



VITA HEALTH CONFERENCE + EXPO

MEDIA KIT

JAN 27 10AM - 4pm
2024

Sanford Civic Center
401 East Seminole Boulevard
Sanford, FL 32771

**All the resources you need for a
healthy & harmonious life under one roof!**

VA Resources • Mental Health Support • Physical Wellness
Financial Health • Beauty Regimens...and so much more!

RSVP
866 234 4031

Created by Veterans. Made for All.

vitahealthexpo.com
info@vitahealthexpo.com

VITA HEALTH EXPO 2024

All in one room...under one roof!

ABOUT

The **VITA HEALTH & LIFESTYLE CONFERENCE + EXPO** is the nation's premiere health & wellness expo for the entire community with a deep focus on supplying veterans, active service members and their families with information and resources for the continuation of a healthy and harmonious life journey.

Our goal is to provide an environment where everyone can get the very best in Veteran Resources, Financial Fitness, Physical Health, Mental Wellness and Rejuvenation, and so much more!



50K

AVERAGE FOLLOWERS

23%

ENGAGEMENT RATE

5.2K

AVERAGE REACH

23K

ENGAGEMENT IMPRESSIONS

Why Exhibit with Us?

Our exhibitors are top organizations and talented entrepreneurs, but they don't have time to sit back and hope that prospects and sales start arriving to their site. They are responsible for generating new business and they are making it happen and building their business at the **VITA HEALTH & LIFESTYLE CONFERENCE + EXPO**.

The **VITA HEALTH & LIFESTYLE CONFERENCE + EXPO** provides an arena to showcase and sell directly to a highly targeted demographic of consumers arriving to the **VITA HEALTH & LIFESTYLE CONFERENCE + EXPO**, eager for your products and services. We help our exhibitors by doing a great deal of the heavy lifting through our marketing and promotional strategies as well as creating an immersive and fun experience for attendees. The **VITA HEALTH & LIFESTYLE CONFERENCE + EXPO** creates the optimal environment for exhibitors to proactively build new, loyal clients.

Why Vendors have exhibited with us in the past



- To generate brand awareness
- To make on site sales OR take on site orders to be shipped after the expo
- To meet face to face with local consumers
- To launch a new product or service
- To provide free samples of their product(s)
- To increase their ROI
- To recruit new team members to further grow their business
- To expand their customer base outside of their territory or locality

Our events utilize a number of marketing platforms to market to previous and NEW show attendees which may include:

Radio



Television



Outdoor Billboards



Free Tickets Online



Email Marketing



Social Media



Website Promotion



Digital Media



Online Event Calendars



PLEASE NOTE: THIS IS AN ILLUSTRATION OF PLATFORMS THAT WE MAY UTILIZE AND NOT AN EXHAUSTIVE LIST.

Why Exhibit with Us?

For a nominal upgrade cost, our team of experts can take your exhibiting experience and exposure to an astounding level. Depending on your upgrade, they will go deep into post-event surveys and detailed analytics to gauge performance and target the best customer personas for your business sector.

Enterprise Upgrade - \$597	
This includes everything in the Professional Upgrade , plus:	
DESCRIPTION	RETAIL
On-Site Entitlements	
<ul style="list-style-type: none"> A key location for the booth with maximum foot traffic. 	\$850
<ul style="list-style-type: none"> Logo and branding prominently displayed at key locations throughout the event. 	\$550
Media Entitlements	
<ul style="list-style-type: none"> A comprehensive digital marketing kit, including a custom Impact Landing Page on VITA HEALTH & LIFESTYLE EXPO website 	\$3,000
<ul style="list-style-type: none"> 20 - 15 social media strategy integration posts/week 	\$2,500
<ul style="list-style-type: none"> Full Page Ad in Expo guide* 	\$997
<ul style="list-style-type: none"> Access to post-event surveys and detailed analytics report to gauge performance 	\$1,597
TOTAL VALUE	\$11,944

Professional Upgrade - \$397	
This includes everything in the Standard Upgrade , plus:	
DESCRIPTION	RETAIL
On-Site Entitlements	
<ul style="list-style-type: none"> Logo display on monitors (solo display) 	\$350
<ul style="list-style-type: none"> Preferred Booth location 	\$750
Media Entitlements	
<ul style="list-style-type: none"> Lead generation support and guidance. 	\$1,250
<ul style="list-style-type: none"> Video with Closed Caption displayed during event* 	\$500
<ul style="list-style-type: none"> 10 - 5 social media strategy integration posts/week 	\$1,200
<ul style="list-style-type: none"> Half Page Ad in Expo guide* 	\$1,200
Public Relations	
<ul style="list-style-type: none"> Inclusion in VITA HEALTH & LIFESTYLE EXPO press releases 	\$750
TOTAL VALUE	\$6,000

