



...helping you find balance

The 20th Annual Wellness Show
The largest health and lifestyle showcase in Western Canada

FEBRUARY 17, 18 & 19, 2012

**BACK TO THE EAST BUILDING UNDER THE SAILS LOCATION
VANCOUVER CONVENTION CENTRE – CANADA PLACE**

www.thewellnessshow.com

The Wellness Show is produced by New Rave Productions, Inc. since 1992 | info@thewellnessshow.com



Western Canada's industry leader, the Wellness Show celebrates its 20th year at the Vancouver Convention Centre on February 17, 18 & 19, 2012. Meet and greet over 30,000 enthusiastic health conscious consumers seeking information on various health and lifestyle options.

Educational sessions and non-stop entertainment showcases the most up-to-date information on wellness, healthy and green living with many new features for the upcoming 2012 show. A proven track record with over 19 successful years, The Wellness Show offers excellent branding opportunities and exposure with an excellent return on your investment.

Take this opportunity to come face-to-face with health and lifestyle conscious enthusiasts who have invested their time and money to meet with you and join the many satisfied businesses and organizations that return year after year. The show has sold out of exhibit space over the past consecutive years.

Book early to reserve your space and be part of a growing tradition, Western Canada's premier consumer event, The Wellness Show, contact Jeannette Savard at 604-983-2794, fax 604-983-2795, or email jsavardnpr@telus.net.

Join us in Wellness,

Jeannette Savard
 Marketing & Production Manager
www.thewellnessshow.com
 February 17, 18 & 19, 2012

FAST FACTS:

Promotion For Maximum Impact

Web presence, social marketing and radio, television, direct mail, printmedia, posters, website, pamphlets and the Vancouver Sun show guide promote the event and tell the Wellness Show story.

The public is informed about the Wellness Show through:

Social Marketing including YouTube, Facebook and Twitter; **Website Listings** with up-to-date schedules and links over 6,000 hits per day, e-mail blasts; **T.V. spots** and coverage; **Print advertising** including transit ads, daily newspapers and well-read community newspapers around the Lower Mainland, **radio** advertising and promotions on targeted stations; **Trade publications and magazine advertisements; Banners and signage** visibly displayed throughout the show; Promotions with key media sponsors; **Posters and flyers**; Wellness Show features, speakers, seminars and exhibitors are all highlighted in both public relations and advertising campaigns to ensure maximum awareness of the event; Co-op advertising opportunities and more!

Who Attends The Show?

78% of previous attendees intend to return
 73% of attendees are female
 27% of attendees are male
 60.5% primary market between 26 – 55
 35% of attendees are over 55

Date And Place

On February 17, 18 & 19, 2012 the Wellness Show **celebrates its 20th anniversary year** at the East building under the sails - Vancouver Convention Centre. With its easy access, the Centre is an ideal location for the event.

What Do They Want?

- those who attend want more information on various health options and the opportunity to try different hands-on treatments and try various tests available
- everyone enjoyed learning more about healthy cooking and eating options, generally more of everything

Show Times

Friday, February 17, 2012 - 12:00 pm - 8:00 pm;
 Saturday, February 18, 2012 - 10:00 am - 7:00 pm;
 Sunday, February 19, 2012 - 10:00 am - 6:00 pm.





OUR POPULAR FEATURE AREAS

People come to the show for a variety of reasons. Many simply want information on how to be healthy and well. Research showed that attendees would like to participate in more seminars and enjoyed the hands-on treatments and simply wanted more of everything. Some want to try and test new products or services, and come to discover the newest and the latest. Some are just curious. Here, they all benefit, there is something for everyone.

MOST POPULAR FEATURES

- the healthy Celebrity Cooking Stage demonstrations, organic food samples, healthy eating choices and on-going tasting opportunities
- the fitness demonstrations – nia dance, salsa and ballroom dance, square dance, yoga and other fitness modalities
- traditional, complementary and alternative health therapies
- interactive displays - shiatsu, reflexology, massage and various hands on treatments
- Information and sampling of new and healthy snacks and foods

AT THE 2011 WELLNESS SHOW

The 19th Annual Wellness Show welcomed 32,068 annual visitors. With schedules that changed daily and so much to see, many attendees opted for the 3-day pass. Five speaker and demonstration stages showcased topics ranging from stress and weight management to information on raw foods, food, self-healing and meditation to achieving your positive potential for health. Past attendances have ranged between 30,000 to 35,000 and between 300 to 350 exhibitors. Exhibitors ranged from health, fitness and food and beauty products to acupuncture, massage therapy, pet care and the latest in organic and eco friendly choices.

