

BODY MIND LIFE EXPO™

Minneapolis Convention Center



EXHIBITOR PROSPECTUS

The Midwest's Largest Health & Natural Products Expo

The natural health and personal growth markets are exploding into a \$230 billion a year industry. The Body Mind Life Expo's local and national exhibitors offer cutting edge information, products and services to promote a healthier, happier and more balanced life. This expo features natural

products, personal coaches, healthcare consultants, nutritional products, financial services, holistic health providers, fashion and beauty advice. Year after year, this event draws thousands of people who have the money to purchase what they want when they want it.

Exhibitor Categories

- Health clinics and health information
- Educational resources
- Stress-free vacation and travel ideas
- Healthy cooking products
- Natural products and foods
- Holistic services
- Fashion: business & casual
- Counseling & motivational centers
- Nutritional products
- Family safety information
- Financial security
- Products for a healthy environment

Marketing Benefits

- Targeted expo marketing to attract your key buying demographics
- **FREE** online marketing for your business allows consumers to shop before the show
- **FREE** admission tickets to promote your show participation
- **FREE** expert advice to help you maximize sales and leads
- **FREE** mention in our high quality expo magazine distributed to 500+ Twin Cities locations as well as at the Expo. Unpaid Circulation: 25,000 to 30,000 each issue.
- Each expo supported and promoted by a professional public relations and advertising campaign including TV, radio, print and Internet. Included are as many as 8,000 postcards, multiple e-mails to 11,000 past attendees, 75,000+ tickets distributed throughout the market, and much more! **Millions of impressions made per show!**

Exclusive Sponsor and Exhibitor Benefits

Mid-America Events & Expos offers an exclusive consumer online referral program. **This is a way for you to start getting new clients and sales BEFORE the show!** Visitors to our official Web site, www.101expos.com, can request expert advice in a number of categories prior to the show. We send these referrals, on a rotating basis, to sponsors and exhibitors within those categories who elect to be part of this program.

Meet Your Body Mind Life Expo™ Customer

- **90%** college educated
- **30%** have incomes of \$36,000 to \$59,000; **26%** have incomes greater than of \$60,000
- **39%** are ages 30 to 44; **41%** are ages 45 to 59

Body Mind Life Expo™ Exhibitor Feedback

- "Great ads, great staff, great set-up."
- "I was extremely impressed with the professionalism of the entire Expo staff."
- "Sales were made. Great networking opportunities were available."
- "New customers I would not have reached before."
- "Liked the Shop at the Show and free tickets to send out."
- "Good exposure to target market."

ESTABLISHED

PROVEN

SUCCESSFUL





Mid-America EVENTS & EXPOS, INC.

Your Success is Our Success!

Through extensive consumer research, we produce established, proven consumer expos focusing on highly profitable markets. Our expos give exhibitors and sponsors excellent venues for face-to-face sales, introducing new or updated products, test marketing and surveys, and providing information about their company's services.

Our expos are nationally recognized models because of their growing success, solid reputation for management's attention to detail, and ability to draw thousands of high caliber attendees per show.

Join us as a sponsor or exhibitor, and reach the affluent, well-educated and socially conscious buyers. Our events sell out quickly, so early registration is recommended.

Vision Statement

To provide interactive expositions and special events to benefit attendees by offering products, services and entertainment that will help them achieve health, balance and success in all areas of their lives. To bring our exhibitors socially conscious, educated consumers with a middle to high-income level who are most likely to buy and use their products, services and information.

Contact Us Today!

Phone: **612-798-7256**

E-mail: expos@101expos.com

Web site: www.101expos.com



Four OUTSTANDING Consumer Shows!

ESTABLISHED

PROVEN

SUCCESSFUL