

# HEALTHY HEALING EXPO

**When:** April 25, 2009

**Where:** Three Oaks Banquet and Conference Center  
20991 Three Oaks Parkway, Estero, FL

**Time:** 10:00 a.m. to 5:00 p.m. (Public Crystal Bowl Meditation 9:00-9:45am)

**Contact:** Dr. Melinea Holman (239) 278-5355 or [chiroholman@comcast.net](mailto:chiroholman@comcast.net)

**Admission cost:** \$7 (without meditation)

**Admission cost w/meditation:** \$15 (Very limited - Capacity 50)

**MAIN OBJECTIVE:** The Healthy Healing Expo is designed to inform and educate the public of the exciting discoveries of new and ancient healing modalities to empower the passions in all of us. This expo will provide a safe, non-intrusive environment for the mainstream public to explore the power of energy healing by focusing less on the mysticism, and creating an educational forum which supports the credibility and accessibility of spiritual and natural energy healing modalities.

**HOW CAN YOU HELP:** You, the vendor, are a crucial part of helping natural energy healing services to be perceived as positive and credible. In order to fully activate the marketing exposure that you receive through the Healthy Healing Expo, here are some guidelines to receive the maximum amount of exposure as a participant/vendor of the event:

- ❖ **Event Flyers** - Every vendor will be supplied with 25 full color glossy flyers. Additional flyers will be available upon request. Please hand the flyers out to your existing customers and prominently display them in your place of business, as well as any other locations that will agree to display them.
- ❖ **Website & Email Ads** - There will be web banner ads and email ads provided to you which will be available on the website. We request that you use these ads and hyperlink to the <http://www.healthyhealingexpo.com> website from your websites, blogs and email marketing campaigns.

- ❖ **Word of Mouth** – Tell your friends, family and existing loyal customers about the event and ask them to commit to coming out and supporting you. Also, ask them to bring someone that is not familiar with natural healing. The expo is a perfect place for the guest that may be intimidated by energy work to experience these powerful healing practices. If just 10 of your existing, loyal clients come to the event and bring a guest, through the power of event networking this will translate to a minimum potential of 1200 new people who will be introduced to your products and services.
  
- ❖ **Prizes & Incentives** - A weekend getaway will be offered as a door prize to guests who choose to participate. Every guest will be given a card which will require vendor signatures (number of signatures will be determined by Dr. Holman). The vendor will only sign the card if the guest asks two questions about the vendor's services. Vendors are asked to honor this request as it will help you engage more with the guests and support the educational forum of the expo.
  
- ❖ **Meditation** - A crystal bowl meditation will be offered to the public prior to the expo from 9:00 a.m. to 9:45 a.m. Encourage your clients to attend the meditation. The intention of this meditation is to help open and prepare the body to receive the maximum benefits from the modalities they experience during the expo. Space is limited so RSVP is advised. A reduced price will be offered to the guest who attends the meditation and the expo. The cost of both events will be \$15.00.

The Healthy Healing Expo will be partnering up with Footsteps to the Future and will be offering various themed baskets for raffle. All the proceeds will benefit this charity. Please help Footsteps to the Future by offering sale of the raffle tickets. Tickets will be available to the vendors, if the vendor wants to participate.

**Contract:**

This contract is between Healthy Healing Expo and \_\_\_\_\_

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for the Healthy Healing Expo taking place on April 25, 2009 at the Three Oaks Banquet and Conference Center in Estero, FL. The fee of the 8'X10' booth is \$200.00. Electricity and phone jacks will be available on a first come first serve basis. The cost of the booth includes one table with white

table cloth, skirting and two chairs. The vendor will be given two entry badges per booth. All other items that may be needed for the vendor to be successful will be the responsibility of the vendor.

Complimentary fruit and cheese platters will be available for vendors on a first come, first served basis at 8am on April 25<sup>th</sup> only. Please bring water and food for the remainder of the day, as there are no eating facilities on the premises. There is however the option to pre-order box lunches with your choice of a regular or vegetarian menu that will be delivered to the expo. The price of the lunch is \$11.95 per box. It is your responsibility to place the order and pay for your box lunch(es) 2 weeks prior to the show. If you wish to take advantage of this offer please call 239-278-5355.

Speaking time slots will be available at a cost of \$50.00/hour for those vendors that would like to further educate the public on their services. If speaking time slots are available, outside speakers (who are not vendors at the event) can participate at the rate of \$100.00 per hour.

**SET UP TIMES:** Set up time for the expo will be Friday, April 24<sup>th</sup> from 9:00 a.m. to 5:00 p.m. and Saturday, April 25<sup>th</sup> from 7:00 a.m. to 8:45 a.m. All vendors must be finished setting up within these time frames due to the crystal bowl meditation that will begin promptly at 9:00 a.m. on Saturday. Vendors that are late for set up or no shows will forfeit the booth fee for the expo. Your booth must be manned and accessible from 10:00am – 5:00 pm and you may not break down your booth before 5:00 p.m. on the day of the event. **Vendors not participating in the full expo show hours will not be invited to future events.**

**SERVICES RENDERED:** Services from the vendors will be allowed. The Healthy Healing Expo's main objective is to change the way the public views natural and spiritual healing. Research has shown the public views free items as less important and throw-away information, therefore all vendors must charge a \$15.00 fee for any of their services rendered to the public. Vendor will decide the length of time on the services being rendered. All vendors will be responsible for collecting their monies from the public. Phone jacks will be available at the expo for those vendors taking credit cards (please inquire with Dr. Holman for further information.)

Due to fire codes and insurance limitations no burning of candles or incense will be allowed at the expo.

In order to introduce the Southwest Florida community to many different types of natural healing and spiritual venues, there will be a limited amount of similar type vendors in the show. Due to this, the Healthy Healing Expo reserves the right to refuse any vendor as necessary to ensure a successful show (reason for the refusal will be given).

**VENDOR DESCRIPTION:** Please describe your services and product below in 200 words or less as this will be placed on the website for public information. \_\_\_\_\_  
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**VENDOR INFORMATION:**  
Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_  
Website: \_\_\_\_\_  
Directions to your location: \_\_\_\_\_  
\_\_\_\_\_  
Specific information about you: \_\_\_\_\_  
\_\_\_\_\_

Signature: \_\_\_\_\_ Date \_\_\_\_\_