

INCREASE YOUR EXPOSURE

Advertising in the **San Francisco New Living Expo Program Guide** provides a unique opportunity to reach thousands of interested consumers before, during and after the Expo.

With over 70,000 direct-mailed and 80,000 copies distributed by Reliable Distribution @ 415-640-1766 throughout the Bay Area, your ad will be producing results a full month before the Expo. Attendees preparing for the event will become familiar with your products or services, and even those who do not attend will have seen your ad in the Expo Program Guide as well.

Each of the expected 12-15,000 attendees at the **San Francisco New Living Expo** utilizes the Program Guide during the Expo. Your ad will focus attention on your exhibit and/or presentation and will highlight your participation at the New Living Expo.

The Program Guide is often saved by the attendees as a valuable reference after the Expo. Your advertisement continues to work for you well after the event when you maximize your potential with an ad in the **Expo Guide**.

ADVERTISING AND PROMOTION

DISTRIBUTION SITES

- Downtown and Bay Area Racks • Natural Foods Supermarkets • Libraries • Health Food Stores
- Health Clubs • Fitness Centers • Special Events • Cafes
- Community Centers • Medical/Chiropractic Offices
- Bookstores • Spas • Coffee Houses • Music Stores
- Universities • Shopping Malls • Court Houses
- and other events

PROMOTIONAL PRINT CAMPAIGN

Posters	5,000
Program Guides Printed	150,000
Program Guides Mailed	50,000

MEDIA

- Extensive print advertising in regional and local publications
- Comprehensive Radio and TV exposure prior to the Expo
- Year-round Website promoting all Expo activities
- Advance promotions featuring TV/Radio interviews and on-site coverage.

DEMOGRAPHICS

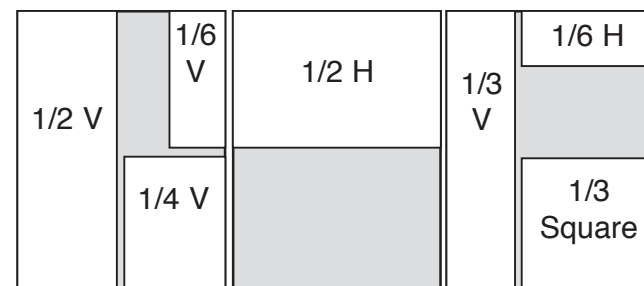
- Medial Age: 39
- Managerial/Professional
- College Educated
- Median Yearly Income:\$82,000
- Spends over \$165 on Exhibits
- Over 1 million spent in Exhibit Hall
- 86% buy Health Foods
- 83% buy Supplements
- 78% use Natural Products
- 56% attend Seminars
- 84% exercise
- 65% female

AD SIZES AND RATES

PAGE SIZE	WIDTH X HEIGHT	PRICE
Full Page	7 1/4" x 9 3/4"	\$1995
1/2 Page Vert	3 1/2" x 9 3/4"	\$1195
1/2 Page Horiz	7 1/4" x 4 3/4"	\$1195
1/3 Page Vert	2 1/4" x 9 3/4"	\$900
1/3 Page Square	4 3/4" x 4 3/4"	\$900
1/4 Page Vert	3 1/2" x 4 3/4"	\$750
1/6 Page Vert	2 1/4" x 4 3/4"	\$550
1/6 Page Horiz	4 3/4" x 2 1/4"	\$550

PRIORITY LOCATIONS / COLOR

Four Color Back Page 8 x 8 1/4	\$3495
Four Color Inside Covers Front/Back	\$2895



MECHANICAL REQUIREMENTS

DIGITAL: (REQUESTED SUBMISSION METHOD)

- PDF or TIF files preferred, must be 300 DPI
- **File name MUST contain the advertiser name.** (Please do not name your ad "New Living Expo" as this gets very confusing.)

OTHER FILE FORMATS ACCEPTED:

- Macintosh platform only
- Programs: In Design, QuarkXPress 6.0, Illustrator 8.0, Illustrator CS, PhotoShop 6.0 (If you are using one of these file formats, please include all fonts (mac only) + images, TIFFs, EPSs, JPEGs)
- Make sure all color images are saved as CMYK not RGB.
- Drive format: Iomega Zip 100, CDR, CDRW
- Fax a laser print hard copy for proofing. To fax see below.
- PDFs and stuffed files okay to email if less than 10MB.
- * (Please put advertiser name in subject line of email.)*

HARD COPY ADS WILL REQUIRE SCANNING
AT AN ADDITIONAL COST OF \$15.00

SEND ORIGINAL DIGITAL FILES INSTEAD!

