



MY *City* EVERYDAY

# LiveWell

*The Desert's Health + Wellness Day at the Park*

2017 Exhibitor Invitation





*MyCityEveryday's Livewell Festival, is the Desert's 1st Annual Health + Wellness Day at the Park. Livewell is an all-inclusive mind-body-spirit wellness festival, which highlights the desert's best local businesses in the health and wellness industry. The inaugural event will be held on Saturday, January 7, 2017, from 10 a.m. until 6 p.m. at the Palm Desert Civic Center Park. We invite you to participate in this unique Wellness Festival that offers a dynamic range of categories associated with Living Well. The Livewell Festival is an exciting and energetic environment providing interactive events and demonstrations the whole family can enjoy.*

*Festivities include: Live Music, Massages, Group Fitness Demos, Clean Eating Demos, and so much more!*

*The purpose of The Livewell Festival is to expose the Desert's Residents to the vast assortment of services available through our health and wellness business professionals. Our mission is to educate our community in the way of healthy living through Physical Fitness, Proper Nourishment, Body Work, Spiritual Peace, Holistic & Traditional Medicine.*

*Our goal is to offer the community an educational, memorable experience with interactive booths in the various areas of health and wellness. The Livewell Festival will be dynamic, ground-breaking and highly interactive. The sky's the limit, the more creative you are the more people you will attract!*

*The Livewell Festival is free and open to the public, with an anticipation of over 3,000 attending.*


*The Livewell Festival will be an exclusive opportunity to market your brand or service to the public as well as an opportunity for networking between the 150 expected partners and businesses attending.*

*To maintain the integrity of our broad spectrum approach to health and wellness, categories are set with a limited amount of space for the following areas:*

*Food / Beverage / Vitamin & Nutrition  
Gyms / Personal Training  
Yoga / Pilates / Meditation / Holistic Medicine  
Physicians / Dentists / Chiropractors  
Massage Therapy*







*We are committed to creating LiveWell as an interactive and exciting event, being so, exhibitors are requested to provide an interactive factor for their booth. Interactive booths may range from product sampling, hands-on activities, health screens, or physical demonstrations, etc.*

*Reservations are taken on a first-come, first-served basis, upon acceptance of the attached registration form and entrance fee. A balance of each category of exhibitors is important and only approved exhibitors will be allowed to take a space. A detailed account of your business, displaying info and patron Livewell Band Perk (Deal offered to Wristband Wearers) must be included on the registration form for approval.*

*The Livewell Band*




*MyCityEveryday.com has partnered with the American Cancer Society to create the Livewell Band. The Livewell Band is the passport for it's wearer to take advantage of special perks and discounts exclusively provided by exhibitors from the Livewell Festival through month of January 2017. This ensures exhibitors continuous engagement from festival goes for weeks after the event. This creates a higher likelihood of the people interacting with your booth during the festival, becoming a client for life!*

*Enclosed you will find a flyer with advertising opportunities. You must register by November 30, 2016 to be included. Early registration will provide you with an opportunity for additional exposure for your organization through MyCityEveryday.com and additional media sponsors. Upon receipt of your registration, a welcome letter, promotional materials, and additional instructions will be mailed to you.*

*All vendors agree to have their displays and booths ready by 9:30 a.m. and remain active until 6 p.m. Adult supervision is required at each booth at all times.*

*We look forward to your participation in the Inaugural Livewell Festival. If you have any questions, please feel free to contact us with the info provided below:*

*Seth Cash | Direct: (760) 760-3239 | Email: [cash@mycityeveryday.com](mailto:cash@mycityeveryday.com)*







## Festival Sections

There are in five designated sections assigned for exhibitors. Each of the areas will encompass the specific genre of health or wellness.



### Mind Body Spirit

Yoga, Pilates, Meditation, Sound Healing



### Physique

Traditional Gyms, Crossfit, Personal Training



### Nourish

Restaurants, Beverage, Supplements



### The Body Shop

Massage, Acupuncture, Aestheticians



### Check Up

Hospitals, Medical Screenings, Dentists, Senior Health





# Participation Fees

Single Booth: 10' x 10' \$450

Double Booth: 20' x 10' \$650

Non-Profit Org.: 10' x 10' \$250 (Limited Available)

In addition to your booth you will be listed on LiveWellFestival.org & the festival program directories.