Standard Upgrade - \$199	
DESCRIPTION	RETAIL
On-Site Entitlements	
<ul style="list-style-type: none"> Logo display on monitors (with 2-3 other exhibitors) 	\$175
Media Entitlements	
<ul style="list-style-type: none"> Logo on VITA HEALTH & LIFESTYLE EXPO signage 	\$800
<ul style="list-style-type: none"> 5 - 3 social media strategy integration posts/week 	\$500
Public Relations	
<ul style="list-style-type: none"> Inclusion promotional digital invites 	\$500
TOTAL VALUE	\$1,975

Design + Development at exhibitors expense*

Attendee Profile

84% are aged 25 - 55

87K average household income

86% attendees are female.

53% attend with friends

35% attend with family

12% attend with their partner

42% are professionals

24% are administrators

18% are business owners

9% are stay at home spouses

4% are full or part-time students

3% are retired

Attendee Status



33% Married with children



24% Married



20% Single



17% In a relationship



6% Single Parent

Partnership is the most direct channel of communication and is tailor-made to reach people in an environment that matches their lifestyle. Partnership speaks to the public, and creates a two-way dialogue.

Make your company a part of the Vita Mega Expo.

Partnership opportunities are available and range from the event's title partnership to our many attractive hospitality options. Sponsorship packages will be customized to fit your company's goals, objectives and budget.

The Benefits of Sponsoring the Vita Mega Expo:

- Align with a prestigious event.
- Deepen your relationship with customers.
- Reach a sophisticated demographic.
- Create awareness and visibility
- Increase brand loyalty by adding an emotional connection to the buyer
- Enhance or reinforce a company's brand positioning and image
- Differentiate products/services from competitors
- Drive retail traffic and sales
- Showcase community responsibility
- Build company morale via an attractive event platform
- Have access to Business To Business opportunities with other Vita Mega Expo partners & vendors

The **Vita Health Conference + Expo** has developed partnership solutions suited for advertisers', marketing and public relations companies looking to reach a significant market with huge buying power by joining forces with the gala.

The **Vita Health Conference + Expo** reaches the entire community and brings together high quality clientele with disposable income to spend on a wide variety of products and services.

Let us pair you with one of the most prominent, up-scale events in the city.

- Consumer Engagement
- Signage
- Sampling
- Sales
- Business-to-Business
- Client Entertainment
- Hospitality opportunities
- Program advertising
- Exhibiting and vending
- Other benefits



Premium Partners + Sponsors

Title Sponsor Presenting Sponsor

Get your organizations own **Impact Landing Page** on the **VITA HEALTH & LIFESTYLE CONFERENCE + EXPO** website to take advantage of the opportunity for 1,000s of unique visitors to see. Quick set-up and professional guidance.

- **Title Sponsor** \$15,000
- **Presenting Sponsor** \$9,750
- **Platinum VITA Partners** \$5,500
- **Gold VITA Partners** \$3,250
- **Silver VITA Partners** \$1,950
- **Bronze VITA Partners** \$500




COMMUNITY PARTNERS • MEDIA PARTNERS • RESOURCES PARTNERS

Radio - TV - Print - Digital - Outdoor

Opal Street Media Group provides an enriched brand experience to the VITA HEALTH CONFERENCE + EXPO site visitors when they reach your **IMPACT LANDING PAGE**. They gain in-depth insight to products and services that are specified on your **IMPACT LANDING PAGE** and can learn more at your external website.

EXAMPLE IMPACT LANDING PAGE LAYOUT

↓ Your Banner Image Here **728px X 90px @144 dpi**



↑ Company optimized video here

↓ **Company SEO Optimized body text may go here. Layout may vary.**

FLY LIKE THE HERO YOU ARE!
Come experience the THRILL of a one-of-a-kind indoor skydiving experience at iFLY Jacksonville! Bodyflight is safe and fun for all experience levels! Start your flight journey with our certified trainers in our state-of-the-art vertical wind tunnels today and take advantage of our weekday special! Book Monday – Friday and SAVE \$30! BOOK TODAY!

Discover More ← Call-to-action button to company external website

REQUIREMENTS + SPECS:

BANNER IMAGE: Please provide a .jpg, .png, .svg or .gif 728px X 90px horizontal banner @ 144 dpi. If you do not have a banner created, contact the office and our Digital Media Department can design one for you at an additional cost.

