



...helping you find balance

The 19th Annual Wellness Show
The largest health and lifestyle showcase in Western Canada

FEBRUARY 18, 19 & 20, 2011

NEW LOCATION: VANCOUVER CONVENTION CENTRE – WEST BUILDING (NEW BUILDING)

www.thewellnessshow.com

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

presented by





Western Canada's industry leader, the Wellness Show celebrates it's 19th year at the Vancouver Convention Centre, on February 18, 19 & 20, 2011. Meet and greet over 30,000 enthusiastic health conscious consumers seeking information, products and services regarding 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 2011 show. From 65 exhibit spaces booked in year one, to well over 300 in most recent years. Attendance has grown from 8500 attendees in year one to over 30,000. A proven track record with over 18 successful years offering 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 jsavardnrp@telus.net.

Join us in Wellness,

Jeannette Savard
Marketing & Production Manager
www.thewellnessshow.com
February 18, 19 & 20, 2011

FAST FACTS:

Promotion For Maximum Impact

Web presence, social marketing and radio, television, direct mail, printmedia, posters, website, pamphlets and the 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 5,000 hits per day, e-mail blasts; **T.V. spots** and coverage; **Print advertising** including daily newspapers and well-read community newspapers around the Lower Mainland, **radio** advertising and promotions on targeted stations; **Targeted 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
72% of attendees are female
28% of attendees are male
60.5% primary market between 26 – 55
22.5% of attendees are over 55

Date And Place

On February 18, 19 & 20, 2011 the Wellness Show celebrates its 19th year at the NEW 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 healthycooking and eating options

Show Times

Friday, February 18, 2011 - 12:00 pm - 8:00 pm;
Saturday, February 19, 2011 - 10:00 am - 7:00 pm;
Sunday, February 20, 2011 - 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 foodsamples, healthy eating choices and on-going tasting opportunities
- the fitness demonstrations – bollywood, bootcamp and 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 2010 WELLNESS SHOW

The 18th Annual, Wellness Show welcomed the annual visitors that truly offered something for everyone. 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 why to buy organic foods and self-discovery to achieving your positive potential for health. Past attendances have ranged between 30,000 to 35,000 and between 300 to 350 exhibitors.

HEALTHY COOKING, WITH A FOCUS ON RECIPES USING LOCAL INGREDIENTS 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. Special guest, author Terry Walters showcased her book "Clean Food", followed by some amazing chefs like Peter Burt of nu, Robert Clark of C Restaurant, Tojo of Tojo's and Dino Renaerts of Fraiche and Beachside Forno, all wowed the crowd with some wonderful and healthy food. The momentum continued with Choices Markets own chef, Antonio Cerullo and other impressive presenters included: Vikram of Ace Curries, Hilitt of the Dizzy Whisk Ltd,

Aaron Ash of Gorilla Foods, author Bal Anerson, Nicolas Lim of Gusto Di Quattro, Alessandra & Jean-Francis Quaglia of Provence and Karen Barnaby of The Fish House.

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, solitude and cayurvedi spice wisdom.

DEMONSTRATION STAGE

The ever popular Pole Walking demonstration was back, yoga, sufi whirling, bollywood work out, bootcamp, were all present this year to entice the public to experience some of the latest and fun fitness techniques.

VISITORS CAN CHOOSE FROM MANY SEMINARS

LivingWell Stage covered topics from Re-Alkalize Your Body, Fighting the next Superbug, to Heathy Aging and the Anti-Inflammatory Diet. Others included Dr. Aaron Hoo, who spoke on Weight Loss and Non-Invasive Aesthetic Medical Procedures, Bowen Therapy, teenage obesity to name a few.

The Women and Wellness Seminar Series was sponsored by BC Living covering many topics of interest from Working Out at Home, Aging Without Getting Old, Best Kept Secrets to a New You, Healthy Chocolate to name a few. Speaker line up included Dr. Brian Martin, Dr. Bev Maya, author Leah Douglas, Curb Ivanic and Sue Dumais.

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 BAKING CONTEST

Back by popular demand this year, the Healthy Baking Contest. Entries were created by non-professional bakers throughout the lower mainland and participant entered in one of 4 categories. Winners received a gift basket and other great prizes. The media Muffin category attracted a crowd and healthy rivalry between media personalities and prizes awarded were in the form of a donation to favourite charities.

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, Indigenous 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, Scandinave 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."
- **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."
- **GENUINE HEALTH** "Our number one health and lifestyle show of the year on the west coast."
- **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."
- **INTO YOGA** "The best formatted tradeshow I've been to. And the (people) traffic was phenomenal!"
- **LIBERTE** "Great Experience and a pleasure to be part of the show."
- **IONWAYS** "Very positive show looking forward to 2011."
- **BC GYMNASTICS** "We always receive great service from the staff and everyone is always welcoming."
- **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."
- **ROYAL HERBS** "Caters to our market more than any other show"
- **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."

From The Media

- **THE COURIER** "Always enjoy touring the show and seeing what is new"
- **PACPRESS** "Lots to see and do, something for everyone"
- **THE PROVINCE** "Wellness is hot stuff... the Wellness Show is the fastest growing show."
- **THE VANCOUVER SUN** "The Wellness Show at the Convention Centre has become one of the city's largest trade and consumer shows"
- **CANWEST COMMUNITY NEWSPAPERS** "Wellness Show packed with advice."

From The General Public

- "Love the show, love the samples and learning about new products"
- "We look forward to it every year"
- "Lots of new stuff, can't wait until next year"
- "Like the variety of the show / cater to everyone needs"
- "Great show and lots of fun!"
- "Absolutely fantastic"
- "Educational and entertaining"
- "So many new products"
- "Cannot see everything in a day - thoroughly enjoyed everything, I was very impressed."
- "Can't wait until next year."
- "Great and well done, better than last year."
- "Good to pull so many resources for healthy living under one roof."
- "Surpassed my expectations, excellent program!"