January 7, 2017 Saturday 10 am - 6 pm  
Civic Center Park Palm Desert

Company: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### LIVEWELL BAND PERK YOU WOULD LIKE TO OFFER:

Sample Perks: Free Training Session, 20% off Purchase, 2 Weeks Free Pass etc.  
(The better the perk the more engagement)

Perk: \_\_\_\_\_

Please provide a COMPLETE description of ALL products or services to be sold or promoted. (Attach additional page if needed). Note this contract is NON TRANSFERABLE and only products noted herein will be permitted to be displayed and sold:

\_\_\_\_\_  
\_\_\_\_\_

NOTE: You must provide your own pop-up tent, tables & chairs. If tables and chairs are needed we offer a 8' x 3' Table and 2 Chairs for an additional \$50. If needed circle: Yes / No

Electricity for an additional \$50. If needed circle: Yes / No

Select A Booth Size: Single Booth 10' x 10' \$450

Double Booth 20' x 10' \$650

### Program Ad Rates

1/2 Page Ad \$150  Full Page Ad \$300

Inside Front Cover \$500

Inside Back Cover \$500

Guide Back Cover \$1,000

Total: \_\_\_\_\_

# Payment Method

CASH

CHECK

CREDIT CARD

## Credit Card Payments

Booth Fee: \_\_\_\_\_

Program Ad Fee: \_\_\_\_\_

Total Amount Enclosed: \_\_\_\_\_

Name on Credit Card: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Exp: \_\_\_\_\_

CVV (3 digits on the back): \_\_\_\_\_ Zip: \_\_\_\_\_ Signature: \_\_\_\_\_

**NOTE: Entrance fee must accompany registration.**

**Make checks payable to: MyCityEveryday**

**Mail to: MyCityEveryday - Attn: Seth Cash / 74186 Santa Rosa Cir. Palm Desert, CA 92260**

**For more information, contact Seth at (760) 464-3239 or via Email: [Livewell@mycityeveryday.com](mailto:Livewell@mycityeveryday.com)**

**All entry fees are non-refundable after December 1, 2016**

**There will be a \$25 processing fee on all refunds**

**Registration deadline for marketing opportunities, which includes flyers, banners, social media and more is due November 30, 2016**

**Registration deadline for Livewell Festival participation is December 1, 2016 if space available.**

**I have read and understand I must comply with the Livewell Festival General Policy Statement.**

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**



# General Policy

1. The Livewell Festival 2017 will be held (rain or shine) at the Palm Desert Civic Center Park, 43900 San Pablo Ave. (corner of San Pablo and Fred Waring), in Palm Desert on Saturday, January 7, 2017.
2. The Livewell Festival registration forms will be dated and time stamped as they are received. Spaces will be assigned on a first-come/first-served basis with a "balance" in mind of each category of vendors.
3. There will be a \$25 processing fee on refunds. All entry fees are non-refundable after December 1, 2016. The event will not be canceled due to inclement weather. Please make checks payable to: MyCityEveryday - Attention: Seth Cash, 74186 Santa Rosa Cir, Palm Desert, CA 92260. You may also email registration form to [Livewell@mycityeveryday.com](mailto:Livewell@mycityeveryday.com) Note: emailed applications must include credit card payment.
4. All registration forms must include a description of what you will exhibit in order to be eligible for admission. Only displays that have been approved by The Livewell Festival representatives will be allowed.
5. Official starting time for the Livewell Festival is 10:00 a.m. Set-up time begins at 8:00 a.m. and must be completed by 9:30 a.m. Your space must be set up and operating no later than 9:30 a.m. All spaces must remain active until 6:00 p.m. Vendors who leave prior to 2:00 p.m. will not be invited in 2018.
6. The space contracted for is to be used solely for the name that appears on your contract and it is agreed that no portion will be sublet or used by any other organization or business.
7. The distribution of promotional literature must be limited to your assigned booth. Literature distribution in the parking area, restrooms and festival floor is strictly prohibited. Exhibitors are only permitted to distribute literature advertising the company/category that is registered in the Livewell Festival. Exhibitors that do not adhere to this policy will not be invited to participate in future events and may be asked to leave the premises.
8. For safety purposes, all participants must set up within the 10' x 8' or 20' x 8' space allotted to them. Areas between spaces may not be used as additional space or an added charge will be incurred. Only approved banners are allowed. Nothing can be stapled or nailed to the rental tables or surrounding foundations.
9. At an additional cost, spaces are available with electrical outlets on a first-come/first-served basis. If you are requesting an electrical outlet, you need to bring your own extension cord.
10. All spaces must have adult supervision at all times. Experience has shown that adult participation is essential for an informative operation.
11. The MyCityEveryday and The City of Palm Desert will not assume responsibility for any damage, theft or loss of personal property or damage, theft to your space or loss of items offered for sale on the day of the Livewell Festival.
12. All participants are responsible for cleaning up their space and surrounding area. Please remove all trash and other items used by your group.
13. Wellness Festival representatives reserve the right to close any space that is not being conducted in conformance with the rules or is not being managed properly.

Initials: \_\_\_\_\_