

The Kent



# Wellness Festival

Look, Feel, Be Your Best

## **EXHIBITOR INFORMATION PACK 2022**

**Tel: 01622 583 308**

**Email: [wellness@whiteskyevents.co.uk](mailto:wellness@whiteskyevents.co.uk)**

**[www.kentwellnessfestival.com](http://www.kentwellnessfestival.com)**

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# Wellness Festival

Look, Feel, Be Your Best

**Saturday 11th - Sunday 12th June 2022**

**The Kent Event Centre - Detling**

The Kent Wellness Festival is the South East's largest 2-day celebration of all aspects of the wellness industry including talks, workshops and practical classes.

Whether your interest is fitness, nutrition, health, meditation, yoga, mindfulness, spirituality, or any aspect of self-development & self-improvement, this is the event for you.

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 well-being, self-development & self-improvement.

We aim to inspire, educate, challenge, innovate, support, heal, 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 11th & Sunday 12th June & will include an inside space (Clive Emson Conference Centre) & outside tents & marquees. The event will be open to the public from 10am until 5pm on Saturday and 10am until 4pm on Sunday. We are anticipating around 5000 visitors over the 2 days.

We are looking for retailers, therapists, readers, practitioners, spiritual healers, self improvement gurus, life coaches, 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*



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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
- Advertisement with the Kent Event Centre website, social media and calendar of events
- Promotion of ticket sales via well know industry speakers & local business' social media and websites
- Promotion of ticket sales via social media related groups, pages and common interest businesses
- Online ticketing via Eventbrite and sales via our own website
- Direct marketing to our mailing list of over 7000 contacts
- 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 motorway road signs promoting the event in the lead up to the event
- Paid for Google advertising
- Regular SEO management to maintain a good Google presence
- Local & national newspaper advertising and press coverage
- PR coverage of the event, with press releasees supplied to print and online publications



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## Retailer Exhibition Stands

The event will house a large wellness retailer marketplace, giving you the opportunity to set up an exhibition stand as a platform to promote your business or sell your products or services. All exhibition stands include:

- 1 x 6 foot trestle table and 2 chairs *(Additional furniture is available upon request)*
- Lunch and refreshments for 2/3 people *(dependant on pitch size)*
- Entry wristbands 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

### Exhibition space price list

Please note the costs below are inclusive for the 2 day event. Cost to exhibit is dependant on how much space you require.

We create a bespoke floorplan to ensure that no similar trade types are directly adjacent to one another. If you have a location request, this can be detailed on the online booking form. We also cap trade types to no more that 10% of any one trade type to ensure a good variety for customers and for you to get the best possible return on your investment.

2m x 2 m - £ 195 + VAT

3m x 2m - £ 295 + VAT

4m x 2m - £ 395 + VAT

3m x 3m - £445 + VAT

6m x 2m - £545 + VAT

Bespoke spaces—if you require alternative space dimensions to those list above please contact us to discuss further.

Electric connection is available at an additional cost £40 + VAT.

All of our exhibition stand within the Wellness Marketplace are inside. We do not provide shell scheme or gazebos. You are welcome to bring your own gazebos to house your stand should you wish to do so, however they must fit comfortably in the size space that you have booked.

To book your space, please complete an **Exhibitor Booking Form** via our website.



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## Catering stands

We are looking for catering companies to join us at the event to sell food and drink produce throughout the 2 days. We are particularly interested in companies that produce healthy/ plant based/vegan/gluten free/raw foods and have an environmentally friendly approach to packaging and food distribution.

Cost to exhibit is dependant on how much space you require and we offer both inside and outside spaces. We can accommodate catering vans both inside and outside and if booking an outside space, you must provide your own gazebo or covered structure.

**Inside** catering stands include:

- 1 x 6 foot trestle table and 2 chairs if required (*Additional furniture is available upon request*)
- Lunch and refreshments for 2/3 people (*dependant on pitch size*)
- Entry wristbands 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

**Outside** spaces include all of the above however we do not provide furniture

### Catering exhibitor price list

Outside space up to 3m x 3m - £ 195 + VAT

Outside catering van (any size—price per vehicle)- £ 245 + VAT

2m x 2m inside space - £195 + VAT

3m x 2m inside space - £295 + VAT

4m x 2m inside space - £395 + VAT

3m x 3m inside space - £445 + VAT

6m x 2m inside space - £545 + VAT

Electric connection is available at an additional cost £40 + VAT.

**Please note:** Generators are not permitted at the venue—this is a restriction imposed by the venue not the organisers.

If you would like to join us at this event, please complete a **Catering Booking Form** online via our website.



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## 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 on RRP. If you would be interested in this please email Will at [wellness@whiteskyevents.co.uk](mailto:wellness@whiteskyevents.co.uk) to discuss further.

## Clairvoyants and Mediums Area

We have a designated Clairvoyants and Mediums tent 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. There is an upfront cost of £180+ VAT per space for the weekend. Readers would then be able to charge for each reading directly with the customer. You will retain all income for your readings and you will be responsible for taking your own payments either in advance or on the day.

