

The Kent



Wellness Festival

Look, Feel, Be Your Best

EXHIBITOR INFORMATION PACK 2021

Tel: 01622 583 308 - 07963 035 257

Email: wellness@whiteskyevents.co.uk

Office address: 29 Westmorland Road, Maidstone, Kent. ME15 8BD

Event address: Maidstone Exhibition Hall, Detling Showground,

Detling Hill, Maidstone, Kent. ME14 3JE

www.kentwellnessfestival.com

The Kent



Wellness Festival

Look, Feel, Be Your Best

Saturday 7th - Sunday 8th August 2021

The Kent Event Centre - Detling

Thank you for enquiring about joining us at The Kent Wellness Festival 2021.

The Kent Wellness festival is a celebration of all aspects of the wellness industry: fitness, nutrition, meditation, yoga, mindfulness, spirituality and self improvement.

Mixing the old with the new, we are creating an event for like-minded individuals to come together to improve and enhance all aspects of their own wellbeing, self improvement, self exploration and self empowerment.

We aim to inspire, educate, challenge, innovate, support, enrich and empower through workshops, talks, practical classes, readings and treatments.

The event is a great opportunity for the best wellness professionals and businesses in the industry to come together and we endeavour to give our event attendees the tools to create the best balance of themselves to achieve a full and happy life.

The event will be held at The Kent Event Centre, Detling on Saturday 7th & Sunday 8th August 2021. The event will be open to the public from 10am until 5pm on Saturday and 10am until 4pm on Sunday. We are expecting over 3000 visitors over the 2 days.

We are looking for retailers, therapists, readers, practitioners, spiritual healers, self improvement gurus, life coaching, nutrition, fitness, body positivity, spiritual guidance experts, catering companies and all other wellness industry professionals.

We look forward to welcoming to you our event and if you have any questions at all, please do not hesitate to contact us on the details below.

Annika & Will Oliver

Event Directors

The Kent Wellness Festival

White Sky Events Ltd



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WHITE SKY
EVENTS

Marketing & Advertising

We know how important advertising is to ensure a good footfall at the event.

We will be operating a large scale, multi-level marketing campaign for this event, including pre-event ticket sales.

Our marketing strategy includes:

- Print advertising within local and national wellness and event related publications
- Securing well known wellness industry figures to conduct talks and attract a large number of attendees to purchase general admission tickets
- Online directory coverage including listings in every available industry related online listings site
- Large scale paid for advertising and promotion via social media plus linking of our social media with all business related to the event.
- Promotion of ticket sales via well know industry speakers social media and websites
- Promotion of ticket sales via direct marketing, social media related groups, pages and common interest businesses, online ticketing via Eventbrite and sales via our own website.
- Strong social media presence in the lead up to the event with engaging and informative content to draw the largest possible footfall to the event
- Strong sponsorship from wellness industry related businesses
- Flyer and poster campaigns in and around the area of each event, of which we also supply to all of our exhibitors
- Large banners and road signs promoting the event in the lead up to it, at the venue or and in prominent large footfall areas near to the venue (council permitting).
- Paid for Google advertising
- Regular SEO management to maintain a good Google presence
- Local, national radio and newspaper advertising and press coverage
- Advertisement with the Kent Event Centre website, social media and calendar of events
- PR coverage of the event, with press releasees supplied to print and online publications



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Retail Exhibitors

The event will house a retailer market place, giving you the opportunity to set up an exhibition stand as a platform to promote your business or services.

Exhibition stand include unless otherwise stated:

1 x 6 foot trestle table

2 chairs

Lunch and refreshments for 2/3 people (dependant on pitch size)

Entry passes into the event for 2/3 people (dependant on pitch size)

Business listing on our website with your contact details

Basic listing within our show guide with your contact details

Connection to and promotion of your social media accounts

Additional furniture is available upon request.

If you would like to exhibit at this event, please complete an **Exhibitor Booking Form** online via our website. Cost to exhibit is dependant on how much space you require. Please see our price list on page 6.