VIDEO CONTENT: Please send .mp4 or url of YouTube or VIMEO of the video that you would like displayed for your **IMPACT LANDING PAGE**. If you do not have an available video, contact the office and our Digital Media Department can produce a video for you at an additional cost.

SEARCH ENGINE OPTIMIZED (SEO)

BODY COPY TEXT: Please provide a Word Document, PDF, Plain Text or email with the SEO body copy text that is to be a part of your splash-page. If you do not have **SEO optimized copy**, contact the office and our Digital Media Department can have one of our copywriters create body text for you at an additional cost.

Build your brand with us

info@vitahealthexpo.com

866 234 4031

TITLE SPONSOR • \$15,000

In return for the sponsorship, the **Title Sponsor** will receive:

Rights, Marketing, Exclusivity:

- Rights to wordmark the event as “**(Your Company Name)** VITA HEALTH CONFERENCE + EXPO”
- Rights to the VITA HEALTH CONFERENCE + EXPO property mark and logo in pre-approved advertising, marketing and packaging material
- Right to activate a co-branded promotion utilizing the VME logo (subject to approval by OSMG and at the sponsor’s expense)
- Logo with **Title Sponsor** wordmark on all VITA HEALTH CONFERENCE + EXPO signage

On-Site Entitlements

- One (1) Introductory video presentation to greet and welcome audience
- Two (2) fifteen (15) second company spots. (Subject to approval by OSMG and at the sponsor’s expense)
- Exclusive video interview with VITA HEALTH CONFERENCE + EXPO media host
- Exclusive live stage mentions as **Title Sponsor**
- One (1) 4/4 color spread or two (2) 4/4 color full page ads in VITA HEALTH CONFERENCE + EXPO Guide

Media Entitlements

- Billboard ads with **Title Sponsor** wordmark
- **Personalized Impact Landin Page** on VITA HEALTH CONFERENCE + EXPO website featuring **Title Sponsor** logo/wordmark with select content
- **Title Sponsor** logo and external links featured on VITA HEALTH CONFERENCE + EXPO website
- Featured as **Title Sponsor** on all VITA HEALTH CONFERENCE + EXPO radio, television and print media elements
- Featured as **Title Sponsor** in the VITA HEALTH CONFERENCE + EXPO personalized social media integration program

Public Relations

- Exclusive recognition as **Title Sponsor** in all VITA HEALTH CONFERENCE + EXPO regional and national press releases
- Exclusive recognition as **Title Sponsor** in all promotional digital invites

PRESENTING SPONSOR • \$9,750

In return for the sponsorship, the **Presenting Sponsor** will receive:

GOLD BENEFITS +

Rights, Marketing, Exclusivity:

- Rights to wordmark the event as “presented by (*Your Company Name*)
- Rights to the VITA HEALTH CONFERENCE + EXPO property mark and logo in pre-approved advertising, marketing and packaging material
- Right to activate a co-branded promotion utilizing the VITA HEALTH CONFERENCE + EXPO logo (subject to approval by OSMG and at the sponsor’s expense)
- Logo with wordmark on all VITA HEALTH CONFERENCE + EXPO signage

On-Site Entitlements

- One (1) Introductory video presentation to greet and welcome audience during awards ceremony
- One(1) fifteen (15) second company spot. (Subject to approval by OSMG and at the sponsor’s expense)
- Exclusive live stage mentions as **Presenting Sponsor**
- One (1) 4/4 color spread or two (2) 4/4 color full page ads in VITA HEALTH CONFERENCE + EXPO Guide
- Logo on promo backdrop
- Simulcast of event with exclusive lower-third **Presenting Sponsor** wordmark

Media Entitlements

- Billboard ads with **Presenting Sponsor** wordmark
- **Personalized Impact Landing Page** on VITA HEALTH CONFERENCE + EXPO website featuring **Presenting Sponsor** logo/wordmark with select content
- **Presenting Sponsor** logo and link featured on VITA HEALTH CONFERENCE + EXPO website
- Featured as **Presenting Sponsor** on all VITA HEALTH CONFERENCE + EXPO radio, television and print media elements
- Featured as **Presenting Sponsor** in the VITA HEALTH CONFERENCE + EXPO personalized social media integration program

Public Relations

- Exclusive recognition as **Presenting Sponsor** in all VITA HEALTH CONFERENCE + EXPO regional and national press releases
- Exclusive recognition as **Presenting Sponsor** in all promotional digital invites

PLATINUM VITA PARTNERS • \$5,500

In return for the partnership, **PLATINUM VITA PARTNERS** will receive:

GOLD BENEFITS +

Rights, Marketing, Exclusivity:

