



**Health &  
Wellness  
EXPO**





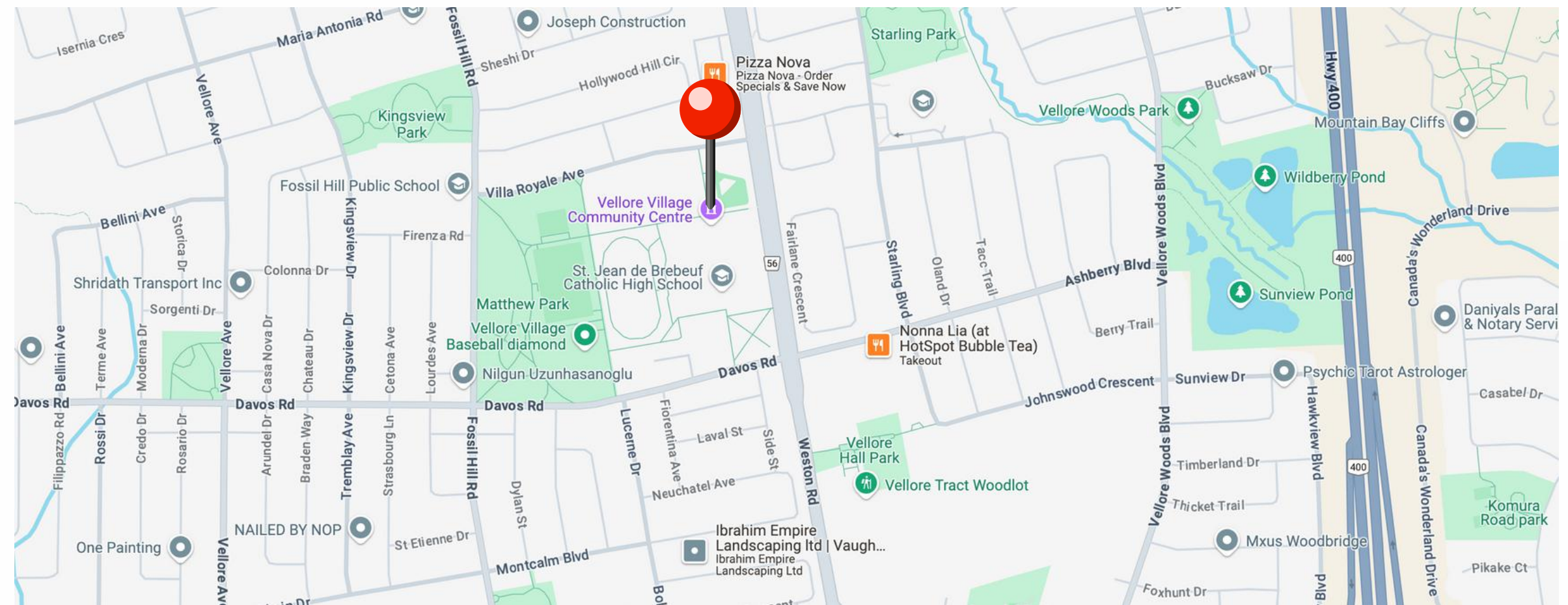


# BRIEF EVENT OVERVIEW

SUNDAY OCTOBER 26, 2025

11:00 AM – 5:00 PM

VELLORE VILLAGE COMMUNITY CENTRE  
1 VILLA ROYALE AVE, WOODBRIDGE







# INTRODUCTION

The Vaughan In Motion Health and Wellness Expo is an innovative event that combines health promotion, disease prevention, business growth, and networking opportunities.

The expo will feature health practitioners, cancer prevention and awareness initiatives.

Our goal is to empower individuals to take control of their health and wellness while fostering connections between professionals and the community.





# EVENT PURPOSE & OBJECTIVES

## **Education & Awareness**

Bring education & awareness to the public on health topics, including disease prevention, cancer awareness, maintaining a healthy lifestyle, stress management, information on nutrition and exercise

## **Encourage Healthy Behaviours**

Through demonstrations and workshops on healthy behaviours, such as healthy cooking, exercise, and mindfulness

## **On Site Health Screenings**

Provide health screenings on site such as blood pressure, fitness assessments, bone density tests, posture analysis, or mental health, and provide information on prevention and treatment.

## **Community Engagement**

Building and maintaining meaningful relationships, fostering connections, and engaging in your community by showcasing your product & services





# THE FUNDAMENTALS



**Educational Content**



**Diverse Exhibitors**



**Interactive Experiences**



# COMMUNITY PARTNERS

To Date





# AN INCREASING DEMAND IN PERSONAL HEALTHCARE

The health and fitness sector in Canada is worth \$4.7 billion as of 2023



There is an increasing demand for holistic and natural approaches to cancer and other disease prevention



This is driven by the abundance of information through various resources. Many people appreciate the scope of alternative therapies.



