



INSPIRING WOMEN

To Stay Healthy

- * *Fitness Workshops*
- * *Nutrition Seminars*
- * *Health & Wellness Vendors*
- * *Product Sampling*
- * *Giveaways and more.....*

OCTOBER 25, 2014
10AM-5PM

EXHIBITOR PACKET 2014



STAFFORD CONVENTION CENTRE
10505 CASH ROAD, STAFFORD TX 77477

Biological and gender-related differences have a significant impact on health. Women are affected by numerous diseases and conditions at a greater disproportion than men. The goal of the Women's Health & Fitness Expo is to encourage and inspire women of all ages and backgrounds to take an active role in their health and well being. The Women's Health & Fitness Expo will offer attendees an opportunity to interact with organizations and businesses that provide services for three specific health domains which include mental, social and physical aspects. Women that attend the Women's Health & Fitness Expo are in search of knowledge, products, experiences and motivation that can help them achieve various wellness goals. The Women's Health & Fitness Expo is looking for qualified professionals and organizations that can offer beneficial services and products to the attendees of the Women's Health & Fitness Expo. Attendees will have access to free health screenings, on-site health providers, fitness workshops, nutrition seminars, health seminars, demonstrations, interactive exhibits, personal development workshops, product sampling, giveaways and much more!



This year the Women's Health & Fitness Expo will be organized to benefit S.H.E. squared a local non-profit organization in Houston that is geared towards advancing women in the areas of **S**ocial responsibility, **H**Health and wellness, **E**ducation and **E**conomics. S.H.E. squared provides workshops, seminars, scholarships and other events in effort to help young girls and women achieve their personal and career goals. Proceeds will go towards various programs, workshops, seminars and scholarships available through S.H.E. Squared.



What Are Your Benefits As An Exhibitor?

- **Benefit 1:** Ability to sample new products and services and receive on the spot feedback about quality and sales potential.
- **Benefit 2:** An opportunity to build a mailing and contact list of thousands of women, which could potentially translate into sales after the event!
- **Benefit 3:** An opportunity to reach thousands of women in the community, all in one location to fulfill the same purpose.
- **Benefit 4:** Increased access to thousands of Expo attendees in which you can build brand awareness and generate sales potential.



Did you know.....

- Women make up 49.8 % of the population in Houston
- Women make up 50.4% of the population in Texas
- Women account for 85% of all consumer purchases
- Women make 80% of healthcare decisions

Source: U.S. Census Bureau



Attendee Profile

Ethnicity

- 40% Caucasian
- 30% African American
- 20% Hispanic
- 10% Other

Education

- 60% College Graduates
- 30% Some College
- 10% Diploma/GED

Income

- 20%- \$75,000 and up
- 50%- \$50,000-74,000
- 20%- \$25,000-\$49,000
- 10%- \$0-\$25,000

Marital Status

- 48% Married
- 31% Single
- 16% Divorced
- 5% Widowed

Number of Children

- 43% 1
- 27% 2-3
- 14% 4
- 3% 5+
- 15% 0

** Demographics based on attendees from previous pilot runs of the Women's Health & Fitness Expo*

DON'T MISS YOUR OPPORTUNITY TO PARTICIPATE IN THIS EXCITING EVENT!

FOOD VENDORS & CONCESSIONS

Taste of Health

This year the Women's Health & Fitness Expo will offer attendees the **Taste of health™** food court. Food vendors that offer healthy foods, juices and smoothies will be allowed to set up shop at the Women's Health & Fitness Expo. There will be access to a full kitchen with prep areas, freezers and refrigeration if needed. Please read the full details on becoming a food vendor. Limited to availability.



Package Includes:

- Premium location in the "Taste of Health" food court
- Kitchen access and reserved prep area
- 10X10 exhibit table
- Listing on event website
- Listing in the souvenir journal

Guidelines

- Must provide ALL utensils needed for exhibit area
- Must obtain food permit from the City of Stafford or have current food permit transferred to the City of Stafford.
- ALL food must be prepared off-site or in the kitchen. NO food preparation may be done in the exhibit hall.
- 100% of food served must be geared towards healthy eating.
- Nutrition information must be available and visible on site.

GOT A FOOD TRUCK THAT SERVES HEALTHY FOOD? CONTACT US FOR DETAILS ON PARTICIPATION



General Exhibitor Packages

All exhibitor booths are equipped with aluminum columns, aisle poles, draperies and 8' high back wall with 3' side wall drape.

