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EXHIBITOR PACKAGE

THE 2025
Goodlife

HEALTH, WEALTH & WELLNESS EXPO

Calgary | Edmonton | Victoria | Vancouver | Kelowna

BECOME an Exhibitor! ✨👉



THEGOODLIFEEXPO.COM

THE Goodlife

HEALTH, WEALTH & WELLNESS EXPO

"True wealth is the ability to fully experience life. Health is the first wealth, contentment the second, and wellness binds them together"

Inspired by Henry David Thoreau

Mental Health

Spiritual Inspiration

Physical Wellbeing

Family Wellness

Environmental Improvement

Nutrition Awareness

Sustainability Practices

Holistic Living

Wealth Generation

Pet Friendly

Travel Exploration

WHAT IS THE GOODLIFE HEALTH, WEALTH & WELLNESS EXPO?

The Goodlife Health, Wealth & Wellness Expo Canada, organized by Showoff Expos, is a premier event that focuses on enhancing the health, wealth, and personal well-being of Canadians. This expo showcases a comprehensive range of products and services that promote safe and effective ways to improve health and create wealth. As the largest gathering of its kind in Western Canada, it offers attendees an unparalleled opportunity to discover the latest innovations in health and financial wellness. With a successful track record, Showoff Expos has developed a definitive blueprint for extending this enriching experience to other Canadian cities, ensuring broader access to these essential resources.

WHO EXHIBITS AT THE EXPO?

The Goodlife Health, Wealth & Wellness Expo Canada focuses on a broad spectrum of wellness areas, including Mental, Physical, Spiritual, Financial, Nutritional, Environmental, Holistic, Metaphysical, Cosmetic, and Pet wellness, alongside sections dedicated to Wealth and Business. This expansive approach also emphasizes healthy living environments and financial prosperity, targeting individuals eager to enhance both personal health and economic well-being. The expo features exhibitors who are leaders and professionals across various sectors, such as retail, wholesale, manufacturing, and practice. These exhibitors, ranging from innovative startups to established companies, showcase new products and services, provide insights into wealth management, and share strategies for business growth. Recognizing the power of effective promotion, they aim to increase brand visibility, engage potential clients, and meet ambitious sales targets. The Goodlife Health, Wealth & Wellness Expo Canada thus serves as a vital platform for advancing both personal wellness and professional success.

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"Health is the greatest possession. Contentment is the greatest treasure. Confidence is the greatest friend."

Inspired by Lao Tzu

WHO ATTENDS THE GOODLIFE HEALTH & WEALTH EXPO CANADA?

The Goodlife Health, Wealth & Wellness Expo Canada caters to a diverse audience comprising both general consumers and professionals from wellness and business sectors. On the consumer side, our audience includes males and females aged 18 to 80, with a significant portion being women over 30 who are keen on discovering products and services that can enhance their personal well-being and that of their families. In addition to health-focused attendees, the expo also draws wellness and medical professionals, as well as business leaders looking for new ways to augment their practices or expand their operations.

Participants typically spend up to four hours at our events, engaging deeply with a variety of displays, demonstrations, samples, and seminars. This expo is unique in its dedicated focus on integrating health, wealth, and business, attracting an educated and proactive audience who are particularly invested in personal and professional growth. No other event matches our specific commitment to fostering an environment that equally prioritizes wellness and business opportunities.

WHY EXHIBIT AT THE HEALTH, WEALTH, AND WELLNESS EXPO?

The Health, Wealth, and Wellness Expo has become a leading event in the health and wellness industry, offering exhibitors a unique opportunity to connect with an expansive audience eager to engage with health, wealth, and wellness solutions. Our success stems from the strong partnerships we've forged with exhibitors and media partners, who collectively attract a diverse and motivated crowd to our shows.

By participating in the Expo, you can take advantage of our Complimentary Admission Passes Program, which significantly enhances your visibility and interaction with potential customers at a cost far less than traditional advertising avenues such as newspaper ads. This program not only increases foot traffic to your booth but also maximizes your marketing investment by connecting you directly with those most interested in your offerings.

Join us at the Health, Wealth, and Wellness Expo to showcase your products and services to a targeted audience, increase your sales potential, and become part of a community dedicated to promoting healthier and more prosperous lives.

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"Investing in health will produce enormous benefits."

Inspired by Gro Harlem Brundtland

WHAT BENEFITS DO EXHIBITORS RECEIVE

What Benefits Do Exhibitors Receive at the Health, Wealth, and Wellness Expo?

To ensure affordability for all business sizes, booth pricing at the Health, Wealth, and Wellness Expo is structured as "SPACE ONLY." This means you only pay for the space you need, with no mandatory charges for optional services, which are available at preferred rates through the show display company if required. Each booth comes equipped with an 8ft high curtained backdrop and 3ft curtained sides.

Exhibitor Inclusions:

1. Listing on the Expo Website: Each exhibitor receives a basic listing for each city where the expo is held.
2. \$1,000 Bonus Promotional Package: As part of the initial booth investment, exhibitors receive promotional advantages that significantly enhance visitor engagement at the expo.

Complimentary Passes:

Ninety-five percent of our attendees come through complimentary passes. These passes are ideal for face-to-face marketing, adding value for your existing customers or attracting new ones. There's no limit to how many passes you can utilize to promote your presence at the expo, with each exhibitor receiving passes worth up to \$600.

Opportunity to Earn Your Booth for Free:

Yes, you can have your booth fee rebated! Here's how:

- Once you register as a preferred vendor (booking two or more shows), we'll provide a discount code for you to share with your clients and followers. This code offers a 20% discount on expo admission.
- For every admission purchased using your promo code, you receive a \$5 rebate.

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Join the PERKS VIP Family

Don't just exhibit; become part of our exclusive VIP family! For \$299.99 per show, the PERKS VIP membership includes:

- A welcome dinner the night before the show starts.
- Access to the PERKS VIP lounge, offering daily lunches, snacks, and refreshments.
- Priority booking for future shows.
- Premium website listing and inclusion in our trade show guide.
- A dedicated social media post featuring your brand.
- Inclusion in the Show Recap video, enhancing your visibility even after the event ends.

This package, valued at \$1,000, is our way of adding significant value to your participation, making the expo not just an event but a comprehensive promotional opportunity for your business.



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CONSUMER SHOWS WORK!

The Health, Wealth, and Wellness Expo is an established and proven platform for the wellness industry in Canada. Focused on all levels of personal well-being, it is one of the most comprehensive health and wellness series in the country. In today's economy, no other promotional method offers such direct and targeted marketing opportunities for your company to engage prospective customers while also catering to the needs and desires of your existing clientele.

For less than the cost of a newspaper ad, the Health, Wealth, and Wellness Expo puts your company in front of thousands of pre-qualified, targeted, wellness-minded consumers. Many exhibitors have been part of these expos for up to 30 years, contributing to the quality and longevity of the events with their loyalty and support. The goal is to foster valuable long-term relationships with all clients.

Consumer Show Attendees:

- The typical attendee ranges from 18 to 80 years old.
- Approximately 70% of visitors are females aged 30-50 years.
- Attendees generally have household incomes between \$65,000 and \$125,000.
- The average attendee spends about 4-6 hours per visit.
- Some exhibitors who actively collect leads and follow up can generate sales for up to a year after the event.

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