



THE LIFESTYLE LOUNGE

March 23rd, 2015
6:30 - 9:30PM
239 W 14th St. Between 7th and 8th Ave
NEW YORK CITY

THE EVENT

An after work wellness lounge “party” where busy New Yorkers have access to what’s hot and new in health and wellness via mini-consultations with wellness and healthy living experts, as well as the opportunity to explore products and other offerings. Consultations last approximately 10-15 minutes and are an opportunity for attendees to receive complimentary one on one exposure to various therapies, healing modalities and practices as well as sign up for a longer future consult. One expert participating at the Platinum level will have the opportunity to give a 15-minute talk, share their area of expertise to all attendants and make a front of room call to action. Vendors offer a variety of products and services ranging from food, beauty, fitness and inspirational art. A casual environment that lends itself to networking, mingling and relaxing will be created for everyone to enjoy. The Lifestyle Lounge provides alternatives for looking and feeling good in a fast paced world while putting a spotlight on small businesses in the health and wellness industry through an atmosphere that is relaxing and fun and not overwhelming such as a health fair or expo.

THE ATTENDEES

An average of 75 high performing professionals living in New York City (or surrounding area) who are experiencing high demands professionally and personally. They are mostly in their late 20's to mid 40's- with the majority falling in the 30- mid 40's bracket. They work 9-5 jobs, they are teachers, designers, etc. A good handful of entrepreneurs in the health and wellness arena, some ready to transition out of their job and full time into their business. They are initiated into the self-growth development arena and are curious to up level their overall wellness, by spending more time, energy and money in this area. Demographically attendees are about 60% to 70% women, 40% to 30% men.

WHY PARTICIPATE AS A VENDOR?

Meet new people, gain exposure, build new relationships, make new connections for future collaborations and sell your product! The Lifestyle Lounge helps you gain brand recognition with a brand new target audience!

Some of the benefits you receive from expert level participation:

- Grow your list with interested and pre-qualified leads
- Gain brand recognition while planting seeds for financial fruition
- Have fun connecting with potential JV partners
- Up-level your business through event sponsorship

TESTIMONIALS AND IMAGES FROM PAST EXPERTS AND VENDORS OF THE LIFESTYLE LOUNGE



Carissa Santos of Love Grace Foods, Vendor at The Wellness Lounge November 2013

“ The approximate return of our investment in the Lounge was \$8000- many times over what we invested to participate.”

Participating in The Wellness Lounge was **AMAZING!** We loved the energy and excitement for health and wellness from all the participants. The greatest benefit we received was the exposure for our business to our target market. The approximate return of our investment in the Wellness Lounge is \$8000 (For 3 patients that started a full care program with our office!) many times over what we invested to participate.

This was the best opportunity to market our business to other New York City professionals who are interested in achieving the best health and wellness in the city.- **Becky Meza, Body in Balance Chiropractic, LLC.**



Body in Balance
Chiropractic
LLC

www.bodyinbalancenyc.com



Kaila Lynn, Certified Health Coach, in a mini-consultation
All photography by Alex Bershaw at www.AlexBershaw.com

“Participating in The Lounge event is an opportunity that will not only to bring attention to your business, but will plant seeds in the form of contacts, friendships, prospects, and future unexpected and appreciated surprises.”

The WELLNESS LOUNGE is an exceptional evening of professionals all schooled in different areas of health/wellness. I was proud to represent my profession as a self-care specialist and breath work practitioner. I sat down and talked with a host of individuals, some of which have become my clients/customers.

I also built some great relationships with other practitioners and small business owners. Participating in The Wellness Lounge event is an opportunity that will not only to bring attention to your business, but will plant seeds in the form of contacts, friendships, prospects, and future unexpected and appreciated surprises. You never know what happens when you open up to sharing who you are and what you do with others. Whether attending as a guest or a participant, I highly recommend attending Monica's Wellness Lounge. – Rebecca Spath

www.rebeccaspath.com

OPTION FOR VENDOR PARTICIPATION

SILVER LEVEL SPONSORSHIP

FOR VENDORS OF PRODUCTS ONLY, NOT FOR SERVICE PROVIDERS
8 SPOTS AVAILABLE

FEATURES YOU RECEIVE THE DAY OF EVENT:

- BE THE ONLY VENDOR FEATURED IN YOUR PRODUCT CATEGORY
- DISPLAY TABLE FOR YOUR PRODUCTS (APPROXIMATELY 4 FT OF SPACE) AND TABLECLOTH
- ABILITY TO SELL YOUR PRODUCTS AT THE EVENT
- 1 COMPLIMENTARY ASSISTANT TICKET FOR THE EVENT