Booth Dimensions: 10X10

- One Skirted 6 Foot Table
- Two Chairs
- One Waste Basket
- One Booth Identification Sign
- Two Exhibitor Badges
- Listing on the WHFE Website
- Listing in the WHFE Program Guide



Booth Dimensions: 10X20

- Two Skirted 6 Foot Table
- Two Chairs
- One Waste Basket
- One Booth Identification Sign
- Two Exhibitor Badges
- Listing on the WHFE Website
- Listing in the WHFE Program Guide



Food Vendor

- Two Skirted 6 Foot Tables
- Four Chairs
- Kitchen Prep Area with access to refrigeration
- Listing on the WHFE Website
- Listing in the WHFE Program Guide





Important Notice

All exhibitor booth payments are non-refundable and non-transferable. If you are a non-profit organization please provide a copy of your tax exempt information along with your application.

Women's Health & Fitness Expo 2014

STAFFORD CONVENTION CENTER

10505 Cash Road, Stafford, Texas 77477

Show Dates: October 25, 2014

Phone: 713.502.2031

info@womensfitnessexpo.com



IMPORTANT INFORMATION:

Exhibitor Set-Up Time is Saturday, October 25, 2014 from 7:00a.m.-9:30a.m.

Show Schedule

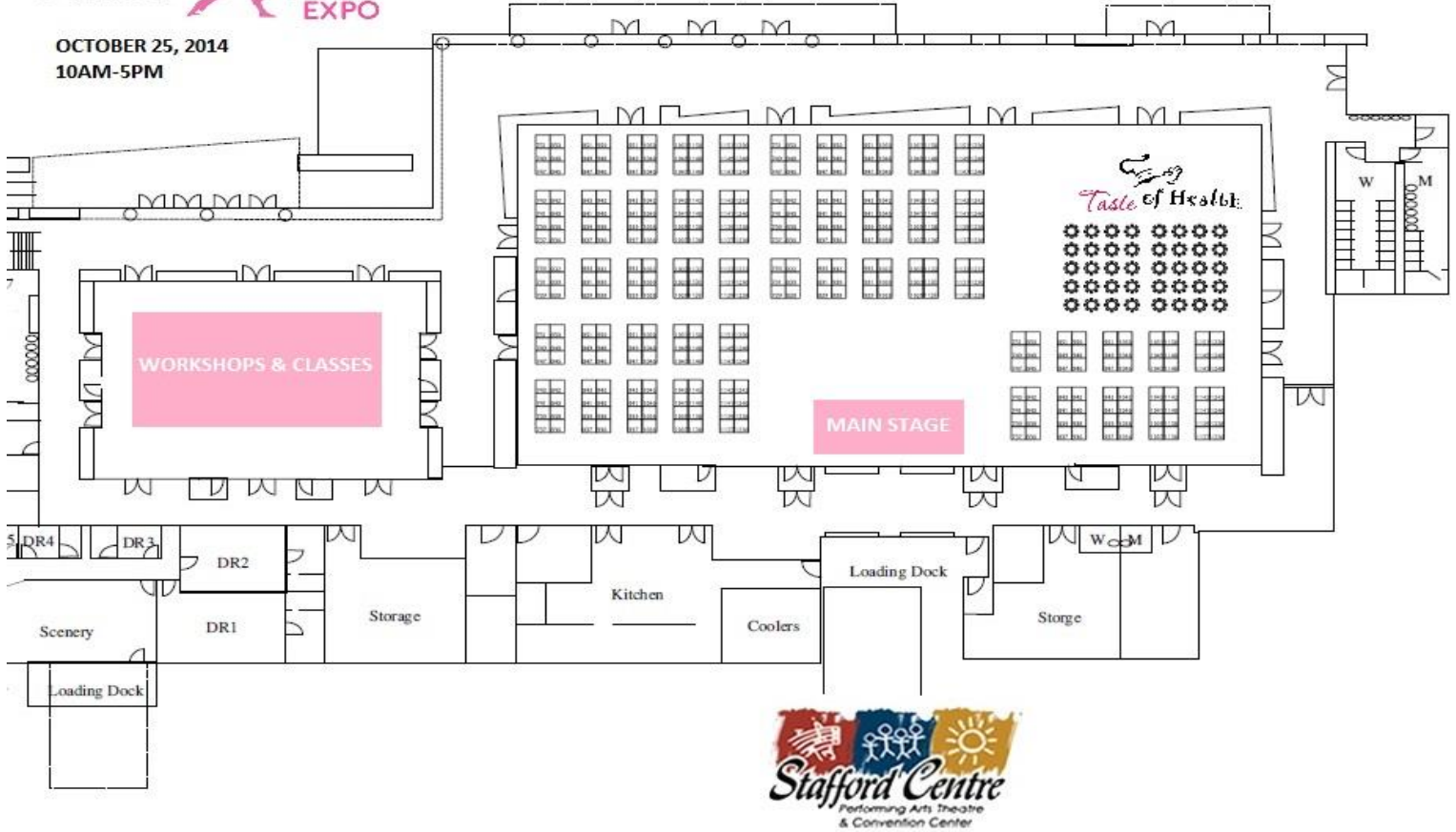
Saturday, October 25, 2014- 10:00a.m.-5:00p.m.

