



THE LIFESTYLE LOUNGE

December 16th, 2015
6:30 - 9:30PM
239 W 14th St. Between 7th and 8th Ave
NEW YORK CITY

THE EVENT

THE WELLNESS LOUNGE is the hottest after work wellness lounge “party” where busy New Yorkers can have access to health and wellness experts via mini-consultations, as well as the opportunity to explore products to support healthy living. Consultations last approximately 10-20 minutes and are an opportunity for attendees to receive complimentary one on one exposure to various therapies, healing modalities and practices as well as sign up for a longer future consult. One expert participating at the Platinum level will have the opportunity to give a 15-minute talk, share their area of expertise to all attendants and make a front of room call to action. Vendors offer a variety of products and services ranging from food, beauty, home décor and art. A casual environment that lends itself to networking, mingling and relaxing will be created for everyone to enjoy. The Lifestyle Lounge provides alternatives for living healthy in a fast paced world while putting a spotlight on small businesses in the health and wellness industry in an atmosphere that is relaxing and fun and not overwhelming such as a health fair or expo.

THE ATTENDEES

Approximately 75 high performing professionals living in New York City (or surrounding area) who are experiencing high demands professionally and personally. They are mostly in their late 20's to mid 40's. They work 9-5 jobs, they are teachers, designers, etc. A good handful of entrepreneurs in the health and wellness arena, some ready to transition out of their job and full time into their business. They are initiated into the self-growth development arena and are curious to up level their overall wellness, by spending more time, energy and money in this area. Demographically attendees are about 60% to 70% women, 40% to 30% men.

PARTICIPATE AS A PROMOTIONAL PARTNER

As a partner you can:

- Promote your business to all attendees and sponsors
- Include informational literature and a special offer card in the goodie bag distributed to approximately 100-130 people.
- Be featured permanently in the sponsor section of the website and/or on the event ticket link for the event you're participating in.
- Reach a new, targeted audience for your product, class, service, ect.
- Receive additional social media exposure for your business

As a partner you agree to:

- Provide samples of your product for all attendees to enjoy (if it applies)
- Promote the event at your storefront or digital home (website)
- Share the event on your social media channels
- Send out an email to your list announcing your partnership offering your audience a discounted ticket to the event via a special code

EXAMPLE OF SOME OF OUR PARTNERS AND SPONSORS



@EATPOPS



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