HEALTHY COOKING, WITH A FOCUS ON RECIPES USING LOCAL GROWERS HIGHLIGHTED THE COOKING STAGE

Attendees have an insatiable appetite for healthy cooking demonstrations, learning from the experts and rubbing shoulders with some of the top local celebrity chefs. 16 presentations from “Stacking your deck” to featuring our first time “Healthy Appetizer” contest winner with celebrity chef Antonio Cerullo. The dancing chef, Alessandra Quaglia of Provence and guest Dr. Rhonda Low of CTV cooked and danced up a storm to salsa dancing. Fusion cooking and tasty healthy dishes highlighted the weekend featuring Scott Kidd of Lift Bar & Grill, Siriwan of Simply Thai, Karen Barnaby of Fish House in Stanley Park, Hidekazu Tojo of Tojo’s, Troy Fogarty of Kingfisher’s Oceanside Resort & Spa and many more.

WORKSHOP AREA

Some of our key presenters were back once again with sessions on pranic healing, active meditation, relationship discussions. New this year were discussions on self-healing, breathing techniques and exercising for a busy lifestyle.

DEMONSTRATION STAGE

The ever popular Pole Walking demonstration was back, with new dance moves including Nia, salsa and square dancing. Also old favourites – yoga, speedminton and sufi whirling were all present this year to entice the public to experience some of the latest and fun fitness and techniques.

VISITORS CAN CHOOSE FROM MANY SEMINARS

Living Well Stage sponsored by Fresh Vancouver Magazine covered topics such as Raw Food and Food Allergies. Others included Alfred Ball who spoke “Soft-tissue release” and Dr. Chandna “Bridging Western Medicine and Alternative Health Options”.

The Women and Wellness Seminar Series was sponsored by BC Living covering many topics of interest from Working Out at Home, Healthy Aging, Beauty Self Esteem and Iron Deficiencies to name a few. Speaker line up included Dr. Brian Martin, Dr. Bev Maya, author Lorna Vanderhaeghe and Curb Ivanic.

KIDS PHYSICAL ACTIVITY AREA

The Wellness Show wished to emphasize the importance of keeping active at a young age to prevent illness and serious heart health issues in the future. Gymnastics BC and its clubs created circuits that involved a matted area with some equipment for children to try. The participants were exposed to a variety of introductory movement and gymnastics basics.

HEALTHY APPETIZER CONTEST

First time contest was held this past year with the winner cooking on stage with Antonio Cerullo of Choices Markets. Sarah Rush, RD was the winner and her recipe “Lemon, chilli and mint grilled halloumi” is posted on our website. Prizes included Russell Food Equipment, Corning Ware and stainless steel grill utensils from Freybe. The recipes were graded according to distinctiveness, creativity, nutrition content and ease of preparation.

GREEN

Promoted environmental wellness and offered informational resources and products available to the public.



EXHIBITORS

Major categories of consumer interest are reflected in the wide variety of Wellness Show exhibitors, covering an ever-broadening range of subjects:

NUTRITION

Food and health food distributors,wholesalers and manufacturers who represent healthy eating (low fat, low sodium, organic, etc.); health food stores and suppliers; beverages including water products and juices, locally produced foods and more.

HEALTH PROMOTION AND WELLNESS

Health assessments, resources, counseling, spas, resorts catering to wellness, aromatherapy, health services, products and resources and more.

ACTIVE LIVING / RECREATION/ LEISURE/FITNESS

Adventure travel, lifestyle enhancement services, fitness equipment, bootcamps, sport and recreation apparel, products and services, sporting organizations, fitness and activity clubs, trainers and more.

BEAUTY

Organic skin care products, aesthetic services catering to all natural beauty services, all natural hair products, salons offering all natural services, non-surgical beauty options and more.

HEALTHY AGING

Programs & services to promote healthy living at a mature age.

COMPLEMENTARY, TRADITIONAL & ALTERNATIVE HEALTH THERAPIES

Massage therapy, acupuncture, aromatherapy, health services, products and resources, homeopathy, chiropractic services, shiatsu, naturopathic services, traditional Chinese medicine, and more.

PRODUCTS

Air and water filters, non-toxic cleaners and air fresheners, natural skin care products, and more.

KIDS HEALTH

Physical Activity, information, resources on health issues.

