

**THE 19th Annual
FAMILY HEALTH
AND
FITNESS FAIR**

**Here's your invitation
to upstate NY's largest
healthcare exposition!**

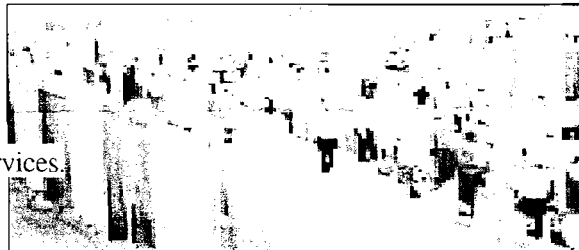
LOCAL EXHIBITOR REGISTRATIONS ARE NOW BEING ACCEPTED FOR OUR 2008 EVENT
Thursday, October 16, at the Dome Center and Minett Hall.

Sponsored by

Senator Jim Alesi

200 Exhibitors

- ✓ National manufacturers of top-brand medical equipment.
- ✓ Professional practices. Ophthalmology, Chiropractic, Podiatric, Massage Therapy.
- ✓ Personal services. Assisted Living, Communities, Financial Services
- ✓ Retailers. Fitness Equipment, Orthopedic Shoes, Nutrition and Food Supplements.
- ✓ More than 75 area non-profit providers of health-related services.



Professionals and Consumers

Admission is restricted to healthcare professionals, 8:00 – 10:00 a.m.

- ✓ Your *largest* local opportunity for one-on-one presentations to the professionals who may refer patients to your agency's services. Over 300 attended in 2007.

The Family Health and Fitness Fair opens to the public from 10:00 – 4:30.

- ✓ Last year, over 3000 health-conscious consumers attended.



Testings and Screenings.

Far more extensive than shopping-mall health promotions, all free!

Educational Programs.

Free presentations by physicians and other professionals on timely topics.

Parking at the accessible Dome Center and admission to the Health Fair are Free.

Heavily Promoted to Your Target Market

- ✓ Direct Mail to more than 1000 area healthcare practices, facilities and organizations.
- ✓ Promoted by area non-profit healthcare organizations in newsletters to members and clients.
- ✓ Stories in targeted publications such as *Golden Times* and *Messenger Post* newspapers.
- ✓ Promotional ads on radio and TV, and in the daily newspaper insert.

Showcase Your Product or Service in Our Family Health and Fitness Fair Showpiece:

- ✓ A full-color, free-standing insert in the full press run of the *Democrat and Chronicle*, including home-delivered and newsstand papers, on Monday, October 13th.

Act Now!



Exhibit space is assigned by receipt date of your paid application.

➔ Reserve by August 14 to be listed as an exhibitor in our first professional mailing.

- ✓ See other side for exhibitor information and application.
- ✓ Have questions? Contact: Joe Groden, JG Consulting. Phone: 585-388-8824
Fax: 585-377-9158. E-mail: jgroden@jgconsults.com

**2008 Family Health and Fitness Fair
at the Dome Center and Minett Hall
2695 East Henrietta Road (Route 15A)
Thursday, October 16**

Sponsored by
Senator Jim Alesi

Exhibitor Information

The Dome Center. As you know, the Dome Center is the Rochester area's preferred location for this type of exposition. Expressways make it easy to reach. The site has acres of free parking and the building is fully accessible. Exhibitors may set up the day before the show at no extra charge.

Exhibitor Booths. The commercial exhibitor fee is \$450 for an 8' by 10' booth, including backdrape, table, two chairs and a sign. A limited number of display tables are offered at \$265. Space is assigned on a first-come basis upon receipt of application. Full payment must accompany this application.

Deadlines for Free Promotion. Your business will be included in the Exhibitor List on major promotion pieces if your paid reservation has been received by printing deadlines: Direct mail flyer to nearly 1300 healthcare professionals: August 14. Listing in *Democrat and Chronicle* free-standing insert: September 12.

----- **2008 Exhibitor Application** -----

COMPANY NAME _____

MAILING ADDRESS _____

TELEPHONE _____ FAX _____

CONTACT _____ TITLE _____

DOOR PRIZES. As an exhibitor, you are invited to hold door prize drawings at your booth as an incentive for professionals and/or consumers.

WILL YOU AWARD DOOR PRIZE(S)? NO YES item(s) _____
If yes, your name and prize(s) will
be included in advance publicity. _____

Booth \$450 Table \$265

Please enclose check payable to:
Family Health and Fitness Fair.
RETURN COMPLETED APPLICATION TO:

Family Health and Fitness Fair
PO Box 95
Fairport, NY 14450

TAX I.D. NUMBER

26-2128942