



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 34rd 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.



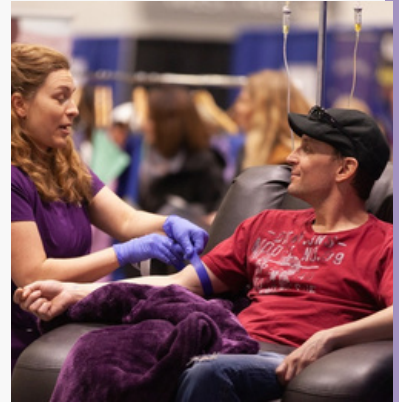
Multi-Channel Promotion

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.

Presenting 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 x150 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

- 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



Sponsorship Packages

Platinum Sponsor

\$7,500

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

- 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

Stage Sponsor

\$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 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



Women's Well 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.



Wellness 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.



Celebrity 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

Gold 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
- Logo logo on theatre entrance archway

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

- 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

Silver Sponsor

\$3,500

Booth & Presence

- Premium 10' x 6' 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
- Logo logo on theatre entrance archway

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

- 25 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

\$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
- Logo logo on theatre entrance archway

Digital Marketing

- Features in our e-newsletter leading up to the show
- Banner ad included in 2 monthly newsletters
- 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



A La Carte!

Website Advertising

- A great opportunity to present your support and partnership of the Show to attendees before they visit the Show floor! Spread your exposure to out-of-towners and those who cannot attend the Show, and link with attendees who refer back to our website for more information

\$1,000

eNewsletter Advertising

- The Wellness Show's monthly eNewsletter (and bi-weekly newsletter closer to the Show) provides subscribers with the latest in wellness trends, lifestyle tips, and seasonal recipes from hot chefs, and opportunities to win amazing prize packages. We have over 3,000 subscribers with an average 40% open rate. Take this opportunity to advertise your company in the Newsletter!

\$750

Promotional Bag Inserts

- Only 2,000 attendees will receive these highly sought-after bags, with just 1,000 given out each day of the Show. The promotional bags are included in the price of general admission tickets and distributed to attendees for free. Due to the size of the bags, we can only accept a limited number of inserts. Tangible items are always the biggest hit! *Price per item.

\$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 Station

Showcase your samples with your ambassadors at two seminar stages or two activity areas (some restrictions apply). To sample at the Culinary Stage, product would need to be approved and not in conflict with other sponsors.



\$3,000

Whether you're launching a new product, boosting brand awareness, or building meaningful relationships — let's craft a custom sponsorship package that delivers real results and gets your brand seen by 12,000 passionate wellness consumers.

Contact our team by email at sales@eventworx.ca

All sponsorships subject to tax