MENTAL WELL-BEING

Stress reduction, personal coaching, yoga, music and art therapy, and more.

PET HEALTH

Food, practitioners, supplements and complementary health therapies and more.

GREEN

Products and services to keep your environment healthy. Reduce, reuse, and recycling will be promoted.

Here Is A Partial List Of Past Exhibitors

Abbott Laboratories Ltd., Ace Curries Ltd., ADT Security Services, Advantage Health Matters, Affera Cosmetics, Albi Naturals, Ann's Beauty Centre, Aqua Coast Pool & Spa, Aquasmart Technologies Inc., Arthurs Fresh Co.Ltd., Basil Olive Oil Products Ltd., BC Ass. of Clinical Counsellors, BC Cancer Agency, BC Cranberry Mkt Commisiiion, BC Dental Hygenists Assn, BC Epilepsy, BC Golf Assn, BC Naturopathic Assn, BC Pets & Friends, BC Pharmacy Association, BC Problem Gambling, BC Psychological Assn, BC Salmon Marketing Council, BC SPCA, Ben's Health Enterprises, Bikram's Yoga, Bio-K + International, Body Energy Club, Body Plus Nutrition, Book Publishing Co, Breathe Right, Bremner Foods, Burnbrae Farms, Burnbrae Farms, CaliforniaWalnut Growers, Canada Bread, Canadian Blood Services, Canadian Celiac Fdn, Canadian Diabetes, Canadian Hard of Hearing, Canadian Health Network, Canadian Institute for the Relief Of Pain & Disability, Canadian Medical Alert, Canadian Mental Health, Canadian Reiki Association, Canadian Shiatsu Society, Cascades Tissue Group, Central Cariboo Tourism, Choices Markets, City of Vancouver, Clayton College of Natural Health, Clearmind Institute, Colgan Institute, Co-op Auto Network, College of Massage Therapists, Colour Energy Corp, Core Potentials Training Inc. Curves, Dahn Yoga Centre, Dairy Farmers of Canada, Dalton's Bio Energy, Dan-D Foods Ltd., Danone Canada, Dietitians of Canada, Dahn Yoga, Dive BC, Druide Laboratories, DuBrule Hair Restoration Center Earth Save Canada, Elemental Energies, Elevate Me, Elevation Health & Fitness, Elixir Herbal, EMF Safe Homes, Epicure Selections, Erickson College, Essence Yoga Products, Evergreen Environment Fdn., Executive Lifestyle Personal Training Studio, Expert Hearing Solutions, Family Passages, Family Services of Vancouver, Fill Your Own, Fitness Essentials Personal Training, FitnessWorld, Foot Solutions, Fresh –N Home Products, Fresh Start Total Beauty & Health, Gelderman Farms, Genuine Health, Golden Bright, Graham Way, Green Earth Organics, GreenWorks, Green Zebra, Gymnastics BC, Happi Foods, Health Action Networks, Healthy Home Inspections, Heart & Stroke Foundation, Herbasante, Hidden Highlands Ranch, Hills Health Ranch, Hollywood North Weight Loss, Honey Bee Centre, In Touch Chiropractic Services, Incrediball Enterprises, Indegenous Earth Spa, Into Yoga, J. Massage Tools, Jamieson Laboratories, Jasper Organics, K Jassal Chiropractic Services, Kidd Brothers, Kingfisher Oceanside Resort, Langara College, Laser Body Therapy, Le Kiu Importing Co.Ltd., Leading Brands, Left Coast Naturals, Liberte Yogurt, Life Choice Naturals, Manitoba Harvest, Massage Therapists Assn., Master Moves, Metrin International, Metropolitan Aromatherapy, McCoy Fitness & Health, Mind Care Centres, Modern Purair, Mount St. Joseph Hospital, Mountain Sky Soaps, Munchskins Skin Care, MS Society of Canada, Nalley's, National Importers Ltd., Natural Factors, Nature's Path Foods Inc., Norwex, Nutrisoya, Ocean Deli, OK Initiatives, Old Dutch Foods, Ltd., Organon Bio-Sciences, Osteoporosis Centre, OutwardBound, PCU College, Pacific Blue Cross, Paris Orthotics, Parmalat Canada, Pear Bureau USA, Perfect Balance, Physical Medical Research, Prairie Naturals, Pure & Simple, Purica Health, Relax The Back, Reflexology Assn. of BC, Revitalized Chiropractic Inc., Rhodes College, Rogers Foods Ltd., Royal Herbs, Ruby Lake Resort, Safe Spa, Sahana Ayurvedic, Salt Springs Spa Resort, Saputo, Scandinavian Spa Whistler, Schering Canada, Schneider's Oh Nature!, Scotia McLeod, Sequel Naturals, She's Fit, Shiatsu Therapy Ass. of BC, Skeet & Ike, Sigvarus, Soladey Canada, SolarusSaunas, Songlines Health Products, Spa at Chateau Whistler, St. John's Ambulance, StoneyField Farms, Success Tracs, Synergy Physiotherapy, Swiss Medica., T. Killian Chiropractic, T. Zone Health, Tall Grassm Taoist Tai Chi Society, Tara Canada. Tara Naturals, Terra Breads, Thai Massage Centre, The Art of Dentistry, The Little Potato Company, The Institute of Holistic Nutrition, The Mystic Masala Company, The Pelly Clinic, Thorson Health Centre, Tigh-Na-Mara Resort Spa, TOPS Club Inc., Tropic Canada, Trump Network, Tupperware Canada, Tuscan Farm Gardens, Twist Conditioning, UBC Women's Resource Centre, Univera, Universal Stone, University of Phoenix, Verve