Catering companies

We are looking for catering companies to join us at the event to sell food and drink produce throughout the 2 days. The companies we are looking for will need to correspond with the ethos of the event and we are particularly interested in companies that produce healthy/ plant based/vegan/gluten free/raw foods and have a environmentally friend approach to packaging and food distribution.

If you would like to join us at this event, please complete an **Exhibitor Booking Form** online via our website. Cost to exhibit is dependant on how much space you require. Please see our price list on page 6.



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Additional advertising opportunities

All attendees of the event will receive a festival tote bag containing an A4 Visitor Guide, goodies and limited amount of leaflets/business cards.

If you are interested in either booking an advertising space in our Visitors Guide or including an item within our Goody Bag, the basic costs for these services are as follows:

£50 + VAT per 250 Goody Bag inserts

Magazine advertising: Quarter page - £65 + VAT

Half page - £115 +VAT

Full page - £200 +VAT

Adverts will need to be supplied to us artwork ready no later than 1st November 2020.

To book these services please complete a **Marketing Opportunities Booking Form** via our website.

Bookshop

We will be hosting our own bookshop at next years event, which would give the opportunity for authors to sell their publication at the event. Sale of your book, CD, reading cards etc would be on a 50/50 sale or return basis.

If you would be interested in this please call or email us to discuss further.

Clairvoyants and Mediums Area

We will be designing a gazebo covered area to house a variety of clairvoyants and mediums within the main exhibition hall of the event, whereby attendees of the event can have one to one readings.

Each reader will be supplied with a small table and 2 chairs, enough space for one reader and one customer. Readers would then be able to charge for each reading directly with the customer. The cost of this would be £150+ VAT per space in attending on both event days, or £95+VAT per day if choosing just to attend for one day.

If you would like to book a space please complete a **Clairvoyant and Medium Booking Form** via our website.



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Exhibition space price list

Please note the costs show are for the 2 day event. We cannot offer spaces just for one day. The cost of spaces below are offered without a shell scheme in place.

2m x 2 m - £ 245 + VAT

3m x 2m - £ 295 + VAT

4m x 2m - £ 395 + VAT

3m x 3m - £445 + VAT

5m x 2m - £ 495 + VAT

4m x 3m - £595 + VAT

6m x 2m - £595 + VAT

7m x 2m - £ 695 + VAT

5m x 3m - £ 745 + VAT

8m x 2m - £ 795 + VAT

4m x 4m - £ 795 + VAT

9m x 2m - £ 895 + VAT

4m x 5m - £ 995 + VAT

10m x 2m - £ 995 + VAT

11m x 2m - £ 1095 + VAT

4m x 6m - £1195 + VAT

12m x 2m - £ 1195 + VAT

Electric connection £40 + VAT.

White, branded shell scheme £20 + VAT per square metre

If you require a bespoke space that is not included in the above list please do call us to discuss.

Please note: We will provide 2 exhibitor entry wristbands for 2m x 2m & 3m x 2m stands. We will provide 3 exhibitor wristbands for larger stands.

If you require additional staff members to join you at the event, there will be a supplement cost of **£25+VAT for the weekend**. All exhibitors will have access to the Exhibitor Area, where we will provide hot beverages, bottled water, snacks and lunch on both event days.



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Shell Scheme

Shell scheme will be provided as a white uPVC branded free standing space. If you require electric, this will be a private connection to your stand only. All exhibitor stands that require shell scheme will be grouped together and presented at the front of the exhibition hall. We have sourced a company that will provide similar to the image below:

Shell scheme is an additional cost of £20 +VAT per metre squared.

For example, if you book a 3x2m space, the shell scheme cost would be £120 + VAT in addition to your Exhibition Space. Your company name will be printed and placed across the top of your booth, which is included within this cost.



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Payment Information

To book a space at the event, a 25% deposit payment plus submission of an online booking is required if booking prior to 1st January 2021. A further 25% payment will then be due on 1st March 2021, with the balance paid no later than 1st May 2021.

If booking after 1st January 2021, 50% payment will then be due as a deposit, followed by a balance payment on 1st May 2021.

We are unable to reserve spaces without booking form and deposit.

Following submission of an online booking form, an invoice will be sent to you once your booking has been processed. Please do allow 7 days for us to process your booking. Please do check your junk folder if you have not received confirmation from us after this time.

