

the WEIGHTLOSS EXPO

Weightloss solutions for every BODY ♥
www.theweightlossexpo.com

EXHIBITOR INFORMATION PACK



Weightloss solutions for EVERY body ♥ Sydney Expo 20-22nd July 2018



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EXPO GUESTS MICHELLE BRIDGES, TIM ROBARDS & ANNETTE SYM

SymPLY
**TOO GOOD
 TO BE TRUE®**

Annette Sym

- Bestselling author
- Australia's #1 low fat cooking expert
- Award winning businesswoman
- International motivational speaker
- Weightloss expert



Australia's *favourite* weightloss mentor | Over 4 million copies sold



Our featured special guest line-up for the Sydney expo includes **Michelle Bridges**, an Australian personal trainer, author and TV personality strongly supporting our core brand vision.

Tim Robards, widely known for his lead role in The Bachelor and other TV roles before launching his popular fitness program that is designed for men and woman of all ages.

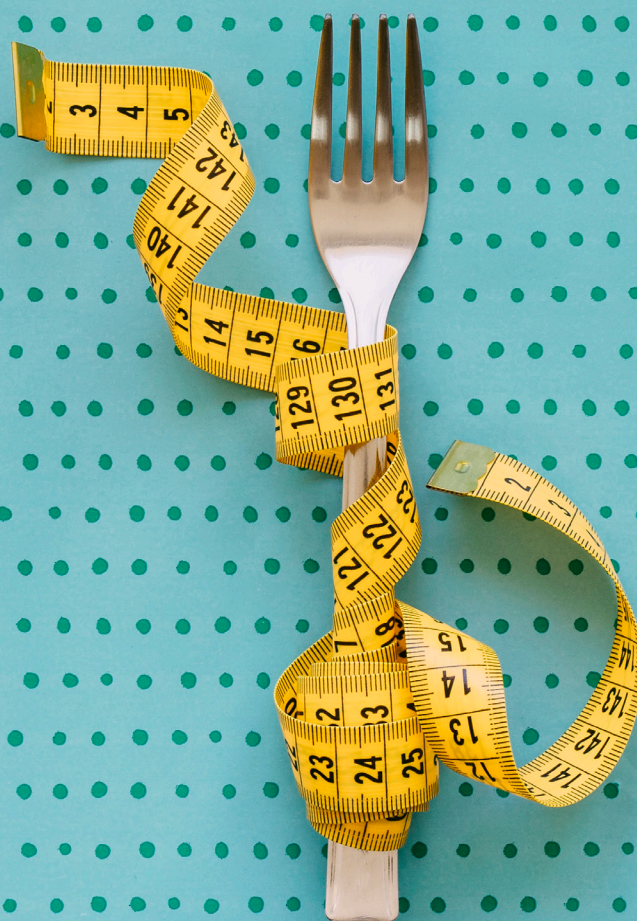
Annette Sym, a bestselling author of over 4 million copies sold - and cooking expert will also be featured on our stage with a live cooking workshop set to inspire us all.

weight loss solutions for everybody

CONTENTS

About	2
Exhibitors	3
Workshops and Stage.....	3
Sponsors	4
Marketing Plan.....	4
Promotions.....	4
Information capture	5
Expo times & dates.....	5
Exhibitor passes.....	5
Parking.....	6
Accommodation.....	6
Extra Facts.....	6
Pricing.....	7
Payment options.....	7
Terms and Conditions.....	8





the **WEIGHTLOSS** **EXPO**

Weightloss solutions for every BODY ♥
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This concept is NEW, EXCITING & BROAD...we are looking for exhibitors in every facet of the enormous weight loss industry in Australia today. The basic premise is that we want any normal weighted, over weight or morbidly obese man, woman or child to be excited and completely comfortable to come to our event.

We will have all the answers right there under one roof and give all of our visitors the contacts, tools and confidence to begin their weight loss journey at our event.

Our visitors will be receiving marketing with taglines such as: A Weight loss solution for EVERYbody. All ages, all sizes, both sexes.



EXHIBITORS FOR THE ULTIMATE EXPO

We are currently looking for exhibits and stalls for our expo.
If you have a weight loss or wellness solution we would love to hear from you.