DESIGN SERVICES ARE AVAILABLE AT \$75/HR
TECHNICAL QUESTIONS? CALL (415) 382-8300

NEW LIVING EXPO

Connecting Body Mind and Spirit

APRIL 28, 29, 30 ♦ 2006



CONCOURSE EXHIBITION CENTER
635 8TH STREET & BRANNAN
SAN FRANCISCO, CA 94103

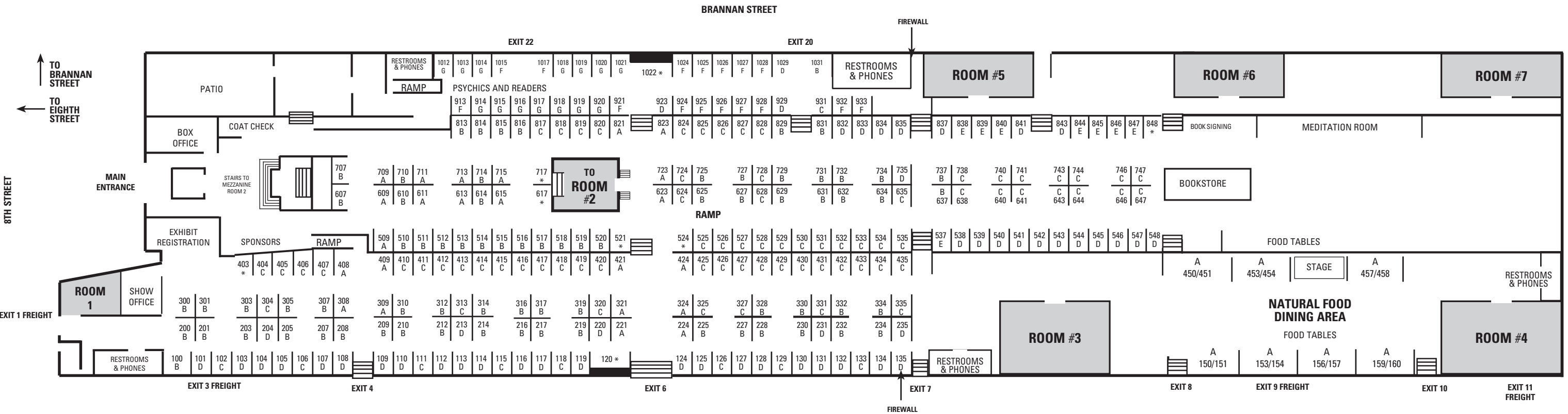


DEADLINE FOR PAYMENT AND ARTWORK IS JANUARY 15, 2006

THE SAN FRANCISCO NEW LIVING EXPO

422 Corte Escuela, Novato, California 94949 • Phone: (415) 382-8300 • Fax: (415) 883-1320

Phone: 415.382.8300 ♦ Fax: 415.883.1320



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Fax: (415) 883-1320

BOOTH PRICING

A \$1350	E \$950
B \$1250	F \$850
C \$1150	G \$750
D \$1050	* = size variation (CALL FOR PRICING)

ELECTRICITY EXTRA:
 \$65 under 500w Pre-pay
 \$78 at Show

The booth design system is constructed of stylish black metal framing and attractive white canvas walls. Each can support 300lbs and can be fitted with shelving.

For each 10 x 10 booth, the Concourse provides state-of-the-art partitions, carpeting, plus table, chairs and wastebasket.

NEW LIVING EXPO

Connecting Body Mind and Spirit

APRIL 28, 29, 30 ♦ 2006

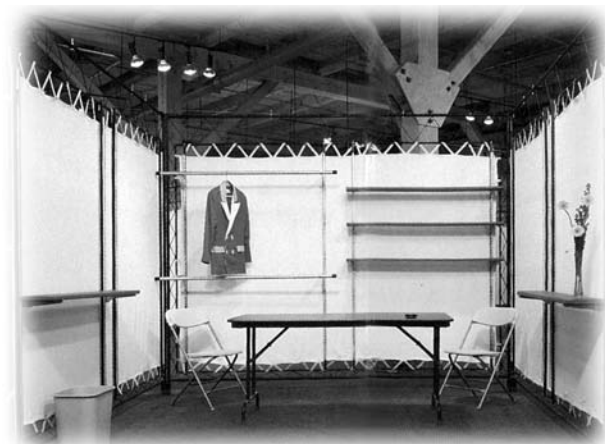
You attracted a large crowd, the size of which we have not seen at new age shows since the early '90s.
 —Robert Currey, Equinox

This expo was full of vibrant energy. I had yet another successful year. I met good people who enjoyed my cooking.
 —Cewa Glass, Gourmet Faire

This is the best show I have done in sales in 27 years. New clients swamped my booth and my profits soared!
 —Jim Karnstedt, Ion and Light Company

This year was the best ever for us! I want to compliment The New Living Expo on its great success; it was a pleasure being a part of the show!
 —Lowanna Schoefer, ABC Sales/Outfitter Seats

SEE 10 X 10 BOOTH W/ FREE SHELVING



10 X 10 BOOTH, 1 TABLE, 2 CHAIRS, SHOWN WITH LIGHTING



The Concourse is a superb blending of mellow old San Francisco charm counter-pointed with contemporary glass and steel design.

Moveable skylights and clerestory windows that run the entire length of the building let natural light into the exhibit hall.

The 11 freight doors and 15 entry and exit doors, combined with the adjacent parking lot, make the Concourse the easiest move-in and move-out facility in San Francisco.