festival website	Yes	Yes	Yes	Yes
Talk/seminar/workshop in the Digital and Print Program	Yes	Yes	Yes	Yes
Facebook Post	Yes	Yes	Yes	Yes
e Newsletter Promo	Yes			
Speaker Billboard Display	Yes			