Bariatric Surgeons
Cosmetic Surgeons
Dietitians
Nutritionists
Gyms
Boot Camps
Meal Replacement Products
Diet Products
Waist Trainers
Hypnotherapists
Psychologists

Naturopaths
Under garments
Extra-Curricular Activities
Sports Associations
Government Organisations
Personal Trainers
Beauty Therapists
Make Up Artists
Body Wraps
Fresh Food Options
Everything else in this huge space

WORKSHOPS AND STAGE

We have several workshop and stage ideas in progress, but we are mindful that a potential exhibitor may like to provide this service at the event. If this is you, please get in contact and email us at: info@theweightlossexpo.com to discuss a tailored exhibition option for your business.

SPONSORS

Every event LOVES sponsors...this one is no different. We will offer branding on web, social media, various print mediums and inclusions in the exhibition and/or stage space. Our sponsors will be highlighted through-out the event and in the program in exchange for Event Sponsorship, Stage Sponsorship, Media Sponsorship, Marketing Sponsorship, Venue Sponsorship, Prize Sponsorship and other opportunities. Contact us to see how you can become a sponsor.

MARKETING PLAN

We plan to execute a thorough plan using the following channels.

- Radio // Kiss Fm, WSFM, The Edge, Nova, 2UE and Vintage to all have a comprehensive package commencing 4 weeks before the event.
- Press // A press release will be constructed and sent to every outlet 6 weeks prior to the event. This will lead to take-up in several print channels. In addition to this we will use advertising in Fairfax Medias publications to increase awareness.
- Leaflets // A campaign using Australia Post Unaddressed mail has been organised. A flyer will be sent to 250,000 homes to encourage pre-booking.
- Social Media // Our Social media campaign will commence 3 months out from the event and will intensify as we get closer. Our audience will be targeted using sponsored advertisements and competitions.

PROMOTIONS

- We will be offering a discounted pre-purchase ticket rate and also FREE parking to those who book in advance.
- We will also be offering at least 200 free passes in the lead up to the event via social media competitions.
- We hope to offer a daily prize draw and a major event prize draw to all attendees. This will be marketed 8 weeks from the event dependant on Exhibitor participations.
- We have contacted Guinness World records to try to break the "Largest Zumba Class" record at the event! This will be marketed 8 weeks from the event.
- We are hoping to include a tasting station where meal replacement products can be test tasted by potential users. This will depend on Exhibitor participation and provisions.
- The Wall of Flyers – We will be providing all entrants with a branded bag to use for collection of all of the valuable material. Of course we know this will be available on your stands but just to make it even more visible we will be providing a wall of flyers at the Exhibition entry/exit. Just in case anything was missed.
- The Celebrity Speaker - We are in talks at the moment with several Celebrity Speaker options. We will absolutely have a Celebrity speaker and will disclose when we have received contracts and offers from all relevant parties.

INFORMATION CAPTURE

We will be running pre-event ticketing specials to encourage pre-booking and also capture information. This information will be provided to all exhibitors within 3 days of event completion. All entrants will be asked to complete a short survey on entry to again capture more detailed info. This information will be provided to all exhibitors within 3 days of event completion.

Exhibitors are welcome to host competitions within your exhibit to gain additional contact info etc.

EXPO TIMES AND DATES

Thursday 19th July 8am – 6pm	(BUMP IN)
Friday 20th July 7am – 9.30am	(BUMP IN)
Friday 20th July 10am – 6pm	(EVENT OPEN)
Saturday 21st July 10am – 6pm	(EVENT OPEN)
Sunday 22nd July 10am – 4pm	(EVENT OPEN)
Sunday 22nd July 4pm – 8pm	(BUMP OUT)
Monday 9am – 5pm	(BUMP OUT)

EXHIBITOR PASSES

Exhibitors will be asked to advise us of number of passes required. These passes will be mailed to your mailing address 4 weeks prior to the exhibition or can be collected at the gate during Bump In.

PARKING

Rosehill Gardens Event Centre has ample parking for all exhibitors and attendees. The location also has a Train station and is located on a main road very close to a major freeway. Visit www.theweightlossexpo.com/gettingthere for more information.

ACCOMMODATION

Rydges Parramatta
Mecure Parramatta
Meriton Apartments Parramatta
APX Apartments

There are several hotels within close proximity to the venue. We have negotiated special rates for exhibitors and will send this information to those who require.

EXTRA FACTS

In 2011-12, 62.8% of Australians aged 18 years and over were overweight or obese, comprised of 35.3% overweight and 27.5% obese. A further 35.5% were of normal weight and 1.7% were underweight.

