



YogaExpo

Exhibitors Kit

SYDNEY & MELBOURNE



exhibit at Yoga Expo

Access thousands of potential customers in one day!

Place your products and services directly in the hands of your best prospects and reap the benefits of face-to-face marketing at Yoga Expo.

Now in its 5th consecutive year, Yoga Expo is a not-for-profit event organised especially to give people the chance to explore, get inspired by and connect with the Australian yoga community.

The brainchild and initiative of Percy Garcia and Andre Melis, Yoga Expo is a home grown event that comes to life each year through the dedication of Percy and his team from Govinda Valley, together with a crew of volunteers from the Sydney yoga community.

A celebration of all things yoga, Yoga Expo brings together leading instructors and yoga enthusiasts who seek the ultimate yoga experience and who have a powerful ability to set trends and influence others. They are intelligent, educated, affluent and conscious-living, committed to their own health and wellbeing plus that of the community and environment, and in doing so seek to experience and share the wonderful benefits of yoga.

This year we promise to be bigger and better, providing a great community day with dynamic presentations, more free classes led by Australia's top yogis, inspirational music, free therapies,

delicious organic foods, close to 100 exhibitors and a Kirtan concert finale to wrap up the day.

With a total of 6 yoga halls in Sydney and 2 in Melbourne, it means more people get to experience yoga first hand in one of the instructor led classes, a program that has proven to be highly sought after by instructors and participants alike, setting another new benchmark for Yoga Expo as we venture south of the border for the first time.

So don't miss this opportunity to showcase your products or services to a captive audience of enthusiastic, affluent, educated and conscious living individuals:

- **6000-8000 expected attendees**
- **Sell your product or services on the spot**
- **Generate quality sales leads**
- **Sample new and existing products and services**
- **Have face-to-face interactions with your best prospects**
- **Build brand awareness**
- **Network with the primary influencers of the growing Australian yoga community**

As an exhibitor, we look forward to sharing our direct marketing initiatives and public relation activities with you, in the hope we can work in partnership wherever possible to maximize the exposure and opportunities that Yoga Expo presents.



EXHIBITION FEES

Melbourne Yoga Expo 2008 – Sunday 31st August 2008 9am – 5pm

Melbourne Showground Flemington

	Single	Double	Corner(3x3m)
Company	\$599	\$1190	\$1390
School/Studio	\$499	\$990	\$1190
Catering Stall	\$1000 (limited to 5 stalls)		

Sydney Yoga Expo 2008 – Sunday 19th October 2008 9am – 5pm

Wharf 8 Hickson Road, Darling Harbour Sydney (same location as 2007)

	Single	Double	Corner(3x3m)
School/Studio/Company	\$799	\$1590	\$1790
Catering Stall	\$1000 (limited to 5 stalls)		

Fees for combined Sydney and Melbourne Exhibition

	Single	Double	Corner(3x3m)
School/Studio/Business	\$999	\$1990	\$2190

AS AN EXHIBITOR YOU WILL RECEIVE...

- ❁ One (1) 3 x 1.5m booth space, complete with your company name on the overhead fascia sign as well as 1 x 120 watt light and power board with 3 available power points.

We encourage you to merchandise your space creatively to showcase the nature of your business, making it welcoming for visitors to approach and spend time with you. Furniture is not included in the stall but we will provide contact details for rental purposes in your confirmation kit.

- ❁ The opportunity to lead/teach a 45 minute class in the Yoga Hall for people to experience the benefits of Asana first hand.

Please note this has become a highly sought after benefit of exhibiting at Yoga Expo, we have 50+ classes which will be allocated on a first come first payment basis.

- ❁ 4 complimentary passes to Yoga Expo for you and your staff.

To register please print & fill in the registration form and
fax to 02 4294 1763

2007 Exhibitor Testimonials

“The 2007 Yoga Expo was our launch pad. We have spent the last 2 years putting our vision into a tangible experience. Having attended the expo a couple of times, we thought this the perfect opportunity to introduce our products to the yoga community. We had an entirely positive experience with positive feedback for our products beyond expectations. This, along with the fact that we had the pleasure of chatting to like-minded yogis made the day entirely memorable.”

Belinda Clayton
Sanjula Yoga & Ayurveda

“We found the Yoga Expo to be wonderful. The atmosphere was calm - even though there were lots of people. It seemed far more intimate and focused than other similar festivals. Our booth was busy from beginning to end. Thanks for a great day.”

Bernadette Staunton
Self-Realization Fellowship Publishers



"I was very happy to be able to participate in Yoga Expo this year. It was an amazing day. The organization was superb; all logistics were looked after with ease. Everything about the day was managed very professionally and with grace, the communication, the timing, the logistics, the cleaning, the food areas, the entertainment area including sound and staging. A wonderful energy was created especially with the Kirtan led by Govinda Valley to complete the day."

Kundalini Yoga Teachers Association
Australia & NZ



celebrate

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REGISTRATION FORM

Your Company/Business Name _____

Contact Name _____

Business Address _____

City _____ State _____ P/Code _____

Email Address _____

Mobile Contact _____

Please tick boxes accordingly:

YES please secure the following number of stalls at Yoga Expo:

Exhibitor Stall/s in Sydney on Sunday 19th October 2008

Exhibitor Stall/s in Melbourne on Sunday 31st August 2008

Catering Stall in Sydney on Sunday 19th October 2008

Catering Stall in Melbourne on Sunday 31st August 2008

OFFICE USE ONLY

INV. SENT

Date _____

PAY. REC.

Date _____

R.O.P. SENT

Date _____

Please print the correct name to appear on your stall signage:

Yes I am open to co-operative direct marketing and PR opportunities

Yes I would like to lead a yoga class on the day in the Yoga Hall

The name of the instructor who will lead the class and feature on the program is: _____

****Please email us a short bio (no longer than 250 words) and a photo (no bigger than 500KB) of the instructor to be featured on our website to felicity@yogaexpo.com.au**

Don't miss your chance to get in front of dozens of yoga enthusiasts and potential new students – get in now and secure your name on the yoga hall schedule!

PAYMENT DETAILS

Cheque payable to Yoga Expo for amount of \$ _____

Mail to: Govinda Valley, Lot 1 Lady Carrington Road, Otford, NSW, 2508, Australia

Bank Transfer/Deposit to Yoga Expo for amount of \$ _____

Fax details of deposit to: + 61 2 4294 1763

YOGA EXPO BANK DETAILS:

(please tick box of account payment deposited into)

SYDNEY EXPO

Westpac Bank
Account Name: Yoga Expo Sydney
BSB: 032 153
Account Number: 193209

MELBOURNE EXPO

Westpac Bank
Account Name: Yoga Expo Melbourne
BSB: 032 153
Account Number: 193217

***If exhibiting at both please deposit payment into Sydney account**

PLEASE FAX THIS FORM TO: +61 2 4294 1763

Please note:

Stalls can only be secured with payment. Special requests for stall locations will be considered as best and fairly as possible. A final floor plan will be released closer to the date subject to final exhibitors list and floor plan layout.

**See website for cancellation policy – www.yogaexpo.com.au*