

HEALTH & HEALING EXPO

FACT SHEET 2020



Wellness Conference

Biannually (Spring & Fall)

Ventura County, CA

Mission & Vision

To empower people in the community to live a healthier life. The goal of this unique wellness event is to connect local small and medium-sized business owners in the health-healing-holistic industry with like-minded people from the Ventura County and surrounding areas. The Health & Healing Expo (HHE) provides a marketing platform for business owners to showcase their products/services and a one-stop-shop for people interested in a healthier lifestyle to find local resources. As a result, the local economy grows, and the community gets stronger.

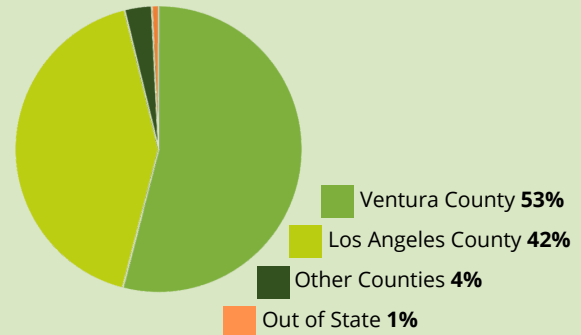
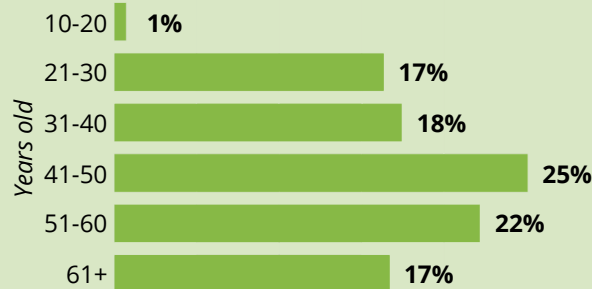
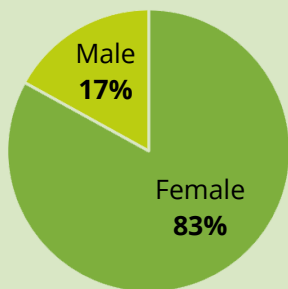
Vendors

Average of **50 vendors** per event.

- Acupuncture
- Body treatments
- Coaching
- Fitness
- Skin care
- Healing
- Chiropractor
- Heated therapy
- Massage
- Meditation
- Mental health
- Naturopathic medicine
- Nutrition
- Physical therapy
- Reflexology

Audience

Average of **400 visitors** per event.



Media exposure

The HHE garners 100,000 – 150,000 media impressions each year, from traditional and digital media. The HHE utilizes email database and social media contacts to push online/social media promotion, through a mailing list of 2,000+ emails, and continuous posts to the 1,700+ social media followers, between Instagram and Facebook. Additionally, HHE is advertised through banners, yard signs, door hangers and other print options. There will be over 5,000 marketing cards and flyers distributed throughout the local neighborhoods and at events with the demographic of attendees. The HHE has been featured in The Acorn, a weekly community newspaper that reaches 40,000+ households.

Sponsorship opportunities

Multiple levels of sponsorship are available, and each opportunity includes customization to meet diverse marketing needs. Sponsors will have their brand promoted onsite and on the marketing materials, extra social media and online promotion, and premium booth location.