RAVE REVIEWS

- **CHOICES MARKETS** "It was a wonderful experience to be part of the Wellness Show! There were great questions from the attendees and camaraderie between booths. We had customers in our store the same day asking for products they had encountered at the show."
- **SEQUEL NATURALS** "The show exceeded our expectations this year. Our booth was very busy and we sold out a lot of product."
- **DIANE AND DR. DOUG CLEMENT** "We totally enjoyed our involvement with The Wellness Show and having done numerous food demos, speaking seminars etc, on television, radio etc across Canada over the past 5 decades THE WELLNESS SHOW organizers were the BEST!"
- **STEVE NASH / FITNESSWORLD** "We look forward to participating at the Wellness Show. It has drawn a group of people who are genuinely interested in maintaining or improving a healthy lifestyle."
- **OK INITIATIVES** "I sold more product on Friday than I had at any other show"
- **LIBERTE** "Great Experience and a pleasure to be part of the show."
- **BC GYMNASTICS** "We always receive great service from the staff and everyone is always welcoming."
- **ROYAL HERBS** "Caters to our market more than any other show, 2011 was exceptional"
- **TARA CANADA** "Very Good!! It's a powerful experience to interact with that # of people."
- **FRESH START / OXYLIFT** "Fab – u – lous!"
- **DR. COLGAN INSTITUTE** "Excellent, professional, first class organization, entry, set-up, technical assistance, take down, friendly staff and great atmosphere."
- **INTO YOGA** "The best formatted tradeshow I've been to. And the (people) traffic was phenomenal!"
- **ALBI NATURALS** "Thanks so much, it was a pleasure working with all the staff. The Wellness show is very well put together and well run. You all made it easy for a person who had never dealt with a trade show before! Overall it was a great show, we had great attendance and the turnout at our booth was better than expected."
- **MINDCLICK** "It was the best show I exhibited at in the past year, the attendees are my target market. The show is well organized and showcases quite a variety of exhibits."
- **GENUINE HEALTH** "Our number one health and lifestyle show of the year on the west coast."

From The General Public

- "Love the show, love the samples and learning about new products"
- "Love it every year, look forward to it"
- "Lots of new stuff, can't wait until next year"
- "Like the variety of the show / cater to everyone needs"
- "Everyone loves it, whether it's first timers or old visitors."
- "Absolutely fantastic"
- "Educational and entertaining"
- "I really enjoyed the show yesterday and I brought another friend today"
- "Cannot see everything in a day - thoroughly enjoyed everything, I was very impressed."
- "Can't wait until next year."
- "Love to test and try out new treatments"
- "Good to pull so many resources for healthy living under one roof."
- "Surpassed my expectations, excellent program!"



From The Media

- **THE COURIER** "Always enjoy touring the show and seeing what is new"
- **THE PROVINCE** "Wellness is hot stuff... the Wellness Show is the fastest growing show."
- **THE VANCOUVER SUN** "Even if you are fit as a fiddle, you'll still benefit from the wealth of health products, services offered"
- **CANWEST COMMUNITY NEWSPAPERS** "Wellness Show packed with advice."
- **INDEPENDENT TIMES** "The Annual Wellness Show has timely ideas and encouragements for keeping up with our New Year's promises to ourselves. The Wellness Show always raises our spirits"