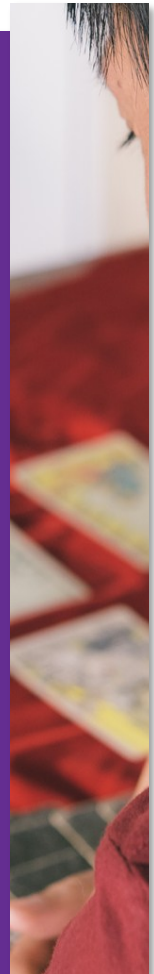
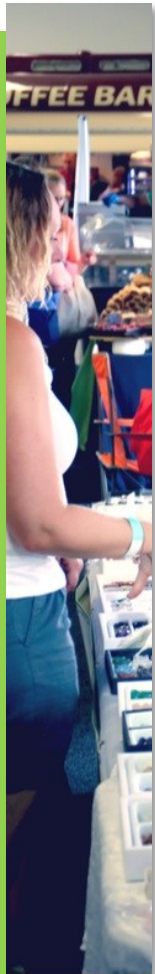


The Kent



Wellness Festival

Look, Feel, Be Your Best



EXHIBITOR INFORMATION PACK

Saturday 12th – Sunday 13th June 2027

Tel: 01622 587 056

Email: wellness@whiteskyevents.co.uk

www.kentwellnessfestival.com

The Kent
Wellness Festival

Look, Feel, Be Your Best

Saturday 12th June - Sunday 13th June 2027
Detling Showground, Maidstone

The Kent Wellness Festival is the South East's largest 2-day celebration of all aspects of the wellness industry including over 80 hours of talks, workshops and practical classes.

Whether your interest is fitness, nutrition, health, meditation, yoga, mindfulness, spirituality, or any aspect of self-development and 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 and self-improvement.

We aim to inspire, educate, challenge, innovate, support, heal, enrich and empower through workshops, talks, practical classes, readings and treatments. This event gives our attendees the tools to create the best balance of themselves to achieve a full and happy life.

The event is a great opportunity for the best wellness professionals and businesses in the industry to come together and to promote and sell their goods and services directly to their target market.

The event is made up of an inside exhibition space housing a wellness market, pop up Day Spa, Mediums and Clairvoyants tent & 3 talk studios. In our outside space you can find an additional talk studio, 2 yoga tents, fitness studio, outside retailer wellness market, food vendors, entertainment plus our Main Stage marquee. The event will be open to the public from 10am until 5pm on both Saturday & Sunday.

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

White Sky Events Ltd



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Marketing and Advertising

We know how important advertising is to ensure a good footfall at the event. We usually see around 1500 people over the 2 days, with our numbers growing each year.

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 respected 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 on the Kent Event Centre website, social media and calendar of events
- Promotion of ticket sales via well know industry speakers and local business' social media and websites
- Promotion of ticket sales via social media related groups/common interest pages
- Online ticketing and promotion 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 the event, of which we also supply to all of our exhibitors, plus throughout the venue
- Large banners at the venue and at high footfall areas in surrounding areas
- Large scale motorway road sign advertising campaign, both a few months prior to and the few weeks leading up to the event
- Paid for Google advertising
- Regular SEO management to maintain a good Google presence
- Local and national newspaper advertising and press coverage
- PR coverage of the event, with press releasees supplied to print and online publications locally and nationally



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Retailer Exhibition Stands

The event will house a large indoor and outdoor 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 indoor exhibition stand package prices include:

- 1 x trestle table and 2 chairs (*5ft trestle included for 2x2m stands, 6ft trestle included for 3x2m stands & larger*)
- Chairs (*if required*)
- 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



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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.

Inside Exhibition & Retail spaces

2m x 2 m - £ 245 + VAT

3m x 2m - £ 345 + VAT

4m x 2m - £ 445 + VAT

3m x 3m - £495 + VAT

5m x 2m - £545 + VAT

6m x 2m - £625 + 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 £45 + VAT.

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

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.

Please note - corner and end stands require a minimum investment of 4x2m stand.

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.



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Outside Retail spaces

Outside retail spaces are the perfect balance for companies on a smaller budget that need a larger space, or for those business that can only attend for one day.

3m x 3m gazebo pitch

1 day - £125 + VAT

2 days - £195 + VAT

All of our outdoor marketplace stands include:

- Lunch and refreshments for 2 people
- Entry wristbands into the event for 2 people
- 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

Please note

- ⇒ Outside spaces do not include furniture or gazebo housing and you would need to bring everything you need to set up your stand with you.
- ⇒ We cannot provide electric for outside retail spaces and the venue unfortunately does not allow generators
- ⇒ If you book one day, however choose to stay on for the 2nd day at the time of the event, you will be charged for 2 x single days.
- ⇒ You will need to prepare for the variable English summer, and no refund will be given in the event of rain or bad weather



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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.

All catering spaces are outside and we offer both catering vehicle and catering gazebo spaces.

Please note, if booking a 3x3m space, you must provide your own gazebo or covered structure to house your stand.



