



THE
WELLNESS
SHOW

SPONSORSHIP KIT

Elevate your brand to thousands of wellness enthusiasts

January 30 &
January 31, 2027
Vancouver Convention Centre

for more information
sales@evenworx.ca

Organized by:

EVENTWORX
CORPORATION

www.thewellnessshow.com



Western Canada's industry leader of health and lifestyle consumer shows, The Wellness Show, celebrates its 34th year at the Vancouver Convention Centre West on January 30 and January 31, 2027.

Align your brand with **12,000 wellness-focused consumers** at Western Canada's premier health and lifestyle event. Let's create a sponsorship experience that connects, inspires, and delivers results.

Sponsorship offers custom, high-impact opportunities to showcase your products, engage attendees, and stand out in a crowded wellness market. Build loyalty, trust, and results by connecting your brand with health-conscious consumers, influencers, and professionals.

Who Attends the Show?

68% of attendees identify as female

30% of attendees identify as male

45% of attendees are age 26 – 45

55% of attendees are over age 46

82% of attendees intend to return

Top Interests of Attendees



Natural Options for Nutrition



Natural Supplements



Natural Skin Care



Thought-Provoking Seminars



Healthy Food Options



Yoga and Meditation



Emotional Wellness



Family Wellness



Business Innovation



Fitness

Promotion for Maximum Impact

- Branding on social media and on-site
- Sample distribution and sampling
- Social Marketing including Instagram, Facebook and LinkedIn
- Radio & Newspaper Promotions
- Website listings with up-to-date schedules and links
- Monthly Newsletter to 11,000+ Subscribers
- Exhibitor Product Distribution to Influencers
- E-mail Blasts
- Print Advertising: transit ads, newspapers and trade magazines
- News Releases

Date and Place

Saturday, January 30th, 2027 - 10:00 am - 6:00 pm

Sunday, January 31st 2027 - 10:00 am - 5:00 pm

Vancouver Convention Centre, East Building

Why Sponsor the Wellness Show?



Reach Targeted Wellness Consumers

Before and at the Show, connect with 12,000+ highly engaged attendees who are actively seeking health and lifestyle solutions. Sponsorship puts your brand directly in front of motivated consumers ready to discover and invest in wellness.



Exceptional Brand Visibility

Sponsorship includes loads of advance marketing, on-site signage, website listings, show guide coverage, and more for maximum exposure. Your brand gains visibility before, during, and after the event, building recognition and trust. The sooner you sign on, the more brand impact.



Interactive Brand Engagement

Bring your brand to life with stages, lounges, activations, and wellness programming. Sampling, demonstrations, and live interactions create authentic connections that leave lasting impressions.



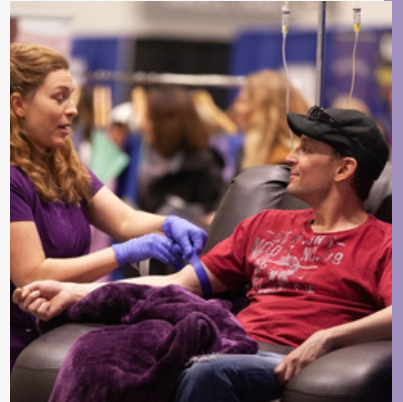
Multi-Channel Promotion

Benefit from social media, e-newsletters, website traffic, and influencer campaigns through promotions, giveaways and videos. These promotions extend your reach beyond the show floor and connect you with thousands of wellness-focused consumers.



High ROI, Custom Solutions

Sponsorship offers custom, high-impact opportunities tailored to your goals. Whether sampling, storytelling, or capturing leads, we design experiences that deliver measurable results.



Sponsorship Packages

Join us as a valued sponsor and connect your brand with a community passionate about wellness, health, and lifestyle transformation. Our tiered sponsorship packages provide visibility, engagement, and brand integration before, during, and after the show.

Platinum Sponsor

\$20,000

Booth & Presence

- Premium 20' x 20' booth in a high-traffic location, including carpeting, tables, chairs.