Your services would be advertised in advance on our website and customers can book their reading with you directly prior to the event (if you are happy for them to do so). We offer a receptionist and booking system at the event so that you are not disturbed during readings.

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

## Spa Therapists

We are looking for therapists to join us at our Day Spa, who offer traditional beauty therapies such as facials, manicures and massage, plus therapists that provide alternative, holistic and any other therapies that are a bit different! We design and build a bespoke pop up spa and each therapist is allocated a private treatment room. There is an upfront cost of £180+vat to attend for the weekend. This cost is per therapist, per treatment room. All treatments would be charged directly by therapist to customer at the event and you will retain all income for your treatments. You will be responsible for taking your own payments either in advance or on the day. Therapists would need to supply their own equipment (bed, towels, products etc)

Your services would be advertised in advance on our website and customers can book their treatments with you directly prior to the event (if you are happy for them to do so). We offer a receptionist and booking system at the event so that you are not disturbed with clients.

If you would like to book a space please complete a **Spa Therapist Booking Form** via our website.



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## Information for all exhibitors

We provide 2 exhibitor entry wristbands for 2m x 2m & 3m x 2m inside stands and 3 exhibitor wristbands for larger stands included in the exhibition space cost. We provide 2 exhibitor wristbands for outside catering stands.

We provide one wristband per reader or therapist booking

If you require additional staff members to join you at the event, there will be a supplement cost of £30+VAT for the weekend or £20+VAT per day per wristband. All exhibitor wristband holders will have access to the Exhibitor Area, where we will provide hot beverages, bottled water, snacks and lunch.

**Please note:** All exhibitors/helpers/staff members/guests of exhibitors must wear a wristband at all times within the event.

Wristbands can be collected at the venue entrance on set day or on the Saturday morning prior to event opening. Additional wristbands can be paid for in advance or at the front entrance.

**Entry to the event will not be permitted without a wristband.**

Exhibitors will be invited to set up their stand on Friday 10th June & full set up information including floorplan will be sent out a few weeks prior to the event.



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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. You do not need to be an exhibitor to promote your business/services at this event. This option can be suitable for businesses with smaller budgets or who cannot attend the event in person.

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:

£55 + VAT per 250 Goody Bag inserts

Magazine advertising: Quarter page - £70 + VAT

Half page - £120 +VAT

Full page - £210 +VAT

Visitor Guide artwork deadline is 1st May 2022. Artwork must be submitted in high rez, print ready jpeg format only. Quarter page and full page adverts must be in portrait orientation, and half page adverts must be landscape orientation. This can be uploaded via our website at the time of booking or emailed to us after booking.

If you would like us to create your artwork a fee of £30+vat will apply. To discuss this please email [wellness@whiteskeyevents.co.uk](mailto:wellness@whiteskeyevents.co.uk)

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

## Payment Information

We require 25% deposit payment within 7 days of booking, followed by a further 25% on 1st February 2022 with balances due on or before 1st April 2022. Alternatively, you can pay your invoice in full at the time of booking.

For bookings over £400, we can offer a monthly payment plan. Please contact us to discuss this option following your booking.

Following submission of an online booking form, an invoice will be sent to you within 7 days. Once you receive your invoice, your booking is confirmed, and payment and cancellation terms are applicable thereafter. If you have not received any correspondence from us within this timeframe, please contact us as we may not have received your booking form.

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 (60 capacity), a 120 person capacity auditorium and a large capacity 'main stage' circus tent.

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 in accordance with suitability of subject matter. There is no charge to the presenter for their studio space; we also ask our speakers not to charge an entry fee for ticket holders to attend the talk.

Please note Speakers at also choose to book an exhibition stand or have a publication for sale within our bookshop will be given priority. Booking a stand in conjunction with your talk/workshop is also recommended to gain a larger reach across the weekend, and gives you a space to direct customers to following your talk. You are not permitted to sell physical products at your talk.

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 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 projector will be available for use in certain AV compatible studio spaces, however please bring your own laptop with you. 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. Full set up information will be sent out to you a few weeks prior to the event.

We do not offer pre-bookable spaces at our classes, as many people that pre-registered in previous years 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 all talks and workshops on our website and via social media in the lead up to the event and we will supply you with bespoke social media promotional artwork.

We can 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 £20 + 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.



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## 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.

We will provide a small PA to play music from and head-mic if required. Instructors will need to supply their own music (if required) on a phone or tablet and bring all equipment required to conduct the class with them. Attendees of the class will be responsible for bringing their own mats, blocks, straps etc (instructors do not need to bring these) and if these items are required, should be specified on the booking form to enable us to inform the attendees in advance.

We do not offer pre-bookable spaces at our classes, as many people that pre-registered in previous years 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 all talks and workshops on our website and via social media in the lead up to the event and we will supply you with bespoke social media promotional artwork.

We can provide up to 2 exhibitor entry wristbands 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 £20 + 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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