



THE WELLNESS SHOW

finding balance

SPONSORSHIP KIT

January 31 &
February 1, 2026
Vancouver Convention Centre

for more information
info@thewellnessshow.com

Organized by:

EVENTWORX
CORPORATION

www.thewellnessshow.com



Western Canada's industry leader of health and lifestyle consumer shows, The Wellness Show, celebrates its 33rd year at the Vancouver Convention Centre West on January 31 and February 1, 2026.

Align your brand with over **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?

78% of attendees identify as female

20% of attendees identify as male

41% of attendees are age 26 – 45

49% 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

SEMINARS



Pet Health



Family Wellness



Business Innovation



Fitness

Promotion for Maximum Impact

- 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
- Co-Op Advertising
- Exhibitor Product Distribution to Influencers
- E-mail Blasts
- Print Advertising: transit ads, newspapers and trade magazines
- News Releases

Date and Place

Saturday, January 31st, 2026 - 10:00 am - 6:00 pm

Sunday, February 1st 2026 - 10:00 am - 5:00 pm

Vancouver Convention Centre, Hall A West Building

Why Sponsor the Wellness Show?



Reach Targeted Wellness Consumers

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 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.



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.



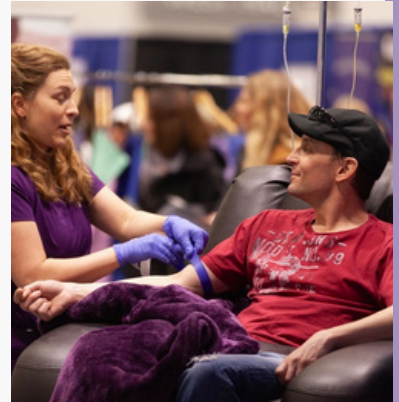
Multi-Channel Promotion

Benefit from social media, e-newsletters, website traffic, and influencer campaigns. 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.

Elite Event Sponsor

20,000 CAD

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)
- Logo on the grand entrance archway
- Logo on all marketing materials, where applicable

On-Site Engagement

- Opportunity to have one time slot per day on a Stage of your choice (ie. Culinary Stage, Living Well Stage, Wellness Stage)
- Inclusion as Elite Event Sponsor in PA Announcements (3x per day)
- Banner display (client-provided) in two additional high-visibility areas
- Logo on Theatre slides (Opening, Closing Slides)

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

Attendee Engagement

- Opportunity to provide marketing piece in 2,000 Show Bags
- Opportunity to provide a contest package pre-show and on site
- Participation in Facebook prize promo with Vancouver Sun (minimum \$200 value)

Admission Perks

- 100 complimentary general admission tickets

Post-event Media Recognition

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

***All prices do not include GST**



Sponsorship Packages

Signature Partner - Stage Sponsor

15,000 CAD



Living 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 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.

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 have three (3) presentation times on the selected stage (topic and Speaker to be approved by Organizer).
- Signage display at the selected stage (banners provided by Sponsor)
- Two (2) sign placements within the Show Hall, provided by Sponsor
- Inclusion as Signature Partner for selected Stage in on-air announcements
- Recognition as Signature Partner on selected Stage by Emcee
- Optional opportunity to offer a Stage Prize at the selected Stage
- Logo on Theatre slides (Opening, Closing Slides)

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 monthly newsletter
- Social media content inclusion (Facebook, Instagram)
- Optional participation in social contests & giveaways

Attendee Engagement

- Opportunity to provide marketing piece in 2,000 Show Bags
- Opportunity to provide a contest package pre-show and on site
- Participation in Facebook prize promo with Vancouver Sun (minimum \$200 value)

Admission Perks

- 75 complimentary general admission tickets

Post-event Media Recognition

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

***All prices do not include GST**

Sponsorship Packages

Prestige Partner - Co-Stage Sponsor

7,500 CAD

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 have two (2) presentation times on the selected stage (topic and Speaker to be approved by Organizer).
- Signage display at the selected stage (banners provided by Sponsor)
- One (1) sign placement within the Show Hall, provided by Sponsor
- Inclusion as Signature Partner for selected Stage in on-air announcements
- Recognition as Prestige Partner on selected Stage by Emcee
- Optional opportunity to offer a Stage Prize at the selected Stage
- Logo on Theatre slides (Opening, Closing Slides)

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 monthly newsletter
- Social media content inclusion (Facebook, Instagram)
- Optional participation in social contests & giveaways

Attendee Engagement

- Opportunity to provide a contest package pre-show and on site
- Participation in Facebook prize promo with Vancouver Sun (minimum \$200 value)

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

***All prices do not include GST**



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.

Premier Partner - Feature Area

5,500 CAD

FEATURE AREAS



Activity Centre

Pickle Ball court or other sport with ongoing demos and playing opportunities for the public.



Green Living

Promoting products and services enhancing a healthy sustainable lifestyle



Relax and Unwind

Lounge area to take a break and relax



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. An additional fee of \$3,000 would apply for this Stage.

Booth & Presence

- Premium 10' x 10' booth in a preferred location with carpeting, tables, and chairs. 20% discount offered on additional booths purchased.

Brand Visibility

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

On-Site Recognition

- Naming rights to a secondary show feature (e.g., Cooking Stage, Meditation Lounge, Registration Desk)
- Logo on sponsor recognition signage + program signage in key areas
- Verbal acknowledgment at the start of sponsored stage activities

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 monthly newsletter
- Social media content inclusion (Facebook, Instagram)
- Optional participation in social contests & giveaways

Attendee Engagement

- Sample distribution opportunity in 2,000 Show Bags
- Participation in Facebook prize promo with Vancouver Sun (minimum \$200 value)

Admission Perks

- 15 general admission tickets

Post-event Media Recognition

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

*All prices do not include GST

Advertising Opportunity

- An opportunity to partner with our marketing efforts pre-show in both print and digital formats with The Vancouver Sun

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 CAD

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 CAD

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.

250 CAD*

BOOK NOW >>

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 info@thewellnessshow.com