

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 60,000 direct-mailed and 90,000 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	60,000

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

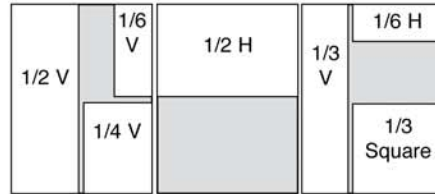
AD SIZES AND RATES

PAGE SIZE	WIDTH X HEIGHT	PRICE
Full Page	7 1/4" x 9 3/4"	\$2295
1/2 Page Vert	3 1/2" x 9 3/4"	\$1495
1/2 Page Horiz	7 1/4" x 4 3/4"	\$1495
1/3 Page Vert	2 1/4" x 9 3/4"	\$1195
1/3 Page Square	4 3/4" x 4 3/4"	\$1195
1/4 Page Vert	3 1/2" x 4 3/4"	\$950
1/6 Page Vert	2 1/4" x 4 3/4"	\$695
1/6 Page Horiz	4 3/4" x 2 1/4"	\$695

PRIORITY LOCATIONS / COLOR

Four Color Back Page 8 x 8 ^{1/4}	\$3995
Four Color Inside Covers Front/Back	\$3295

ALL 4-COLOR



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.)
- In the subject line put your company name as well as the name of the ad

OTHER FILE FORMATS ACCEPTED:

- 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: lomega 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.)*

SEND ORIGINAL DIGITAL FILES INSTEAD!
 DESIGN SERVICES ARE AVAILABLE AT \$75/HR
 TECHNICAL QUESTIONS? CALL (415) 382-8300

11th Annual

New Living Expo

Building a World of Infinite Possibilities
 April 27th thru the 29th, 2012

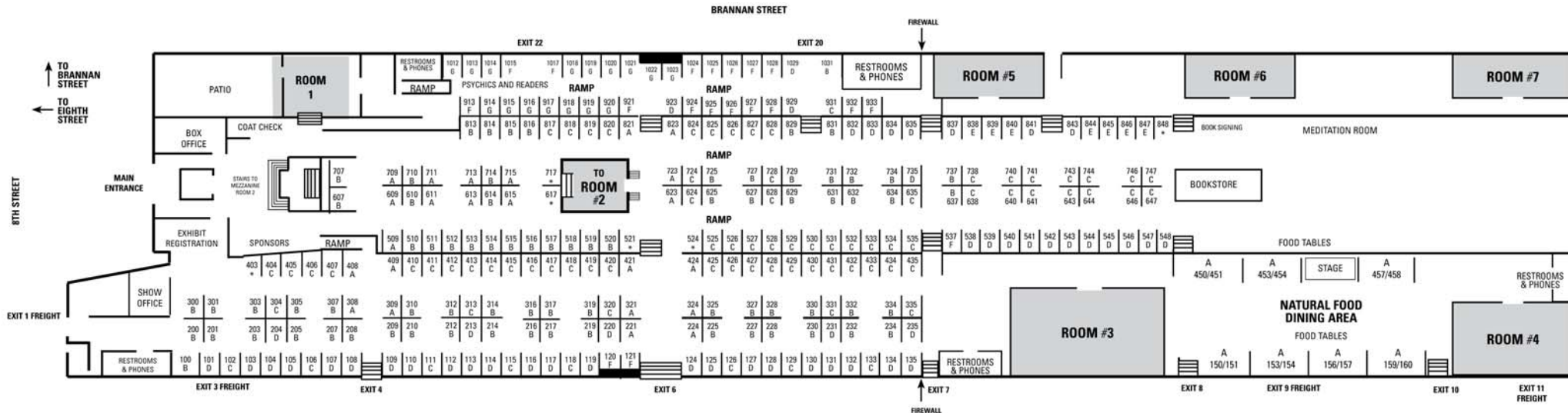


*CONCOURSE EXHIBITION CENTER
 635 8TH STREET & BRANNAN
 SAN FRANCISCO, CA 94103*



Deadline for Payment & Artwork is January 14th 2012
THE SAN FRANCISCO NEW LIVING EXPO
 422 Corte Escuela, Novato, California 94949 • Phone: (415) 382-8300 • Fax: (415) 883-1320

MAIN OFFICE
 Phone: 415-382-8300 Fax: 415-883-1320



BOOTH PRICING

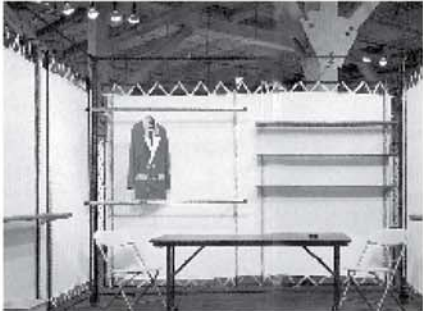
A \$1500	E \$1050
B \$1400	F \$950
C \$1250	G \$875
D \$1150	* = size variation (CALL FOR PRICING)

Ken Kaufman
 Producer
 ken@newlivingexpo.com
 Tel (415) 382-8300
 Fax (415) 883-1320

The booth design system is constructed of stylish black metal framing and attractive off white canvas walls. Each wall 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, wastebasket, and electricity.

SEE 10 X 10 BOOTH W/ FREE SHELVING



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

NEW LIVING EXPO
 IMAGINE A WORLD OF INFINITE POSSIBILITIES

Friday 5-10pm
 Saturday 11-8pm
 Sunday 11-6pm

Connecting Body, Mind and Spirit
 April 27th thru the 29th, 2012

- "New Living Expo is a Bay Area tradition...an April rite of passage."
 —Rob Sidon, Common Ground Magazine, S.F.
- "We did really well this last year. I was very very pleased. I love your show. It is one of my favorites."
 —Phil Wilson, Momentum 98, Columbus, Ohio.
- "The New Living Expo has been a wonderful experience for me personally and my business. The caliber of the speakers and attendee's has been incomparable to other health expos I have attended. I offer a healthy coffee, high in antioxidants which has been embraced by all who work and attend the expo, we look forward to many more years to come being a part of the New Living Expo!"
 —Tracee Raptis, The Bean Coffee Company.
- "The New Living Expo is a fabulous way to get out and be seen. The atmosphere is comfortably upscale and festive. It's a huge magnet for the green living/ health & healing-curious public. My own bodywork booth was busy most of the time."
 —Niles Szwed, Techtuitive Bodywork Seminars
- "Your show is our best retail show pretty much every year and we really appreciate the opportunity to be a part of it! Thanks so much."
 —Kevin & Michelle Ekerson
 Step Forward of Oregon



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.