

Event Overview

March 20, 2010



Goal:

Create a premiere platform for educating the public on the multitude of benefits derived from holistic, homeopathic, and naturopathic practitioners along with a vast array of methods to enhance one's life towards a whole and healthy lifestyle.

Venue:

Outdoor event - 80 booths covered area, 5 indoor, remaining around pond & grassy knoll area
130-180 vendor displays - practitioners, products, intuitive readers, energy healers
4-5 food court vendors - raw food, organic, dessert, smoothie
Demonstration area - (20 min. presentation 10 min. set-up) presentations, discussion groups
Children's area - yoga, education, activities

Program:

- a) There are 4 points of entry.
- b) Upon entering, each attendee will be asked their areas of interest to have them directed to vendors best suited to help and other random vendors to visit.
- c) Those selected vendors will need to mark off on the map/program that the attendee visited their booth in order for the attendee to be registered for the drawings and prizes.
- d) The map/programs will have each vendor's location within the EXPO, their business/modality and program times for the day's demonstrations and discussion groups.
- e) This accomplishes several goals.
 - o Each vendor will have attendees directed to their booth
 - o Attendees will be directed to booths to visit and be still able to meander around to all booths
 - o Database created with email addresses gained from attendees for invite to upcoming events
 - o Creates the foundation for us to achieve our event goal

Summary:

The vast majority of the population may not fully understand our modalities, methodologies, specific reasoning for what we do and the benefits associated with them. This sets up the perfect venue for them to see some of us for the first time and experience how extremely helpful and needed we are in their lives. We are focused on introducing our message as mainstream. To achieve that it helps to have more friendly and common terminology used. The map they will be receiving upon entering, labels each vendor in a more user friendly way. A chiropractor will be listed under Physical Healthcare, Egyptian Healing Rods will be listed under Energy Healing and so on. They will see at each booth what the vendor does, but our aim is to ease them into some of our methods through education, demonstration, and discussion.