

January 9 & 10, 2016 | Cal Expo Fairgrounds

THE TOTAL HEALTH & FIT



MEDIA PACK 2016



money saving advertising ideas

Here it is! Our 2016 Show Media Packet! Please review the information and then take advantage of these excellent promotional programs. Remember, most of these opportunities are limited, and are thus offered on a first come, first served basis. This year's merchant media opportunities include:

-ADVERTISE ON THE BACK OF OUR VIP TICKETS! Reach thousands of customers before the show even starts! Your company name will be placed into ten thousand customer's hands! (See Page 3)

-WEB BANNER SPACE available on The Total Health & Fit Expo's website! Plus your ad will connect your customer directly to your website with just one click! (See Page 4)

-ADVERTISE IN OUR SHOW PROGRAM Be the company the consumer sees time and time again when they refer to the show program for seminar and competition times, locations of all the features and directions to where all the merchants are located. (See Page 5)

Bold Your Name! Have your company name AND information listed in **bold type in our show program**. This is a great way to attract potential clients by having your name stand out in the show program. (See Page 6)

-Have you wanted to **ADVERTISE ON THE TOP RADIO STATIONS**, but couldn't afford it? Now you can – if you participate in a radio co-op, you get $\frac{3}{4}$ of the spot but pay for only half! The Total Health & Fit Expo produces the commercials, so there are no extra costs. (See Page 7)

-SPONSOR THE SHOW PROGRAM TABLES, located at the show entrance. Be the first company attendees see as they enter the show and the last company they see as they exit! Your banner will hang from the front of the show table and you may place your fliers and/or show bags for the consumer to pick up, again with your company name on it! (Page 8)

-COMPLIMENTARY PASSES! Free, order yours now! Let your customers know how much you appreciate their business with a thank you and VIP complimentary passes to the best show in town! Let potential clients know that you will be at this event and invite them to come and see you (and close the deal while at the show)! Another marketing opportunity! (See Page 9)

Become a Show Sponsor! Sponsor the show and/or one of our fantastic special features. Depending on the level of sponsorship, your company can be included in all of our radio, television, and print advertising campaign and more! (See 'Show Sponsors' email attachment)

New! Advertise on the Complimentary VIP Tickets

Great Opportunity! Your company's ad can be the first thing the attendees see when they receive their complimentary VIP tickets. Your company name, logo, phone number, website address and/or any show specials, can be printed on the backside of the VIP tickets. 10,000 VIPs will be mailed out for the 2016 Event. (Please note: there may be several hundred tickets printed without the ad on it depending on your competitors in the show and if they decline to give out the sponsored ads).

This sponsorship will cost \$800 for 4-color. Since the sponsorship is limited to one company, it's offered on a first-come, first-served basis. Payment is non-refundable.

To confirm your reservation, please fill out this form and send with payment-in-full to: The Total Health & Fit Expo P.O. Box 1930, Orangevale CA 95662

AD Specs:

File Format:We accept the following file formats: .TIF, .TIFF, .EPS, .AI, .PSD, .JPG, .PNG & .PDF.

Resolution:All file formats must have a minimum of 300 dpi (dot per inch) resolution. Images designed for the web typically cannot be used for printing as they have a low screen resolution of 72 dpi. Print images need to be created at 350 dpi or there will be a substantial drop in the image quality.

Color Mode:All color artwork and/or images must be provided in CMYK (cyan, magenta, yellow, black) color mode. All black & white artwork and/or images must be provided in grayscale color mode.

Bleed: For club flyers, please build your print-ready digital files by adding 0.1" bleed to each dimension (or 0.05" bleed on all four sides). For example, a 2" x 5.5" club flyer with the full bleed should be 2.1" x 5.6".

Fax: 916-273-3217

Company name_____

Form of payment___check ___amex ___visa ___m/c

Account#_____exp. _____

Security Code (3 or 4 digit number on back/front of card)_____

Name on card_____

Billing address_____

Signature_____

Place your ad on our website!

What a great way to put your company in front of thousands of potential customers! Your ad will be on our Total Health & Fit Expo's home page. Potential customers will be able to click on your ad to connect directly to your website!

The cost of the banner is \$250. It will remain on our Total Health & Fit Expo Website home page until September 1, 2016. The specs of your ad need to be: 782 x 90 px. The banner will be place on website once payment is received and we have received your web banner.

Only one banner available, sign up today!

Fax: 916-273-3217

Company name_____

Form of payment___check ___Amex ___Visa ___M/C

Account#_____exp. _____

Security Code (3 or 4 digit number on back/front of card)_____

Name on card_____

Billing Address_____

Signature_____

Total Health & Fit Expo Show Program, Payment Form

Our fabulous 4-color show program is handed to each attendee as they enter the show. By having an ad in the program, you remain directly in front of the consumer, even after the event. Get a jump on the competition! The ads are sold on a first come, first served basis, so call today to book your ad!

Choose one of the following: ___Full Page: \$675 ___1/2 Page: \$475 ___1/4 Page \$275

Send this form and Payment to: P.O. Box 1930 Orangevale, CA 95662

Or Fax: 916-273-3217

Company Name_____

Form of Payment ___check ___Amex ___Visa ___M/C ___Discover

Account # _____Exp Date: _____

Security Code (3 or 4 digit number on back/front of card)_____

Name on card_____

Billing Address_____

Signature_____

PAYMENT DEADLINE: DECEMBER 1, 2015 (payment is non-refundable)

AD DEADLINE: DECEMBER 10, 2015

If ads are not in by deadline, you forfeit your reservation space and payment is non-refundable. We do not offer any design services and cannot make any changes to existing ads.