Exhibitor Move-Out Time is Saturday, October 25, 2014 from 5:00p.m.-6:00p.m.

OPEN FLOOR MAP



OCTOBER 25, 2014
10AM-5PM



***Subject to change**

Main Hall- 10X10 & 10X20 Exhibit Booth
*Exhibit booth numbers and locations will be provided with final floor map.

EXHIBITOR APPLICATION

Information

Business/Organization Name:

Contact:

Phone:

Current address:

City:

State:

ZIP Code:

E-mail:

Web Site:

A. EXHIBITOR RATES (50% deposit is due with application. Full payment due by 10/18/2014)

BOOTH SIZE	EARLY BIRD RATE Ends 08/15/2014	REGULAR RATE	LATE PAYMENT RATE Starts 10/1/2014	NON-PROFIT RATE
____ 10X10	\$200	\$275	\$350	\$200
____ 10X20	\$250	\$325	\$425	\$250

CORPORATE EXHIBITOR (50% deposit is due with application. Full payment due by 10/18/2014)

BOOTH SIZE	EARLY BIRD RATE Ends 08/15/2014	LATE PAYMENT RATE Starts 10/1/2014
____ 10X10	\$350	\$400
____ 10X20	\$450	\$550

FOOD VENDORS & CONCESSIONS

_____ There is a set rate of **\$100** for set up fees. Food vendors will receive a 10X10 exhibit area if they do not have an official kiosk.

RETURNING VENDORS

Returning exhibitors from any Houston, Dallas, Atlanta or Chicago events will receive a 10% discount

B. ADDITIONAL ITEMS

ITEM	RATE
____ ELECTRICITY - You must purchase electricity if you need it for your exhibit area. Standard Electrical Service Available 120 Volt, A.C., Single Phase, 60 cycle	\$50 (1-10 AMPS) Within 72 Hours \$60 \$60 (11-20 AMPS) Within 72 Hours \$90
____ WIFI - You must purchase internet access in advance	\$50 Per IP Within 72 Hours \$75
____ WELLNESS BAG MARKETING - Place tangible items in the Wellness Bags given to attendees. (250-1,000 items)	\$100 (Before 9/1/2014) \$150 (After 9/1/14)
____ CLASSROOM LECTURE - Facilitate a 30-45 minute class on topics related to health and wellness. <u>Must be an exhibitor.</u>	\$250
____ MAIN STAGE PRESENTATION - Present a demonstration or class on our main floor stage. <u>Must be an exhibitor.</u> (30-45min)	\$500
____ EXTRA EXHIBITOR BADGE(S) TOTAL: _____	\$10

C. ADVERTISE IN THE WOMEN'S HEALTH & FITNESS EXPO PROGRAM/SOUVENIR GUIDE

Deadline to send in advertising artwork and payment for the souvenir guide is October 18, 2014

SIZE OF AD	ADVERTISING RATE
<input type="checkbox"/> Full Page	\$150
<input type="checkbox"/> 1/2 Page	\$125
<input type="checkbox"/> 1/4 Page	\$100
<input type="checkbox"/> Business Card Size Ad	\$75



PAYMENT TYPE: FULL 50% DEPOSIT (FINAL PAYMENT DUE: 10/18/2014)

_____ Please find a check/money order enclosed (Payable to: Women's Health & Fitness Expo)

_____ *Please send a PayPal invoice to : (enter your e-mail address)_____

_____ *I am paying by credit/debit card:

Name As It Appears on Card:_____

Card # _____ Exp: _____ CVV Code: _____

Address: _____ Zip Code: _____

*transaction fees apply

I/We agree to participate in the Women's Health & Fitness Expo. I/We also agree to the event terms, conditions and regulations listed in the exhibitor packet and will not hold Stafford Centre and the Women's Health & Fitness Expo or its co-organizers, volunteers and consultants liable for any loss or damages resulting in my/our participation. I also understand that ALL payments are non-refundable and non-transferrable.

