

THE WEIGHT LOSS SHOW

27/28TH
JAN 2012

FREE ENTRANCE
FREE PARKING
MINA SEYAHI HALL (DIMC)
DUBAI MARINA



A FUN WEEKEND EXHIBITION
FILLED WITH HEALTHY PRODUCTS AND SOLUTIONS TO HELP YOU LOSE WEIGHT

Exhibitors & Sponsorship Packages

At LinkViva Events, we are passionate about creating profitable ventures for our Exhibitors & Sponsors.

Weight Loss Show 2011, welcomed over 5,000 visitors and 50 exhibitors showcasing breakthrough innovations and weight loss solutions, latest enjoyable work out routines and fitness equipment as well as expert advice on nutrition, supplements and diet management.

In the 3rd Weight Loss Show we are launching a new concept which divides the event into 5 zones;

Exhibition Zone, Good Eats Zone, Info Zone, Fit Zone & Kids Energizer Zone!



We invite you to join the Weight Loss Show as an EXHIBITOR / SPONSOR: it's the perfect opportunity to launch, market, showcase and demonstrate your different products and services to 5,000+ visitors in an environment that is all about Health, Fitness & Wellness!

The event will take place in Dubai International Marine Club (DIMC) in Mina Siyahi, Dubai Marina.



[Click Here to download the FLOOR PLAN](#)

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Please find below ways of participation in each of the 5 zones:

Exhibition Zone

Looking for the best way to interact with over 5,000 enthusiastic prospective clients? This is the place to be! Where you have the opportunity to market, showcase and SELL your products and services.

The Exhibitors categories are:

- Healthcare/Nutritional Products/Supplements
- Weight Loss Programmes
- Fitness Centres/Gyms
- Yoga & Pilates Centres
- Slimming/Fitness Equipment
- Spa/Slimming Centres
- Sports related Products & Attire
- Cosmetic Surgeries
- Retail Outlets (of any relevant products)

Size	Shell Scheme Stand (AED) Every 9 Sq. M (3mX3m) stand includes a ready-made shell scheme stand, round table and 2 sofas, 3 spot lights, a waste basket	Space Only (AED)
9 sq.m.	12,000	10,000
18 sq.m.	24,000	20,000
27 sq.m.	36,000	30,000
36 sq.m.	48,000	40,000
45 sq.m.	60,000	50,000
54 sq.m.	72,000	60,000

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Good Eats Zone

Are you into good eats that are both nutritious and delicious? Or into organic and healthy F & B products and services? Then this is where you belong!

The Exhibitors categories are:

- Organic Food/Products
- Dietary Daily Meal Plans
- Dietary Products & Catering Services
- Healthy Food & Beverages
- Cooking Equipment & Healthy Recipes

Size	Shell Scheme Stand (AED) Every 9 Sq. M (3mX3m) stand includes a ready-made shell scheme stand, round table and 2 sofas, 3 spot lights, a waste basket	Space Only (AED)
9 sq.m.	12,000	10,000
18 sq.m.	24,000	20,000
27 sq.m.	36,000	30,000
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45 sq.m.	60,000	50,000
54 sq.m.	72,000	60,000

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Info Zone

If you are a small operation and 'knowledge' is your product then Info Zone would be the perfect spot for you to be!

Info zone consists of smaller exhibition stands (2M * 2M) as well as a common stage area where you are provided with speaking slots to present your services & topics in Health & Fitness Industry!

The Info Zone Exhibitor categories are:

- Dietitians/Nutritionists
- Health, Fitness & Weight Management Consultants
- Doctors / Therapists
- Coach (Life, Wellness, NLP & Hypnosis and similar practices)

There are 3 Options to Choose from:

Option A	Speaking Opportunity Only (1 session) <ul style="list-style-type: none"> ○ 1 session spot of 30-minute talk + 30-minute Q&A portion ○ Company Logo will be shown at the stage screen while conducting the demo ○ Permission to distribute company flyers during and right after the demo ○ Brief company contact details will be added on the show agenda 	AED 2,000
Option B	Exhibition Stand Only (4 Sq. M) <ul style="list-style-type: none"> ○ Shell Scheme Stand - 2m x 2m ○ Fascia Name Board ○ Spot light ○ Table & 2 chairs 	AED 4,000
Option A + B	Speaking Opportunity (1 session) + 4 Sq. M Exhibition Stand	AED 5,000
Note:	Participation at the Info Zone does not apply to everyone and is subject for approval based on the applicant's eligibility.	

