



SISTER TO SISTER

## WOMEN'S HEART HEALTH FAIR 2010



### SISTER TO SISTER FOUNDATION

The Sister to Sister Foundation, a national 501 (c)(3) nonprofit organization, is dedicated to preventing heart disease among women through free cardiac screenings. The Women's Heart Health Fair, Sister to Sister's signature event, is a community-based event where women receive individual heart-health screenings and personalized counseling sessions at no cost. Women learn how to reduce their personal risk factors for heart disease by adopting heart-healthy lifestyles in a fun, engaging and supportive environment.

Sister to Sister provides women with resources to increase awareness about heart disease, to encourage healthy lifestyles, and to reduce risk factors for heart disease, the #1 killer of women today.

### WOMEN'S HEART HEALTH FAIRS SATURDAY, FEBRUARY 27, 2010 • 9AM-4PM

A fun and interactive experience featuring medical seminars, cooking demonstrations, fitness programs, nutrition and stress-reduction workshops, raffles and giveaways, all of which focus on women... the foundation of the family.

### WHO SHOULD EXHIBIT?

Health and wellness organizations, women's product and service companies, community organizations and others are encouraged to promote their company by purchasing an exhibitor booth at the fair. All exhibit spaces include pipe and drape, table, chairs and identification. Pricing is based on one 10' x 10' booth. Please fill in form on page 2.

### WHY SHOULD YOU EXHIBIT?

As an exhibitor, your company will have the opportunity to display branded materials in an energetic and engaging environment while tailoring your message to the thousands of women who are actively seeking to improve their heart health.

#### Exhibitor Benefits include:

- ♥ Direct sales opportunities
- ♥ Demonstrate and test products
- ♥ Create brand awareness
- ♥ Distribute new information
- ♥ Product sampling
- ♥ Build your database

### PROGRAM ADVERTISING: EXPAND YOUR PRESENCE AT THE HEALTH FAIR

Advertising in the Sister to Sister Women's Heart Health Fair program book will reach a captive audience at the Health Fair, while making it easy for participants to learn more about your organization. If you plan to exhibit, what better way to focus attention on your display during the health fair?

### CAN'T DISPLAY AT THE FAIR?

An ad in the program book is a cost effective way to impact the crowd and reach women for all over the Jacksonville area!

### SITE OF FAIR

Regency Square Mall Expo Center  
9501 Arlington Expressway  
Jacksonville, FL 32256

In accordance with the exhibit regulations governing rentals of exhibits through Regency Square Mall, the undersigned hereby applies for exhibit space at the Sister to Sister Women's Heart Health Fair at Regency Square Mall on February 27, 2010. We understand that these regulations are incorporated into this contract by reference and that this application becomes a contract when accepted and confirmed by Sister to Sister. We understand that all exhibit fees are to be paid in full on or before February 12, 2010.

Your Organization

Organization Name \_\_\_\_\_
Signage Listing \_\_\_\_\_
Type of Organization \_\_\_\_\_
Products to be Exhibited \_\_\_\_\_
Address \_\_\_\_\_
City/State/Zip \_\_\_\_\_
Web URL \_\_\_\_\_

Official Exhibit Representative

Contact Person \_\_\_\_\_
Telephone \_\_\_\_\_
Email \_\_\_\_\_

Sponsor Information (if different from above)

Sponsor Name \_\_\_\_\_
Sponsor Address \_\_\_\_\_
Sponsor Email \_\_\_\_\_

Signatures

All applications must be signed in order to confirm booth reservations. I understand, and agree to abide by the official regulations on this contract.

Exhibitor Representative \_\_\_\_\_
Health Fair Representative \_\_\_\_\_

Cancellation of Contract

All cancellations must be received in writing. Exhibitors will be refunded 100% of booth fee on cancellations received before February 12, 2010. No refunds will be given for cancellations received on or after February 12, 2010.

EXHIBIT SPACE, PROGRAM ADVERTISING, AND EXHIBITOR REGISTRATION

Exhibit Space Pricing

Pricing based on one 10' x 10' booth, one 8' table, 2 chairs, linens, and identification.

Corporate Organizations \$350
Non-Profit Organizations \$200
Additional Table and Linen \$50 | Additional Chair \$20
I will provide my own table(s)\_\_\_\_, chair(s)\_\_\_\_, linen(s) \_\_\_\_
I will need access to electrical outlet(s)\_\_\_\_\_

Program Advertising Pricing

Pricing based on one black and white/greyscale advertisement to be sent as a hi-resolution PDF.

Full-Page Ad (5.25w x8.25h) \$350
Half-Page Ad (5.25w x4.125h) \$200
Quarter-Page Ad (2.5w x4.125h) \$100

Early Bird Special

Register by November 30, 2009 and receive a 10% discount!

Ordering Information

Total # of Exhibit Spaces \_\_\_\_\_
Additional # of table(s) \_\_\_\_\_ and chair(s) \_\_\_\_\_
Total # of Half-Page Ads \_\_\_\_\_
Total # of Full-Page Ads \_\_\_\_\_
Total Charges \_\_\_\_\_

Payment Information

Please enter your payment information below.

[ ] Checks enclosed made payable to Sister to Sister
Please charge my [ ] Visa [ ] Mastercard [ ] Amex

Name on Card \_\_\_\_\_
Card Number \_\_\_\_\_
Expiration Number \_\_\_\_\_
Amount to charge \_\_\_\_\_
Signature \_\_\_\_\_

Please complete this form and mail with payment and any necessary design files and advertising materials no later than February 12, 2010 to:

SISTER TO SISTER JACKSONVILLE

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