Signature: _____ Date: _____

Print Name: _____

Please make checks/money orders payable to : WOMEN'S HEALTH & FITNESS EXPO

Send Payments To:

Women's Health & Fitness Expo, P.O. Box 330985, Houston, Texas 77233

E-mail completed application to info@womensfitnessexpo.com

OR

Mail application to:

**Women's Health & Fitness Expo
P.O. Box 330985, Houston, TX 77233**



Show Hours:

Saturday, October 25, 2014- 10:00 a.m.-5:00 p.m.

Move In Times:

Saturday, October 25, 2014- 7:00a.m.-10:00 a.m.

Move Out Times:

Saturday, October 25, 2014- 5:00p.m.-6:00p.m.

Booth cannot be dismantled or supplies removed prior to 5:00 p.m.

Electricity-Internet:

Please contact us if you decide that you may need electricity after you have submitted your application at 713.502.2031.

Audio/Visual:

Please contact Phoenix Design Group, Inc. for your audio/visual needs and additional items you may need for your exhibit area at 281-499-0600.

Internet Access:

Please contact us if you decide that you may need internet access after you have submitted your application at 713.502.2031.

ELECTRICAL SERVICE & WIRELESS IMPORTANT INFORMATION

1. Wall, column, & permanent building outlets are not part of booth space & are not to be used by exhibitors unless specified otherwise.
2. All equipment regardless of source of power must comply with all federal, state, & local safety codes.
3. Use of open clip sockets, latex or lamp cord wire, duplex attachment plugs in exhibits prohibited.
4. Claims will not be considered unless filed by exhibitor prior to close of exposition.
5. All equipment must be properly tagged & wired with complete info as to type of current, voltage, phase, horsepower, etc.
6. All material and equipment furnished by Stafford Centre for this service order shall remain the Centre property and shall be removed ONLY by the Stafford Centre at the close of the show.
7. Electrical power for lights and displays will be turned on one hour prior to show opening time and off at show closing time daily.
8. All exhibitor's cords must be of the 3 wire grounded type. All exposed non-current carrying metal parts of fixed equipment, which are liable to be energized, shall be grounded.
9. Rates quoted for all connections cover only the bringing of service to the booth in the most convenient manner and do not include connecting equipment for special wiring.
10. Advance orders must be received a minimum of three (3) days, 72 hours, prior to exhibitor's arrival for move in.
11. For electricity requirements over 120 volts a generator must be rented and a licensed electrician must be on site for load in and load out. Please contact facility's Operations Manager for details
12. Internet usage is password protected and cannot be shared with non-authorized users. Client/Vendor Laptops must have wireless automatic detection settings "enabled" before password can be entered by the Stafford Centre's Event Manager.

Event Terms, Conditions and Regulations

Terms, conditions and regulations outlined herein have been established for the mutual benefit and protection of all Exhibitors, Visitors, and Event Organizers and may not be modified unless in writing signed by both parties. The Exhibitor agrees to these terms and conditions as an integral part of this binding contract. Please read carefully to avoid any misunderstandings.