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Fit Zone

This is the STAGE where all the work out demonstrations is conducted by Fitness experts! Exhibitors in the category of fitness will automatically get a complimentary 30-minute spot (limited availability based on a first come first serve basis).

Exhibitors	You are an exhibitor and would like to block a 30 minutes slot	Cost = 0
Non- Exhibitors	<p>You are not exhibiting at the Weight Loss Show but would like an opportunity to conduct a 30 minutes demo/ activity on the Fit 1 Zone stage:</p> <p>session of 30-minute spot</p> <ul style="list-style-type: none"> o Company Logo will be shown at the stage screen while conducting the demo o Permission to distribute company flyers during and right after the demo o Your contact details will be added on the agenda of Fit Zone 	AED 2,000

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Kids Zone

If you have products that benefit the wellbeing of kids, this is where you should be! The stand rates in the kids zone will vary depending on the products and services being offered, should you be interested to participate in this zone please contact our Event Director – Mrs. Niousha Ehsan on Niousha@linkvivaevents.com / 050 397 7988 to discuss a customized package.

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Sponsorship Opportunities

Event sponsorship plays a very important part in achieving your show objectives, increasing brand awareness, to enhance your company profile and make an impact.

A broad spectrum of benefits that can be gained by sponsorship aside from enhancing visibility and image, such as differentiating the company from competitors, helping to develop closer and better relationships with customers, both existing and potential ones, showcasing services and products. Also when sponsorships are strategic and well-conceived, they can boost both short-term and long-term sales.

Gold Sponsorship - [AED 75,000]

Media

- + TV Shows interview
 - o E.g. Dubai One TV – sponsor will be invited along with the organizer for the interview
 - o Exclusive show to be produced by Physics TV – Healthy Shopping Show for the sponsor
- + Radio Ads & Interviews
 - o Virgin Radio
 - o Dubai Eye 103.8 FM
- + Prints Advertorials & Editorials in all major Health & Fitness Magazine
 - o E.g. Shape, VIVA, Men Fitness, Ahlan, Connector, Good Taste, Health & Nutrition, etc.
 - o Logo on 50,000 flyers distributed in all Emaar Communities, Dubai Marina, JBR, JLT (door-drops)
 - o Logo on 100+ Promo displays (roll-ups) on major health & fitness outlets and stores on shopping malls including Dubai Mall & Dubai Marina Mall
- + PR
 - o Sponsor company management to have an appearance on all public relation campaigns of the Expo

Online

- + Banner advert (size: 728 px X 90 px) on the website with hyperlink to sponsor website/ webpage
- + Email blast of Sponsor's HTML to the 2010 & 2011 Weight Loss Show Database (over 8,700)

Onsite

- + Prominent use of logo on all banners, stage displays and other branding at the venue
- + Insertion of your company leaflet/ giveaways in the bags offered to the delegates
- + A dedicated area for sponsor's activities/ branding in the reception
- + Permission to display 5 banners/ posters/ roll ups in the expo prime areas
- + Speaking Opportunities at the Show on 27th&28th January

Outdoor Branding:

- + **Sponsor's logo/ branding to be displayed on the arch of DIMC facing Dubai Marina for 1 week prior to the event & during the 2 days event!**
- + Flags to be displayed in DIMC area

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Silver Sponsorship - [AED 35,000]

- ✚ Banner advert on the website with hyperlink
- ✚ Sponsor logo to appear on all advertisement, publicity materials and email campaigns
- ✚ Sponsor logo on delegates bags
- ✚ Insertion of your company leaflet/ giveaways in the bags offered to the delegates
- ✚ Prominent use of logo on all banners and other branding at the venue
- ✚ Onsite promotion / activities run by the sponsor in the lounge
- ✚ **Sponsor's logo/ branding to be displayed on the arch of DIMC facing Dubai Marina for 1 week prior to the event & during the 2 days event!**
- ✚ Flags to be displayed in DIMC area

Need more info? We are always here for you!

Contact our **Event Director, Mrs. Niousha Ehsan** and our team would be pleased to help you.

Email : niousha@linkvivaevents.com
Tel: 04 367 8192
Mobile: 0503977988

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