Specifications for Half or Full Page***

1. ___Full Page: 8-1/2" x 10-7/8" plus 1/8" bleed all sides for a full page ad and
 1/2 Page: 8 -1/2"x 5 -7/16" plus 1/8" bleed all sides.
 1/4 Page: Non-bleed/Safety 4"x5.1875", Trim 4.25"x5.4375", with bleed 4.5"x5.6875"
2. ___All submitted PDF and image files should be CMYK (not RBG) and have a resolution of at least 300 dpi. Files being uploaded using FTP client software program must be zipped or stuffed to prevent corruption.
3. ___The file will need to be accompanied by a proof to verify color and content.
4. ___PDF X1a, PDF, and TIFF/IT P1 files are preferred. Standard graphic arts application files such as Quark Xpress, InDesign, Illustrator and Photoshop will be accepted, but must also include all printer and screen fonts and all related images, logos, etc. ***Format of Expo Program subject to change

BOLD LISTING in Total Health & Fit Expo Show Program

What is a bolded listing? In the Expo Program is a category listing of all exhibiting companies. Your company's name can be bolded and with a description of your product and/or services added. You may include your phone number or your website address. For example:

Total Health & Fit Expo

-OR-

The Total Health & Fit Expo
Specialists in bringing health and fitness to you!
www.thetotalhealthfitexpo.com 855-704-1382

Either an ad or a bolded listing (or both) will push your business to the forefront and will allow the consumer to get in touch with you during and for weeks after the show!!

For Bolded Listing: (\$50) your company name will be bolded and you may add two additional lines. Please write in your information below.

CHOOSE UP TO 45 CHARACTERS PER LINE (INCLUDING SPACES).

Company Name_____

Line #2_____

Line #3_____

Form of Payment: ___check ___Amex ___Visa ___M/C ___Discover

Account#_____Exp. Date:_____

Security Code (3 or 4 digit number on back/front of card)_____

Name on card_____

Billing Address_____

Signature_____

Mail or fax this form with payment to: P.O. Box 1930 Orangevale CA 95662 916-273-3217 Fax Number **DEADLINE IS DECEMBER 10, 2015.**

Questions, feel free to call 855-704-1382 or email rachel@thetotalhealthfitexpo.com

RADIO CO-OPS

Advertise on Sacramento's top radio stations at half the regular price!

Join us in a co-op radio promotion and spotlight your business. We pay half, you pay half, but you will be featured in two-thirds of the commercial! This is an outstanding opportunity to promote your company and save advertising dollars.

The following stations are just an example of those that may be selected, based on cost effectiveness, target audience and ratings: 107.9, 106.5, 103.5, 102.5, 101.1, 98.5, 96.1, 100.5, 94.7, 105.1

The Total Health & Fit Expo will book and monitor the schedules, write the copy (with your input), produce the 60-second spot and handle the billing. All you have to do is choose one or more stations from the list that you'd like to advertise with. You have 40 seconds in which to feature your company. We will introduce your business as a special exhibit at the show and will end the spot inviting listeners to visit you at your business location and at the Total Health & Fit Expo. Schedules will be booked to run the two weeks prior to the show.

What is fabulous about this promotion is the spots are all prime time!

Please contact Dan Dunn with Dunn Advertising
Phone 916-966-2285 / email dan@dunnadvertising.tv

Dan will be able to assist you with any questions you may have and will review the co-op packages with you or customize a package to your needs!

SPONSOR THE SHOW ENTRANCE

Great Opportunity! Your company's banner can be the first thing the attendees see when they visit the Total Health & Fit Expo and the last thing they see when they leave. This sponsorship allows you to place bags/fliers on our entrance tables and/or you may also hang your banner in front of the draped table. The sponsorship cost is \$600. (This is not considered a booth; no sales reps will be at the table). Since the sponsorship is limited to one company, it's offered on a first-come, first-served basis. Call today! 1-855-704-1382

Please have bags/fliers delivered to:

The Total Health & Fit Expo
c/o California Exposition
1600 Exposition Blvd. Sacramento, CA 95815
Deliveries are accepted January 7-9, 2016.

Company Name_____

Form of Payment___check ___Amex ___Visa ___M/C ___Disc

Account#_____Exp. _____

Security Code (3 or 4 digit number on back/front of card)_____

Billing Address_____

Name on Card_____

Signature_____

Fax: 916-273-3217 Phone: 855-704-1382
Mail to: P.O. Box 1930 Orangevale CA 95662
Email: rachel@thetotalhealthfitexpo.com

FREE VIP TICKETS!!

Let your customers know how much you appreciate their business by giving them a Free VIP Ticket, compliments of your company! Encourage your new potential customers to come see you at the show, by sending them a Free VIP Ticket. It's a great way to build a new business relationship and/or to maintain an old one.

Our new VIP Complimentary Passes will allow two consumers in for each ticket.

Please return this form to request 2016 Total Health & Fit Expo complimentary passes. **You may order 25 complimentary passes at no cost to you!** Supplies are limited and will be distributed on a first come, first served basis while they last!

Extra complimentary passes (above the 25) are available for sale at \$2.00 each.

Company Name_____

Quantity of Complimentary Passes_____ (up to 25)

Please fax to: 916-273-3217 -or-
mail to: P.O. Box 1930 Orangevale CA 95662
Phone: 855-704-1382
Email: rachel@thetotalhealthfitexpo.com