The prevalence of overweight and obesity has increased in Australia over time, from 56.3% in 1995 and 61.2% in 2007-08.

Overweight and obesity varies with age, with 74.9% of people aged 65-74 years being overweight or obese, compared with 36.4% of people aged 18-24 years.

In 2011-12, more men were overweight or obese than women (69.7% compared with 55.7%). However, looking at only those persons who were obese, rates are the same for men and women (both 27.5%). The proportion of people who are obese has increased across all age groups over time, up from 18.7% in 1995 to 27.5% in 2011-12.

PRICING

Creative Space - size requirement including partitioning	
3 x 3m	(price for 3 days) \$900+GST
6 x 3m	(price for 3 days) \$1400+GST
9 x 3m	(price for 3 days) \$1800+GST
6 x 6m	(price for 3 days) \$2100+GST
Caterer/Food Truck	(price for 3 days) \$700+GST
Live Performance/stage use	TBC
Custom display space	TBC

EXTRAS

You can opt-in for the following optional extras. Prices are all GST exclusive.

- Public Liability Insurance - \$30
- Additional lighting per pair - \$95
- 2m trestle tables - \$25 each
- 4amp power outlet - \$20

PAYMENT OPTIONS

We offer the following payment preferences:

- Pay in full (within 30 days of agreement)
- Deposit and final only
- Payment plan (initial \$250 deposit plus 3 x monthly payments)

SYDNEY 20-22ND JULY 2018

PERTH TBA 2019

BRISBANE TBA 2019

MELBOURNE TBA 219

EXHIBITOR TERMS AND CONDITIONS AGREEMENT

1. Definitions

- a) 'Organisers' means The Weight Loss Expo
- b) 'Exhibitor' means the Exhibitor named in this agreement and includes all directors, partners, employees, agents, contractors, sub-contractors, licensees, invitees or other representatives of the Exhibitors.
- c) 'Exhibition Site' means Rosehill Gardens Event Centre, Grand Avenue, ROSEHILL
- d) 'Exhibits' means all material attached to or displayed on or in a Stand by the Exhibitor.
- e) 'Stand' means the table, floor space, car space or booth booked by the Exhibitor

2. Acceptance and Allocation

- a) The Organisers will notify the Exhibitor on the receipt of the exhibition application whether the Exhibitor's request to book a Stand has been accepted.
- b) The Organisers reserves the right at any time and at its sole discretion to refuse to accept an Exhibitor's request to book a stand, in which event it will refund the fee to the Exhibitor, without assigning any reason for its decision.
- c) The Exhibitor by applying for a Stand agrees to be bound by the terms and conditions contained in this agreement.
- d) If the organisers refuse to accept the Exhibitor's request to book a Stand, this agreement will terminate immediately.
- e) Only multiples of the specified stand sizes may be used to enlarge a stall size.

3. Commitment

- a) The Exhibitor agrees that if the Exhibitor's request to book a Stand is accepted with deposit by the Organiser, it will exhibit at the Expo.

4. Payments and Refunds

- a) Full payment or instalments should be paid by Cheque, Direct Deposit or Credit Card. Cash unless by prior arrangement will not be accepted.
- b) A deposit or instalment is considered to be either 50% of total amount, or if electing a 3 month payment plan 33.333333% of the total amount payable.
- c) All monies must be received by or before 8 weeks prior to Expo. If full payment is not received by this date, the Organiser has the right to cancel the booking and retain 100% of the total amount paid and invoice the exhibitor for the total amount payable.
- d) Once a stand has been cancelled or has fallen outside the terms, the Organiser has the right to sell that stand to the next exhibitor without consultation with the previous purchaser.

5. Cancellations

- a) The Organiser reserve the right at any time and at its sole discretion to cancel this agreement and terminate the Exhibitor's right to occupy the Stand without assigning any reason for its decision. If this agreement is cancelled, the Organisers maximum liability to the Exhibitor is limited to repayment of the Exhibitor's Fee paid.
- b) 50% of exhibitor fee applies to any bookings cancelled by the exhibitor within 90 days of the event date.
- c) 100% of exhibitor fee applies to any bookings cancelled by the exhibitor within 60 days of the event date.
- d) A 75% of contract fee applies to any bookings cancelled by the exhibitor at any time, who held a sponsorship status or a stall position with special conditions.