Brand Visibility

- Logo on the Wellness Show website home page
- Logo, link & company description on the Sponsors page
- Banner ad (measuring 1170 x 150 pixels) on The Wellness Show website home page (client-provided)
- Video & Logo on the grand entrance archway
- Logo on all marketing materials, where applicable

On-Site Engagement

- Opportunity to host one time slot per day on a Stage of your choice (ie. Celebrity Culinary Stage, Women's Well Stage, Wellness Stage)
- Pull-up banner display (client-provided) in two additional high-visibility areas
- Video and logo on grand entrance archway

Pre-event Media Recognition

- Inclusion in a press release announcing your participation

Digital Marketing

- 30-second video feature on the homepage of The Wellness Show website (provided by client)
- Two features in our e-newsletter leading up to the show
- Banner ad included in all monthly newsletters
- Twelve social media content inclusions (Facebook, Instagram)
- Optional participation in social contests & giveaways

Attendee Engagement

- Opportunity to provide samples or marketing piece in 2,000 Welcome Bags
- Opportunity to provide a contest package pre-show and on-site

Admission Perks

- 500 complimentary general admission tickets

Post-event Media Recognition

- Included in thank-you social media carousel
- Banner ad remains on website for 3 months post-show



Sponsorship Packages

Gold Sponsor

\$10,000

BENEFITS

Booth & Presence

- Premium 10' x 20' booth in a high-traffic location, including carpeting, tables, chairs.

Brand Visibility

- Logo on the Wellness Show website home page
- Logo, link & company description on the Sponsors page
- Banner ad (measuring 1170 x150 pixels) on The Wellness Show website home page (client-provided)
- Logo on the grand entrance archway
- Logo on all marketing materials, where applicable

On-Site Engagement

- Opportunity to host three (3) presentation times on a selected stage (topic and Speaker to be approved by Organizer).
- Pull-up banner display (client-provided) in two additional high-visibility areas
- Optional opportunity to offer a Stage Prize at the selected Stage
- Video and logo on theatre entrance archway

Pre-event Media Recognition

- Inclusion in a press release announcing your participation

Digital Marketing

- 30-second video feature on the homepage of The Wellness Show website (provided by client)
- One feature in our e-newsletter leading up to the show
- Banner ad included in 3 monthly newsletters
- Three social media content inclusions (Facebook, Instagram)
- Optional participation in social contests & giveaways

Attendee Engagement

- Opportunity to provide samples or marketing piece in 2,000 Welcome Bags
- Opportunity to provide a contest package pre-show and on-site

Admission Perks

- 250 complimentary general admission tickets

Post-event Media Recognition

- Included in thank-you social media carousel
- Banner ad remains on website for 3 months post-show

Relaxation Lounge

\$7,000

Brand Visibility

- Naming Rights: Relaxation Lounge presented by [Your Brand]
- Logo on the Wellness Show website home page
- Logo, link & company description on the Sponsors page
- Logo on the grand entrance archway

On-Site Engagement

- Opportunity to host one (1) presentation time on the selected stage (topic and Speaker to be approved by Organizer).
- Pull-up banner display (client-provided) in two additional high-visibility areas
- Sponsor can bring wellness offerings such as:
 - Seated massage chairs or wellness staff
 - Aromatherapy or oxygen bar installation
 - Guided meditation, breathwork, or mindfulness micro-sessions
 - Acupressure demonstrations or light stretching sessions
 - Branded "wellness gift" for lounge participants

Digital Marketing

- 30-second video feature on the homepage of The Wellness Show website (provided by client)
- Features in our e-newsletter leading up to the show
- One social media content inclusion (Facebook, Instagram)
- Banner ad included in monthly newsletter (one month)
- Optional participation in social contests & giveaways

Attendee Engagement

- Sample distribution opportunity in 2,000 Show Bags

Admission Perks

- 150 complimentary general admission tickets

Post-event Media Recognition

- Included in thank-you social media carousel
- Logo stays on website for 3 months post-show

Sponsorship Packages

Stage Sponsor

\$5,000

BENEFITS

Brand Visibility

- Logo on the Wellness Show website home page
- Logo, link & company description on the Sponsors page
- Banner ad (measuring 1170 x150 pixels) on The Wellness Show website home page (client-provided)
- Logo on the grand entrance archway
- Logo on all marketing materials, where applicable

On-Site Engagement

- Recognition as Presenting Stage Sponsor
- Opportunity to host three (3) presentation times on the selected stage (topic and Speaker to be approved by Organizer).
- Pull-up banner display (client-provided) in two additional high-visibility areas
- Optional opportunity to offer a Stage Prize at the selected Stage
- Video and logo on theatre entrance archway

Pre-event Media Recognition

- Inclusion in a press release announcing your participation

Digital Marketing

- 30-second video feature on the homepage of The Wellness Show website (provided by client)
- One feature in our e-newsletter leading up to the show
- Banner ad included in 3 monthly newsletters
- Three social media content inclusions (Facebook, Instagram)
- Optional participation in social contests & giveaways

Attendee Engagement

- Opportunity to provide samples or marketing piece in 2,000 Welcome Bags
- Opportunity to provide a contest package pre-show and on-site

Admission Perks

- 150 complimentary general admission tickets

Post-event Media Recognition

- Included in thank-you social media carousel
- Banner ad remains on website for 3 months post-show



Main Stage

Featuring expert speakers on how to live a healthy, happy and balanced life with topics including healthy living, exercise strategies of a busy lifestyle, inflammation, digestion and brain health, to name a few.