Once you receive your invoice, your booking will be held for 7 days, during which period you will need to arrange your deposit payment. Please either call the office to make a payment by card over the phone or arrange a BACS payment..

Full event set up information and floor plan will be emailed to you in the week leading up to the event .

Deposit payments are non-refundable, however should the event need to be moved due to Government restriction, your booking will be automatically transferred to the new date.

If no new date is offered by the Organisers, or if the event is cancelled (as opposed to rescheduled), a full refund will be issued.



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Speakers , Workshops & Demonstrations

There will be a programme of talks and workshops throughout the two days. These will take place in a variety of spaces including small workshop spaces, a 120 person capacity auditorium and a 450 seated capacity main stage. This is a fantastic opportunity for individuals to hold an informative or educational talk or workshop and impart their specialist knowledge to this target audience.

Speakers are welcome to apply online via our website and will be booked on one of the following basis:

1. Offering an informative or information based talk that would be interesting to our ticket holders. Studio space would be offered on a complimentary basis and would be awarded following consideration of the organisers. If you wish to promote your products or services, please see options 2 and 3. If you are an author please see option 4.
2. If you are looking to promote your business, products or services, each speaker can hire a studio and present a talk for £60 + vat per 30 minutes. **You are welcome to sell products to the attendees of your talk, however this must be done within the timeframe that you have hired your studio space. You will not be permitted to make sales to the public outside your allocated studio.**
3. If a speaker chooses to book an exhibition stand, we can offer a talk or workshop space free of charge . These spaces will be limited and subject to availability at the time of booking.
4. For any authors wishing to promote a book, we can offer a studio space on a complimentary basis on provision that their publication is sold within our Wellness Bookshop

All speakers would be expected to promote the event via their website and social media platforms in the lead up to the event plus they would need to meet and greet the attendees of their talk on the day at the entrance of their studio space.

A PA system with handheld microphone will be available for use in all studio spaces. If you require any additional AV (e.g you intend to use a presentation), a laptop and projector will be available for use in certain AV compatible studio spaces. **If you require use of an AV compatible studio, please ensure you highlight this on your booking form so we can allocate you to the correct room.** All presentations must be pre-prepared on a USB stick and brought to the event on the day.



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We have decided not to offer pre-bookable spaces at our talks and workshops, as many people that pre-registered at our previous festival, did not turn up, therefore spaces will be allocated on a first come, first served basis at the class studio on the day of the class. We will promote the time and day of all talks and workshops on our website and via social media in the lead up to the event.

We will provide 2 exhibitor entry wristbands for each talk if you do not have an Exhibition stand. If you also have an Exhibition stand, we will provide one further wristband on top of your exhibitor allocation. If you require any additional staff members to join you on the day of your talk, there will be a supplement cost of £15 + VAT per day. All speakers will have access to the Exhibitor Area, where we will provide hot beverages, bottled water, snacks and lunch.

If you would like to present a talk/workshop/demonstration at this years event, please complete a **Speaker Booking Form** online via our website.

Practical Classes

We will provide the studio space for the class to take place and the instructor will not be charged for hire of the space, however there must be no charge to the ticket holder for the class.

All instructors would be expected to promote the event via their website and social media platforms in the lead up to the event plus they would need to meet and greet the attendees of their talk on the day at the entrance of their studio space.

Instructors will need to bring all equipment required to conduct the class with them.

We have decided not to offer pre-bookable spaces at our classes, as many people that pre-registered this year did not turn up, therefore spaces will be allocated on a first come, first served basis at the class studio on the day of the class. We will promote the time and day of all classes on our website and via social media in the lead up to the event.

We will provide 1 exhibitor entry wristband per class if you do not have an Exhibition stand. If you also have an Exhibition stand, we will provide one further wristband on top of your exhibitor allocation. If you require any additional staff members to join you on the day of your class, there will be a supplement cost of £15 + VAT per day. All instructors will have access to the Exhibitor Area, where we will provide lunch, hot beverages and bottled water.

If you would like to apply to hold a class at this years event, please complete a **Instructor Booking Form** online via our website.



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