



Palm Desert's
LiveWell Festival

The Desert's Health+Wellness Day at the Park

2018 Exhibitor Invitation



The Desert's Largest Health+Wellness Festival

You're invited to join us and be part of the desert's Largest Health + Wellness event. The 2nd annual LiveWell Festival is an all-inclusive mind-body-spirit wellness festival. It's purpose is to highlight the desert's top local health and wellness businesses through fun, entertaining, educational, and interactive demonstrations the whole family can enjoy.

As part of the festival, you will get the chance to showcase your products and services to potential clients in a fun and exciting way. It's also a great opportunity to expand your network in the local health and wellness industry by interacting with thousands of like-minded individuals, health enthusiasts, entrepreneurs, potential business partners, investors and other business owners.

Last year's inaugural LiveWell Festival welcomed more than 3,200 attendees, 86 exhibitors, and 19 sponsors. We're projecting this year's event to top last year's success with even more attendees and exhibitors!

This year, we want to make The LiveWell Festival even more exciting by adding new areas for our participants and audience to engage with. Additions to this year's festival include:

- **A Health + Wellness Awards** with 15 categories and over 130 nominees
- **A Color Dash** that will host hundreds of runners
- **A Kids Zone** for our youth.
- **A Food Court** for proper nourishment to occur during the festival

In addition we will have all the engaging activities of last year's event:

- **Live Music**
- **Complementary Massages**
- **Group Fitness Demonstrations** (Yoga, Zumba, Martial Arts etc.)
- **Clean Eating Demonstrations**

This year's LiveWell Festival will be held on Saturday, January 6, 2018 from 10:00 a.m. to 5:00 p.m at the Palm Desert Civic Center Park. Join us in celebrating the joys of healthy living and make this year's festival one to remember. We hope to see you there!

[***VIEW VIDEO FROM LAST YEAR'S LIVEWELL FESTIVAL HERE***](#)

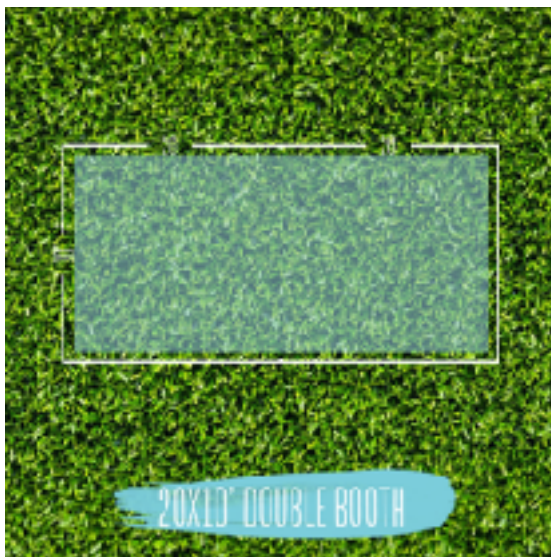
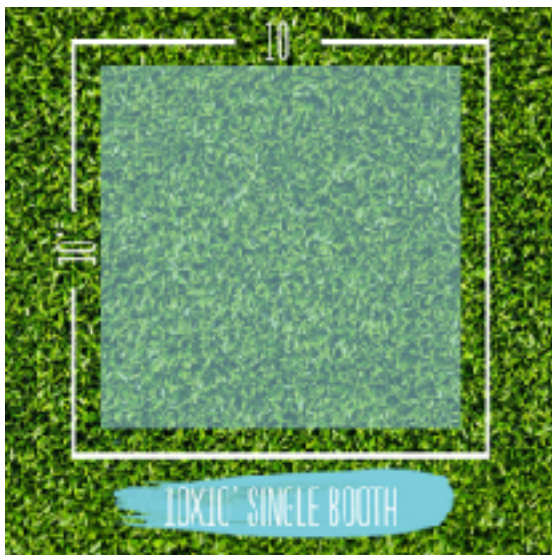
Exhibitor Opportunities

We are committed to creating a highly interactive and exciting event for all participants. To help create this environment, exhibitors are requested to give their booths an interactive factor. Product sampling, hands-on activities, health screens, and physical demonstrations are just some ways you can make your booth more exciting.

The LiveWell Festival has once again partnered with the American Cancer Society to create the LiveWell Band. The LiveWell Band serves as a passport for it's wearer to take advantage of special perks and discounts exclusively provided by exhibitors in the LiveWell Festival throughout the month of January 2018. This gives both attendees and exhibitors the chance to continue their relationship even after the festival has ended. This creates a higher likelihood of finding life-long clients through the festival!

We aim to create a diverse environment with a balance of different exhibitors and businesses. This serves as a perfect opportunity to showcase your company at The Desert's Largest Health + Wellness Event of the year. Reservations are taken on a first-come first-served basis, upon acceptance of the attached registration form and entrance fee. Only approved exhibitors will be allowed to take a space. A detailed account of your business, displaying info and patron LiveWell Band Perk (the deal you will offer to wristband wearers) must be included in the registration form for approval. We look forward to helping you exceed your year's goals and above all aid others in theirs Living Well. We hope to see you there!

<i>Single Booth 10x10</i>	<i>\$475</i>
<i>Double Booth 20x10</i>	<i>\$675</i>
<i>Non-Profit Booth 10x10</i>	<i>\$250</i>



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Non-Profit Booth 10x10 \$250

SATURDAY, JANUARY 6, 2018

PALM DESERT CIVIC CENTER PARK

COMPANY NAME: _____

CONTACT PERSON: _____

ADDRESS: _____

CITY: _____ ZIP: _____

PHONE: _____ EMAIL: _____

THE LIVWELL BAND PERK: PLEASE LIST A 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 you'll receive)*

YOUR PERK: _____

PERK VALUE: _____

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 6' x 3' Table and 2 Chairs for an additional \$50. If needed circle: YES / NO

PAYMENT TYPE: CHECK / CREDIT CARD

NAME ON CARD: _____

CREDIT CARD NUMBER: _____ EXP: ____ / ____

CVV: (3 digits on the back) _____ ZIP: _____ AMOUNT: \$ _____

SIGNATURE: _____

GENERAL POLICY

1. The LiveWell Festival 2018 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 6, 2018.
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 when choosing within each vendor category.
3. There will be a \$25 processing fee on refunds. All entry fees are non-refundable after November 1, 2017. 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 *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 7:30 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 4:00 p.m. Vendors who leave prior to 2:00 p.m. will not be invited to participate in future events.
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 10' or 20' x 10' 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.

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

Signature: _____ Date: _____

The entrance fee must accompany registration. All entry fees are non-refundable after November 1, 2017
There will be a \$25 processing fee on all refunds

Registration deadline for LiveWell Festival participation is December 1, 2017 if space available.

Please Make Checks Payable To: MyCityEveryday

Mail to: MyCityEveryday - Attention: 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