Lifestyle Stage

Featuring expert speakers on health, lifestyle concerns with topics ranging from mental health, fitness, hormone power to health skin and aging, weight management, and more.



Culinary Stage

Featuring high profile chefs and cookbook authors, all demonstrating the latest in healthy cooking, recipe ideas, and featuring local ingredients. The most popular of our three stages, the Culinary Stage is an exciting, high-energy zone that offers an excellent marketing vehicle for brand placement. These demonstrations are 40 minutes long, and there is time afterwards for guests to sample featured dishes, ask questions directly to the Chef, and pick up promotional material.

Sponsorship Packages

Registration Centre

\$6,000

BENEFITS

Brand Visibility

- Logo on the Wellness Show website home page
- Logo, link & company description on the Sponsors page
- Banner ad (measuring 1170 x150 pixels) on The Wellness Show website registration page (client-provided)
- Logo on the grand entrance archway
- Logo on all marketing materials, where applicable

On-Site Engagement

- Recognition as Registration Centre Sponsor
- Branding included on all registration centre station faceplates
- Pull-up banner display (client-provided) in two additional high-visibility areas at registration

Pre-event Media Recognition

- Inclusion in a press release announcing your participation

Digital Marketing

- 30-second video feature on the homepage of The Wellness Show website (provided by client)
- One feature in our e-newsletter leading up to the show
- Banner ad included in 3 monthly newsletters
- Three social media content inclusions (Facebook, Instagram)
- Optional participation in social contests & giveaways

Attendee Engagement

- Opportunity to provide samples or marketing piece in 2,000 Welcome Bags
- Opportunity to provide a contest package pre-show and on-site

Admission Perks

- 150 complimentary general admission tickets

Post-event Media Recognition

- Included in thank-you social media carousel
- Banner ad remains on website for 3 months post-show



Sponsorship Packages

Silver Sponsor

\$5,000

Booth & Presence

- Premium 10' x 10' booth in a high-traffic location, including carpeting, tables, chairs.

Brand Visibility

- Logo on the Wellness Show website home page
- Logo, link & company description on the Sponsors page
- Banner ad (measuring 1170 x150 pixels) on The Wellness Show website home page (client-provided)
- Logo on the grand entrance archway
- Logo on all marketing materials, where applicable

On-Site Engagement

- Opportunity to host two (2) presentation times on the selected stage (topic and Speaker to be approved by Organizer.
- Pull-up banner display (client-provided) in two additional high-visibility areas
- Optional opportunity to offer a Stage Prize at the selected Stage

Pre-event Media Recognition

- Inclusion in a press release announcing your participation

Digital Marketing

- Features in our e-newsletter leading up to the show
- Banner ad included in 2 monthly newsletters
- Three social media content inclusions (Facebook, Instagram)
- Optional participation in social contests & giveaways

Attendee Engagement

- Opportunity to provide samples or marketing piece in 2,000 Welcome Bags
- Opportunity to provide a contest package pre-show and on-site

Admission Perks

- 150 complimentary general admission tickets

Post-event Media Recognition

- Included in thank-you social media carousel
- Logo stays on website for 3 months post-show



Sponsorship Packages

Bronze Sponsor

\$4,000

Booth & Presence

- Premium 10' x 10' booth in a high-traffic location, including carpeting, tables, chairs.

Brand Visibility

- Logo on the Wellness Show website home page
- Logo, link & company description on the Sponsors page
- Banner ad (measuring 1170 x150 pixels) on The Wellness Show website home page (client-provided)
- Logo on the grand entrance archway

On-Site Engagement

- Opportunity to host two (2) presentation times on the selected stage (topic and Speaker to be approved by Organizer.
- Pull-up banner display (client-provided) in two additional high-visibility areas
- Optional opportunity to offer a Stage Prize at the selected Stage

Digital Marketing

- Features in our e-newsletter leading up to the show
- Banner ad included in 2 monthly newsletters
- Two social media content inclusions (Facebook, Instagram)
- Optional participation in social contests & giveaways

Attendee Engagement

- Opportunity to provide a contest package on-site

Admission Perks

- 50 complimentary general admission tickets

Post-event Media Recognition

- Included in thank-you social media carousel
- Logo stays on website for 3 months post-show



Sponsorship Packages

Wellness Partner

\$2,000

Brand Visibility

- Logo on the Wellness Show website home page
- Logo, link & company description on the Sponsors page
- Logo on the grand entrance archway

