

New Living Expo

Connecting Body Mind & Spirit

Dear Exhibitor,

February 1, 2005

Welcome to the 4th Annual San Francisco New Living Expo. Held April 22-24, 2005 at The Concourse Exhibition Center, 8th and Brannan, San Francisco.

This Expo promises to be a welcomed annual celebration. **With last years attendance at 12,000 we expect to reach up to 15,000+ this year.** To increase attendance we are implementing one low cost entry fee of \$15-\$20 which includes **free lectures and free workshops.**

As of February 1 st. we have confirmed the following workshop speakers: Arianna Huffington, Amy Goodman, John Robbins, Dr. Ronald Klatz, Dannion Brinkley, John Gray PhD., Margot Anand, Kevin Ryerson, Dick Sutphen, Matthew Fox, Michael Toms, Sean David Morton, Master Sha, George Noory, Dan Sheehan, Julia Ross, Leonard Shlain, Phyllis Curott and more.

In 2005 we will have increased our press coverage on radio, television, local and regional media. Our advertising will extend from Oregon to Carmel and east to Lake Tahoe.

Print media ads will run in these publications: Bay Guardian, Bohemian, SF Chronicle, Coast Weekly, Common Ground, Connection Magazine, Good Times, Harbin Quarterly, Open Exchange, Pacific Sun, Palo Alto Weekly, Bay Area Reporter, The Wave Magazine, Bay Times, SF Weekly, Déjà vu Publishing Co., Health & Fitness Magazine, Golden Gate Xpress, Monterey Coast Weekly, Point Reyes Light, Voices of the New Earth, San Jose and Santa Cruz Metro, Share Guide, Psychic Reader, East Bay Express, Vision Mag, Happenings, and many others.

Your booth information will be listed in our Program Guide with over 150,000 in print; 70,000 will be direct mailed to potential attendees, with the remainder distributed throughout the bay area in libraries, Book stores, Health Food stores, and holistic centers.

We at the San Francisco New Living Expo thrive on customer service. Please call your sales person for your entire exhibitor needs. Join us for a whole new San Francisco New Living Expo experience! We look forward to hearing from you.

All booth balances need to be paid in full by **3/22/05.**