

# Holistic Lifestyle Conference & Expo

May 31 – June 4, 2023  
Orlando, Florida  
Hilton Orlando  
Produced by Tentai Megumi, Inc.

## Media Partnership Guidelines

June 15, 2022

### Definition Of a Media Partner

The role of a media partner is to increase awareness of the show coming up, to publicize the show during the show dates, and generally expand awareness of the purpose and goals of the show. Usually subject matter experts.



### Participation Overview

❖ Promoting the show to your readers, followers, etc.

❖ **WE ARE NOT ASKING FOR ANY FORM OF MONETARY COMPENSATION FOR THIS PARTNERSHIP.**

### Participation Redress

❖ Listing as a Media Sponsor on the Holistic Lifestyle Expo website with backlinks

❖ Listing in Holistic Lifestyle Expo Show

#### Guide

- ❖ Logo on a framed meter board entering the conference, as an affiliated media partner
- ❖ Partnership promotion on social media platforms

- ❖ Free all-access pass to 2 executive personnel to the conference
- ❖ Signage throughout the conference
- ❖ Ability to place publications throughout the conference floor

## Reciprocal Expectations

- ❖ The Media Partner would be required to promote the show to their readers and followers.
- ❖ The Media Partner would be required to conduct 3 touch points at agreed-upon times to their following promoting the show. The touch points could be strategies such as an email marketing campaign, a newsletter ad, a website ad, a podcast mention, etc.

This will be further outlined in our actual agreement, but that's the gist of it.

## Details

The event is the first-of-its-kind conference merging East and West **EVIDENCE-BASED** approaches to emerging holistic lifestyle medicine.

The conference extends for four days, featuring over 175 leading speakers, and over 200 exhibitors, and expects in excess of 8500 attendees from all over the world. The conference will also be streamed to over 50 countries, in real-time and recorded viewing.

A real-time live stream will allow questions from the virtual viewing audience via Twitter. The conference is already endorsed by such entities as The National Pancreatic Association, the American College of Lifestyle Medicine, and the Plant-Based Foods Association.

Four speaking rooms will be packed with white paper presenters and panel speakers concurrently and consecutively the entire four days of the conference, covering many topics based on the seven pillars of Lifestyle Medicine, as well as Integrative Medicine, Environmental Medicine, Precision Medicine, Epigenetics and more. Culinary stages will be coaching on healthy cooking, including many plant-based options.

Outside the doors of the tradeshow floor, the conference will boast an impressive line-up of health and wellness industry podcasters, broadcasting live from their booths. This area, dubbed "podcast stream" will be an industry media behemoth!

Additional activities will include a welcome reception and an award-driven after party as well as classes that include morning meditation, yoga, tai chi, qi gong, and sound bath meditation.

The conference will also be contracted with Hilton Orlando to provide massages, cupping, and additional spa services. The hotel, set over 26 lush acres, Hilton Orlando is near the major parks, minutes from International Drive. The resort offers 7 options, from fine dining at Spencer's to leisurely lunch at Tropics Pool Bar & Grill. It features two pools, a lazy river with cabanas, a waterslide, sports courts, and an expansive spa. Connected to the Orlando Orange County Convention Center.

# holistic **Lifestyle** Conference and E**X**PO

evidence-based