6. Exhibits

- a) Exhibits must be in accordance with the theme of the Expo.
- b) No Exhibitor article of a dangerous character may be taken into the Expo except with the Organisers prior written approval.
- c) Exhibitors are financially responsible for any damage sustained to the exhibition site property or equipment hired on behalf of the exhibitor during the expo.
- d) Exhibitors accept responsibility for any losses or damage for any items brought on to the Exhibition Site

7. Refusal of Admission

The Organiser reserves the right at any time and at its sole discretion to refuse any Exhibitor or other person admission to the Expo without assigning any reason for its decision. The Organiser shall in such circumstances not be liable for any loss or damage suffered by the Exhibitor as a result of the Exhibitor being refused admission.

8. Exhibitor's Readiness

The Exhibitor undertakes to have their Stand ready, with all Exhibits available for display and completed by the time specified by the Organiser preceding the opening of the Expo.

9. Conduct of Exhibitor

The Exhibitor must at all times during the Expo.

- a) Keep their Stand open to view and properly staffed by competent representatives during the entire period that the Exhibition is open to the public.
- b) Maintain their Stand and Exhibits in a clean and tidy condition.
- c) Keep passageways in front of their Stand free from obstruction.
- d) Not sublicense, share or part with possession of their Stand, without the prior arrangement with the Organiser. No more than two exhibitors may share one stand or advertisement.
- e) Not make any structural alteration to their Stand without the prior written consent of the Organiser
- f) Not operate any type of machinery or equipment at a sound level which, in the opinion of the Organiser, is likely to cause nuisance or annoyance to neighbouring Exhibitors or visitors to the Expo and shall if so requested by the Organiser or its representative reduce the sound to an acceptable level.
- g) Not video record or photograph the expo without prior arrangement.
- h) Not do anything which, in the opinion of the Organiser, may discredit the Expo.
- i) Not be on the Exhibition Site outside of the agreed times advised by the Organiser unless prior permission is received in writing from the Organiser

10. Public Liability

- a) The exhibitor must take out public liability insurance cover of at least \$10 million and must produce a copy of the premium receipts (Cert. Of Currency) to the Organiser before exhibiting.
- b) The Exhibitor is responsible for all personal injury or damage to property arising in connection with the Exhibitor's Exhibits or for misuse or unauthorised alteration of any Stand (collectively. 'Breach') however caused.
- c) The Exhibitor indemnifies the Organiser in respect of each and every claim and all actions, proceedings, costs, claims and demands arising out of any Breach.
- d) The Organiser shall be under no liability for personal injury to the Exhibitor however caused, nor for the loss of or damage to Exhibits or other property of the Exhibitor, however caused, unless such damage or injury is caused by the negligence of The Organiser. The Exhibitor is accordingly advised to take out all necessary insurance's.

11. Force Majeure

The Organiser shall not be liable in any way whatsoever for any expenditure or liability or loss including consequential loss incurred by the Exhibitor if the Expo or the supply of any services by the Organiser is prevented, postponed or abandoned by reasons of fire, storm, lightning, national emergency, labour dispute, strike, lockout, civil disturbance, explosion, inevitable accident or any cause not within the control of the Organiser whether of the same sort or not, or the Expo site becomes wholly or partially unavailable for the holding of the Expo.

12. Consequences of Breach

If the Exhibitor commits a material breach of this agreement:

- a) The Organiser may immediately terminate this agreement and retain the portion of the Fee paid as liquidated damages in reimbursement of management costs and other fees and expenses incurred by the Organiser.
- b) The Exhibitor must immediately remove the Exhibits from the Expo site in accordance with the Organiser's directions. Alternatively, the Organiser may do so at the Exhibitor's cost and dispatch such Exhibits to the Exhibitor's address stated in the application, and the Exhibitor must immediately leave the Expo site
- c) The Exhibitor indemnifies the Organiser from and against any liability or obligation, which may be incurred or sustained by the Organiser as a result of any breach of this agreement by the Exhibitor. The Organiser shall not be liable or responsible for any loss or damage caused to any exhibits, plant or equipment.

13. Governing Law

The laws applicable in the State of New South Wales govern this agreement and each party submits to the exclusive jurisdiction of the courts of that State.

14. Entire Agreement

This agreement constitutes the entire agreement between the parties as to its subject matter and may not be varied except in writing signed by both parties.