Catering exhibitor price list

Outside space up to 3m x 3m - £ 245 + VAT

Outside catering van (price per vehicle) - £ 275 + VAT

Catering stands include:

- Lunch and refreshments for 2 people
- Entry wristbands into the event for 2 people
- 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

Electric connection is available at an additional cost £60 + 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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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 £245+ 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), or on the day at the show. We offer a receptionist and booking system at the event so that you are not disturbed during readings. You will need to supply our team with any pre-show bookings prior to set up.

If you would like to book a space please complete a **Clairvoyant and Medium Booking**



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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 £245+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), or on the day at the show. We offer a receptionist and booking system at the event so that you are not disturbed whilst with clients. You will need to supply our team with any pre-show bookings prior to set up.

As there are a lot of activities throughout the weekend, shorter or 'mini' treatments work best. We advise that therapists offer treatments that are no longer than 30 minutes in length, however please advise us should this not be suitable and we can discuss accordingly.

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



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Wristband information for all exhibitors

Included in the exhibition space cost, we provide 2 exhibitor entry wristbands for:

- 2m x 2m inside stands
- 3m x 2m inside stands
- Catering stands
- Outside retail stands

We provide 3 exhibitor wristbands for larger inside 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 £45+VAT for the weekend or £25+VAT per day per wristband. All exhibitor wristband holders will have access to the Exhibitor Area, where we will provide hot beverages, bottled water and a packed 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 on set up 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 9th 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 an A4 Show Guide where you can promote your business.

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

Magazine advertising: Quarter page - £95 + VAT

Half page - £170 +VAT

Full page - £295 +VAT

Visitor Guide artwork deadline is 1st April 2027. 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, or if we have to rework your artwork, a fee of £75+vat will apply. Once created, we will provide you with a professional jpeg of your artwork that you can also use elsewhere should you wish. To discuss this please email wellness@whiteskeyevents.co.uk

To book these services please complete a **Marketing Opportunities Booking Form** via our website or complete the relevant sections if also booking a trade stand.

Payment Information for all bookings

If booking prior to 1st April 2027, we require a £50 deposit payment within 7 days of booking, with balances then due on or before 1st April. Alternatively, you can pay your invoice in full at the time of booking. If booking after 1st April 2027, full payment is due within 7 days of submitting your booking.

For bookings over £300, 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 7days. 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 3 small talk/workshop spaces (60 capacity), a 90 person capacity seated auditorium and a 100 seated capacity (50 if mat based) 'main stage' 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/instructors 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 and as we offer entry to all talks as part of the admission cost to the event, we also ask our speakers not to charge an entry fee for ticket holders to attend their talk/workshop.

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.

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. Speakers will need to arrive at the event at least one hour prior to their talk and they would need to meet and greet the attendees of their talk on the day at the entrance of their studio space.

Full set up information will be sent out to you a few weeks prior to the event.



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Please note Booking an exhibition stand in conjunction with a talk/workshop is 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 or by the entrance of your talk.

We 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 £25+VAT per day. All speakers will have access to the Exhibitor Area, where we will provide hot beverages, bottled water and a packed lunch.

If your application is successful, you will receive confirmation of your day and time of booking with full details within a contract. Once this is signed by both parties, your talk/workshop will be included within our programme, be advertised on our website and via social media.

In the lead up to the event all speakers/instructors would be expected to promote the event via their website and social media platforms. We will supply bespoke artwork to enable you to do this.

If following confirmation and subsequent promotion of your talk/workshop, a speaker cancels their session or does not show up on the day, a tiered fee applies and details of this will be given within your contract. This is to cover the promotion of your business and any associated losses if you fail to attend the event. You may be asked to supply credit card details at the time of contract exchange, however no payment will be taken. This fee is only applicable in the event of cancellation after commitment, and no fee will apply for any other reason.

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

There will be a programme of practical classes throughout the two days. These will take place in 2 outside covered yoga studio spaces, a fitness studio marquee plus a large capacity 'main stage' sailcloth tent.

This is a fantastic opportunity for individuals to promote their business, grow their weekly classes and impart their specialist knowledge to this target audience.

Instructors 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 instructor for their studio space and as we offer entry to all classes as part of the admission cost to the event, we also ask our instructors not to charge an entry fee for ticket holders to attend the class.

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. Instructors will need to arrive at the event at around one hour prior to their class and they would need to meet and greet the attendees of their class on the day at the entrance of their studio space.

Full set up information will be sent out to you a few weeks prior to the event.

We promote all classes individually on our website and via social media in the lead up to the event and all instructors would be expected to promote the event via their website and social media platforms also. We will supply bespoke artwork to enable you to do this.



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Please note Booking an exhibition stand in conjunction with a class is 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 or by the entrance of your class.

We provide 2 exhibitor entry wristbands for each 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 £25+VAT per day. All instructors will have access to the Exhibitor Area, where we will provide hot beverages, bottled water and a packed lunch.

If your application is successful, you will receive confirmation of your day and time of booking with full details within a contract. Once this is signed by both parties, your class will be included within our programme, be advertised on our website, via social media.

If following confirmation and subsequent promotion of your class, an instructor cancels their session or does not show up on the day, a tiered fee applies and details of this will be given within your contract. This is to cover the promotion of your business and any associated losses if you fail to attend the event. You may be asked to supply credit card details at the time of contract exchange, however no payment will be taken. This fee is only applicable in the event of cancellation after commitment, and no fee will apply for any other reason.

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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