- Rights to the VITA HEALTH CONFERENCE + EXPO property mark and logo in pre-approved advertising, marketing and packaging material
- Right to activate a co-branded promotion utilizing the VITA HEALTH CONFERENCE + EXPO logo (subject to approval by OSMG and at the sponsor’s expense)
- Logo with wordmark on all VITA HEALTH CONFERENCE + EXPO signage

On-Site Entitlements

- Logo on promo backdrop

Media Entitlements

- **PLATINUM VITA PARTNER** logo and link featured on VITA HEALTH CONFERENCE + EXPO website
- **Personalized Impact Landing Page** on VITA HEALTH CONFERENCE + EXPO website
- Recognized as **PLATINUM VITA PARTNER** on select VITA HEALTH CONFERENCE + EXPO television and print media elements
- Select displays as **PLATINUM VITA PARTNER** in the VITA HEALTH CONFERENCE + EXPO personalized social media integration program
- Video integration in social media

Public Relations

- Recognition as **PLATINUM VITA PARTNER** in all VITA HEALTH CONFERENCE + EXPO regional and national press releases
- Recognition as **PLATINUM VITA PARTNER** in all promotional digital invites

VITA MEGA EXPO PROGRAM GUIDE ADS

AD TYPE	DIMENSIONS (W x H)	PRICING
Spread*	11" x 8.5"	\$2,997
Back Cover	5.5" x 8.5"	\$1,597
Inside Front	5.5" x 8.5"	\$1,297
Inside Back Cover	5.5" x 8.5"	\$1,297
Full Page	5.5" x 8.5"	\$997
1/2 Page Horizontal	5.245" x 3.975"	\$497
1/2 Page Vertical	2.575" x 8..25"	\$497

GOLD VITA PARTNERS • \$3,250

In return for the partnership, **GOLD VITA PARTNERS** will receive:

SILVER LEVEL BENEFITS +

Rights, Marketing, Exclusivity:

- Rights to the VITA HEALTH CONFERENCE + EXPO property mark and logo in pre-approved advertising, marketing and packaging material
- Right to activate a co-branded promotion utilizing the VHE logo (subject to approval by OSMG and at the sponsor's expense)
- Logo with wordmark on all VITA HEALTH CONFERENCE + EXPO signage

On-Site Entitlements

- One(1) fifteen (15) second company spot. (Subject to approval by OSMG and at the sponsor's expense)

Media Entitlements

- **GOLD VITA PARTNER** logo and link featured on VITA HEALTH CONFERENCE + EXPO website
- **Personalized Impact Landing Page** on VITA HEALTH CONFERENCE + EXPO website
- Recognized as **GOLD VITA PARTNER** on select VITA HEALTH CONFERENCE + EXPO television and print media elements
- Select displays as **GOLD VITA PARTNER** in the VITA HEALTH CONFERENCE + EXPO personalized social media integration program
- Video integration in social media

Public Relations

- Recognition as **GOLD VITA PARTNER** in select VITA HEALTH CONFERENCE + EXPO regional and national press releases
- Recognition as **GOLD VITA PARTNER** in all promotional digital invites

SILVER VITA PARTNERS • \$1,950

In return for the partnership, **SILVER VITA PARTNERS** will receive:

ENTERPRISE UPGRADE BENEFITS +

Rights, Marketing, Exclusivity:

- Rights to the VITA HEALTH CONFERENCE + EXPO property mark and logo in pre-approved advertising, marketing and packaging material
- Logo with wordmark on select VITA HEALTH CONFERENCE + EXPO signage

On-Site Entitlements

- Logo on promo backdrop

Media Entitlements

- **SILVER VITA PARTNER** logo and link featured on VITA HEALTH CONFERENCE + EXPO website
- **Personalized Impact Landing Page** on VITA HEALTH CONFERENCE + EXPO website
- Select displays as **SILVER VITA PARTNER** in the VITA HEALTH CONFERENCE + EXPO personalized social media integration program

Public Relations

- Recognition as **SILVER VITA PARTNER** in select VITA HEALTH CONFERENCE + EXPO regional and national press releases
- Recognition as **SILVER VITA PARTNER** in all promotional digital invites

BRONZE VITA PARTNERS • \$500

In return for the partnership, **BRONZE VITA PARTNERS** will receive:

Rights, Marketing, Exclusivity:

- Logo with wordmark on select VITA HEALTH CONFERENCE + EXPO signage

On-Site Entitlements

- Logo on promo backdrop

Media Entitlements

- **BRONZE VITA PARTNER** logo and link featured on VITA HEALTH CONFERENCE + EXPO website
- Select displays as **BRONZE VITA PARTNER** in the VITA HEALTH CONFERENCE + EXPO personalized social media integration program