1. **Event Booking:** To reserve a space at the Women's Health & Fitness Expo (WHFE), a signed agreement and 50% of the booth fee is required for deposit. Upon receipt of the agreement and deposit, your agreement will be reviewed. Upon approval, your deposit will hold your space until balance is due. We must receive the balance of your fee no later than time allotted on exhibitor payment schedule or your payment will be forfeited.
2. **Exhibit Space:** Distribution of exhibitor space will be assigned and priority given upon receipt of payment and agreement. All booth space assignments are at the sole discretion of WHFE, however WHFE will consider all requests of paid exhibitors. Sharing of exhibit space is permitted with restriction of signage and agreement will be between the Primary contract holder. The exhibitor sign will only be in the name of the contract holder. Use of display by unauthorized or third parties is strictly prohibited. All exhibits must remain assembled and staffed throughout exhibit hours until the official closing time. If an exhibitor fails to occupy space contracted for or should exhibitor's display or materials fail to arrive, exhibitor shall not be relieved of the obligation of paying full rental charge for space. If not occupied by the time set for completion of the installation of the displays, such space may be reallocated or reassigned.
3. **Payments:** Cash, checks, MasterCard, Visa, and Discover are acceptable forms of payment. Any balance due could be automatically charged to your credit card account 30 days before show opening date. If deposit is paid by check, the outstanding balance must be paid by the due date. Any deposits and space may be forfeited, at WHFE discretion, if the full balance has not been received by the due date. All costs for collections, including reasonable attorney's fees, accrued interest, returned check and/or credit card charge back fee of \$35, and any other fees due WHFE shall be responsibility of exhibitor. If no written notification is received 30 days prior to the event, exhibitor will be held financially responsible for exhibitor space. Payments received are non-refundable and non-transferable, except as provided in paragraph 8 of this agreement.
4. **Licenses, Insurance, Permits:** Exhibitors are fully responsible for obtaining all licenses, insurance or permits required and adhering to all applicable laws, ordinances, and statues. Permits include, but are not limited to, a sales tax permit, as well as health permits for any vendor selling, displaying or sampling food.
5. **Limitation on Liability:** Exhibitor expressly releases WHFE from any liability and waives a) any and all demands, claims, and causes of action in law or in equity, related to any defect, deficiency, failure or impairment of utilities or other facilities, including water, heating, electricity, ventilation, refrigeration, or other mechanical systems failure; b) the conduct, negligence or claims of any exhibitor or attendee; and c) any fire, flood, strike, terrorist attack, weather or other, force majeure beyond control of WHFE.
6. **Product/Service Exclusivity:** Product/Service exclusivity is not guaranteed through this reservation, this also include brand exclusivity.
7. **Indemnification:** Exhibitors display and exhibit property at their own risk. WHFE does not assume any responsibility for loss or damage to Exhibitors property. WHFE will not be held accountable for the death or injury of any person attending an event, or for any damages suffered by Exhibitor or its officers, agents, employees, or invitees as a result of any cause whatsoever. Exhibitor shall indemnify and hold WHFE, its parent, subsidiaries, affiliates, sponsors, and their respective officers, directors, agents and employees harmless from any suit or claim arising out of any action or failure to act by the Exhibitor. Exhibitor shall be liable for any and all damages caused by Exhibitor to the event building's grounds, landscaping, floors, walls, columns, or any other part of the building, or to the chattels and fixtures of the building or any other Exhibitor or person or entity having property at the events building's premises. Exhibitors are advised to obtain insurance coverage for this risk.
8. **Cancellation:** WHFE reserves the right to cancel this event at any time prior to the date of the event with refund of all amounts paid by participants to WHFE in connection with this Agreement. Otherwise all payments are non-refundable.
9. **No Guarantee of Results:** WHFE does not warrant or guarantee any particular results of the Event, nor does it guarantee a particular number of attendees or exhibitors.
10. **WHFE Authority:** WHFE reserves the right, upon reasonable notice to the Exhibitor, to substitute alternate dates and/or facilities other than those originally planned for a particular event. Exhibitor, also hereby grants WHFE permission to use Exhibitors' name and/or logos for promotional purposes in connection with the Event and/or other events produced by WHFE. This permission shall extend to photographs of the Exhibitor's Booth.
11. **Miscellaneous:** Exhibitors may not pin or tape anything to back drape; Loud or offensive exhibits, subject to WHFE discretion, are not permitted; Blocking aisles, soliciting customers in the aisles or handing materials out in the aisles is prohibited. Absolutely no helium balloons will be allowed in the facility. Exhibitors must also comply with all requirements of venue provider.
12. **Complete Agreement:** This agreement represents the entire agreement between the parties and supersedes all communications, understandings, or agreements, if any expressed or implied, whether written or verbal. WHFE has made and makes no representation of any kind except those specifically set forth herein. In the event of any dispute to the terms of this Contract, the parties agree to consult with a professional mediator agreed upon by all parties prior to seeking legal action. The prevailing party shall be entitled to recover costs and attorney fees. This contract shall be interpreted and construed pursuant to the laws of the State of Texas. Amendments to this agreement must be in writing and signed by both parties.



LODGING INFORMATION



Courtyard by Marriott
12655 Southwest Freeway
Stafford, TX 77477
281-491-7700
www.marriott.com/housw



Residence Inn by Marriott
Residence Inn by Marriott
12703 Southwest Freeway
Stafford, Texas 77477
281-277-0770
www.marriott.com/housg



Extended Stay America
4726 Sugar Grove Blvd
Stafford, TX 77477
281-240-0025
<http://www.extendedstayamerica.com>



Homewood Suites (Hilton)
4520 Techniplex Drive
Stafford, TX 77477
1-800-CALL-HOME
or 281-265-2760
["One Click Reservations" for Homewood Suites by Hilton >](#)

Make sure to mention that you are a part of the Women's Health & Fitness Expo at the Stafford Convention Centre