PRE-EVENT SERVICES YOU RECEIVE:

- 3 SOCIAL MEDIA MENTIONS (TWITTER, FACEBOOK, LINKED IN)
- PRODUCT SAMPLE OR OFFER CARD IN GOODIE BAG

INVESTMENT:

UP TO 6 WEEKS BEFORE THE EVENT DATE \$300

LESS THAN 6 WEEKS PRIOR TO THE EVENT \$375

WITH THE OPTION TO LOWER YOUR INVESTMENT BY \$50 WHEN YOU BRING 5 GUESTS WITH A SPECIALLY REDUCED TICKET TO THE EVENT**

** \$50 IS RETURNED TO YOU WITHIN 30 DAYS TIME AFTER THE EVENT AFTER YOU HAVE MET EACH OF THE REQUIREMENTS FOR THE 5 GUEST OPTION LISTED IN THE CONTRACT

To see an example of past speakers, and sponsors please visit this link: <http://www.thewellnesslounge.nyc/#!/experts/ck52>

To book a sponsorship consultation, please select a time at this link: <https://thelifestylelounge.acuityscheduling.com/>

FAQ (Please make sure to read this through BEFORE we speak again.)

1. Can you guarantee exactly how many people will attend?

The average # of attendees at each event is 75. There have been events that brought in 95 attendees and other events where there were 65. Because of the nature of events- sometimes people register and don't show.

Keep in mind that the other people in the room, participating in the event as vendors and sponsors are also your audience. In the past they have become important partners, JV's and even clients for other sponsors. Including all participants, you can expect a total of 100-120 people in the room.

2. Can I sell anything I want at my table?

As long as it pertains to the services and products we discussed prior to the event and are specified in the agreement.

For example if you're a love coach and you have a workshop coming up or a love book at your table you can sell it. If you use essential oils in your work and you want to sell – say Doterra kits, you can't.

When you come on board as a vendor or sponsor you are chosen to ONLY represent one specific area of expertise. It is important to follow this guideline so there is no overlap created among the participating sponsors.

If you don't follow the guidelines at the event you may be asked to not participate and your investment will not be returned.

3. If I am an expert, do you manage the mini consults with the attendees for me?

No, you have an assistant ticket for a person that you bring with you to help you manage a sign in sheet and keep track of the times when you will be speaking to people. It is your responsibility to assign someone this task and to provide them with a sign in sheet, clipboard and anything else you may need, such as an intake form to gather attendees' information.

4. What makes sense for me to include for the goodie-bag?

People respond to time sensitive offers. Have a special offer that expires within a week or two after the event to claim. You can also offer a low priced point offer that will allow you to have a second contact with prospects after the event.

5. I need a quiet environment for my mini consult- will I be able to have that at the Lifestyle Lounge?

The Lifestyle Lounge is a party. There will be fun uplifting music playing in the background and the energy and excitement of people talking to one another. You can be situated in an area that will give you a wall or curtain for a more “private” space, but it is not a quiet atmosphere.

6. I'm interested but cannot fully commit now due to finances, is there a way to hold my spot as an expert?

Because there are only a few spots to participate at each event the only way to secure your space is to put down a deposit payment the next time we speak. This is NOT refundable but 50% of your investment can be transferred to a future date *only in the event of an emergency*. Ask about a payment plan, which allows you to budget for the investment as well by splitting your payment in half.

7. Do you distribute a list of all attendees to the sponsors?

I do not. The reason for this is that I respect the privacy of our attendees. You are free to collect information as a sponsor. The goodie-bag also gives you an opportunity to have attendees contact you.

8. How do you market and promote the event?

The Lifestyle Lounge is promoted on various channels of social media, and dedicated emails and across the social media and lists of the participating sponsors- including yours.

There are also cross-promotional partners that promote the event at their establishments, via their audience on social media, such as The Reebok Fit-hub Union Square Store.

As a member of the Health and Wellness Network of Commerce and Body Local, The Lounge accesses a vast audience of about 18,000 people in the tri-state area.

The combined reach of promotion spans between 24,000 and 50,000, depending on cross-promotional partnerships established for each event.

9. How can I ensure success after the event?

Past participating sponsors who have achieved the greatest success have been actively engaged in communicating with attendees in the weeks and months following the event. They have created free offers and low priced options to have a second in person engagement with attendees and establish deeper trust and continuity in the relationship. Including a time limit to your offer helps people act more quickly as well as directly communicating via telephone. Encourage all prospects to give you their phone #, especially if you are conducting a raffles so you can notify them this way.

If you would like support in creating a sequence of post event follow up, please ask me about this service I ONLY offer to Lounge sponsors.