On-Site Engagement

- Opportunity to host two (2) presentation times on the selected stage (topic and Speaker to be approved by Organizer.
- Pull-up banner display (client-provided) in two additional high-visibility areas
- Optional opportunity to offer a Stage Prize at the selected Stage

Digital Marketing

- Features in our e-newsletter leading up to the show
- One social media content inclusion (Facebook, Instagram)
- Optional participation in social contests & giveaways

Attendee Engagement

- Opportunity to provide a contest package on-site

Post-event Media Recognition

- Included in thank-you social media carousel
- Logo stays on website for 3 months post-show



Brand Activation Opportunities

Attendee Welcome Bags

- Place your brand in the hands of attendees from the moment they arrive. The Wellness Show will provide quality branded reusable bags, distributed at the show entrance throughout the weekend. Sponsors may also include one promotional item, sample, brochure or special offer inside each bag, creating immediate exposure and driving traffic to their booth.

\$10,000

Attendee Bag Inserts

- Put your product or promotional item directly into the hands of Show attendees. A total of 2,000 highly sought-after promotional bags will be distributed, with 1,000 available each day of the Show. Included with general admission, these complimentary bags give attendees a collection of products, samples and offers to discover and take home. Space is limited, and tangible products and samples are consistently among the most popular and memorable inclusions. *Price is per inserted item. A total of 2,000 items must be supplied.*

\$350

Session Sponsor

- Perfect for brands that want to align with particular stage and key stage topic. As sponsor, your organization can provide a 3 minute company presentation or video, and then introduce the session speaker(s)

\$750

Sampling & Giveaway Station

- Put your product directly into the hands of attendees with a dedicated Sampling & Giveaway Station located near two seminar stages. This turnkey opportunity includes a paid host to distribute your samples, explain the offer and represent your brand throughout the day. Sponsors are encouraged to provide approximately 1,000 to 1,500 samples or giveaway items per day, depending on the product, serving size and desired distribution schedule. Sampling is subject to approval and must agreements. *Additional product, food-handling and operational restrictions may apply. Price is per day. Samples or giveaway items must be supplied by the sponsor.*

\$3,000

Pre-Show Prize Draw

- Build excitement before the doors open with a sponsored prize draw promoted through The Wellness Show's digital channels. This opportunity helps the sponsor introduce its brand, showcase a product or experience and encourage audiences to engage with the Show in advance. *Prize must be supplied by the sponsor and is subject to approval.*

\$250

Onsite Prize Draw

- Drive traffic and create excitement during the Show with a sponsored onsite prize draw. Attendees can enter for the chance to win a sponsor-provided product, service or experience, giving the sponsor a natural opportunity to build awareness and encourage interaction. *Prize must be supplied by the sponsor and is subject to approval.*

\$350

Digital Opportunities

Website Banner Advertising

- Extend your brand visibility beyond the Show floor with prominent banner advertising on The Wellness Show website. It is a great way to promote Show specials, introduce new products and reach attendees as they plan their visit. Stay visible to those who return to the website for event information, exhibitor details and updates.

February - October

\$200/month

February -October

\$500/3-months

November - January

\$300/month

November - January

\$750/3-months

eNewsletter Banner Advertising

- Extend your brand visibility directly into the inboxes of The Wellness Show audience with prominent banner advertising in our eNewsletter. It is a great way to promote Show specials, introduce new products and build awareness in the lead-up to the event. Stay visible as attendees receive important Show news, exhibitor highlights and event updates.

February - October

\$200/month

February -October

\$500/3-months

November - January

\$300/month

November - January

\$750/3-months

Ticket Access Sponsor

- Help more people experience The Wellness Show with a sponsored free ticket offer. Attendees click the campaign banner, complete a short form to receive their discount code and are then directed to the sponsor's website. This high-engagement campaign combines ticket savings, lead generation and qualified website traffic while positioning the sponsor as a valued supporter of the attendee experience. Peak weeks are the weeks of January.

\$500/per peak week

Social Media Feature

- Reach The Wellness Show's online audience with a sponsored post shared on Instagram and Facebook. With more than 5,000 Instagram followers, this is an effective way to promote a product, Show special or exhibit presence. Includes sponsor-supplied imagery or video, promotional copy, account tagging and a call to action. *Price is per post shared on both platforms.*

\$350/per post

\$1200

Digital Marketing Bundle

- Build visibility across The Wellness Show's key digital channels with one month of website banner advertising, one month of eNewsletter banner advertising and a dedicated social media feature shared on Instagram and Facebook.

Contact our team by email at sales@eventworx.ca

All sponsorships subject to tax