However, when faced with too many choices, people often struggle to decide on a course of action.



This Expo will provide clearer answers, making their decisions more straightforward.



# BENEFITS OF EXHIBITING

- 1 Brand Visibility
- 2 Connect Face-to-Face
- 3 Networking
- 4 Targeted Leads
- 5 Increase Awareness
- 6 Latest Trends
- 7 Launch New Products





# VENDOR BENEFITS

- 1** Prominent brand exposure and recognition in all event marketing materials, including print, digital, and social media
- 2** Reinforce your image in the industry with current and potential clients, positioning your brand as a leader.
- 3** Access to a diverse audience of professionals, health practitioners, and community members.
- 4** Opportunity to showcase your products and services at the expo.
- 5** Reach a large audience and support your sales efforts with direct, personal on-the-floor contact.
- 6** Collaboration and cross-marketing opportunities with fellow sponsors and organizations.





# VENDOR SUPPORT

- ✓ Prominent logo featured on website on Home & Vendor Page with link back to your website.
- ✓ Customized Email blast creative with your brand to send to your database to promote expo.
- ✓ Vendor to provide coupons or samples to be included in 500 Gift Bags for attendees.\*
- ✓ Promo Booth Ad on website with link back to your website.
- ✓ Feature post on Vaughan in Motion and Vaughan Health & Wellness Expo social media.
- ✓ Expo to be promoted on Trade Show and ticketing websites.
- ✓ Article/ Blog on the website (To be provided by vendor).
- ✓ Free Online Tickets to the Expo for giveaway to their contacts.
- ✓ Promoted on Online Health and Wellness Communities.
- ✓ Expo to be promoted on 105.9 The Region Radio Station.

\*if applicable





# HOW THE EVENT WILL BE PROMOTED

- ✓ Social Media including Instagram, Facebook, LinkedIn, TikTok
- ✓ VIM email blasts/ deployments to database.
- ✓ Vendor email blasts to their database.
- ✓ Online Ticketing Platforms.
- ✓ Facebook ads.
- ✓ 105.9 The Region Radio Station.
- ✓ Seminars and exhibitors are all highlighted in public relations, social media, advertising campaigns and publicity to ensure maximum exposure for the event.

- ✓ Press Release campaign to Media outlets and bloggers in Southern Ontario.
- ✓ City of Vaughan politicians.
- ✓ Government of Ontario politicians.
- ✓ Direct emails to attendees.
- ✓ Online Search & Event Calendars.
- ✓ Expo to be promoted on Trade Show and ticketing websites.
- ✓ Promoted on Online Health and Wellness Communities.



# KEEPING YOU IN THE KNOW



Booth Size is 10 x 8 = 80 sq ft

Pipe and Drape  
1 Table w/ 2 chairs

Regular Booth

**\$499**

with Electrical Outlet

**\$549**

- 95% of all our attendance will come through way of supporters, complimentary passes shared by exhibitors and sponsors.
- This event will be syndicated through mass email deployment through various databases
- It will also be marketed through print media, social media and radio broadcast
- Local Politicians promoting Expo through public relations efforts
- Expected attendance will be 1000+ people








**SAVE THE DATE**  
**Sunday**  
**October 26,**  
**2025**

Vellore Village Community Centre  
 1 Villa Royale Ave, Woodbridge

**2<sup>ND</sup> ANNUAL**  
**Health & Wellness**  
**EXPO**

# MARKETING OPPORTUNITIES

MARKETING PIECE IN 500 GIFT BAG

1

To be provided to us  
**NO COST**

HALF PAGE AD - PROGRAM SHOW GUIDE

2

We will create the ad from content provided to us  
**\$199**

FULL PAGE AD - PROGRAM SHOW GUIDE

3

We will create the ad from content provided to us  
**\$299**





# WHAT SETS US APART?



This Expo goes beyond the 1 day of the event!  
Our Expo uniquely fosters community and collaboration among local businesses and vendors through exclusive pre-event social mixers.



These gatherings are not just about making connections; they're a platform for you to showcase your business, discover collaborative opportunities, and build meaningful relationships with peers in the industry.



Join us to expand your network and elevate your business in a setting that celebrates health, wellness, and community growth





# CONCLUSION



Vaughan In Motion Health and Wellness Expo represents a unique opportunity for your brand to connect with a dedicated audience eager for solutions that enhance their health and well-being.



By joining us, you'll not only gain exposure to a diverse and engaged community but also become part of a movement dedicated to fostering a healthier, happier society.



We look forward to the possibility of partnering with you to showcase your products and services, and to together make a lasting impact on the lives of our attendees. Let's embark on this journey towards wellness and success together





# FOR MORE INFO, CONTACT US

**E-Mail:**

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