

LA  
2019  
MEDIA  
EVENT

organic spa  
MAGAZINE



EXPERIENCE  
WELLNESS  
& TRAVEL  
MEDIA EVENT



**Organic Spa Media, LTD invites you to join us for the 6<sup>th</sup> annual 2019 Los Angeles Experience Wellness & Travel Media Event.**

Wellness now represents a \$4.2 trillion global consumer-driven market and wellness tourism is growing at a faster rate than any other travel category. As the once alternative green and organic lifestyle becomes the new sustainable mainstream, the time for wellness and eco companies to gain mass-market exposure is more important than ever.

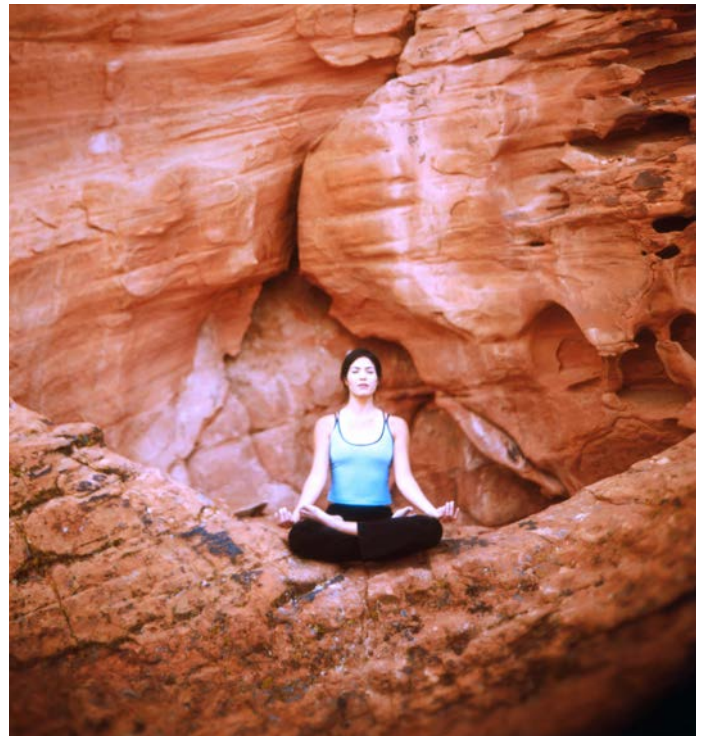
The *Organic Spa Magazine* 6<sup>th</sup> annual event is being held at the Viceroy L'Hermitage Beverly Hills. Vendors will have the opportunity to network with 75 top-level press representatives from the health, wellness, travel and eco-lifestyle sectors, as well as with a select list of "eco" Hollywood celebrities and influencers.

This engaging event allows sponsors to meet and mingle with our press and VIP attendees as well as provide them with branded, on-site wellness treatments. The intimate and unique format of our events provides sponsors with an opportunity to build new relationships and create a strong brand impact among mass market media channels.

**Panel** Our Editor-in-Chief, Rona Berg, will be hosting a panel of eco influencers and wellness experts discussing and highlighting the trends in the wellness world.

**Celebrities and Influencers** VIP guests, celebrities and eco-lifestyle influencers will be among those in attendance.

**Public Relations** Direct media access will benefit companies looking to build their brand awareness and gain mass-market visibility. Our interactive format celebrates the spirited innovation of industry newcomers and pioneers alike.



**Social Media** Organic Spa Media will provide direct support via social media as a customized four week campaign before and after the media event across all social platforms. The day of the event will be a 'Social Media Takeover.' We also encourage our partners to utilize the event hashtag and tag Organic Spa Magazine in the post, as we will share these via our channels for additional coverage and reach.

**Press** Top press invitees include *Access Hollywood, Allure, Vogue, Health, Condé Nast Traveler, SELF, Real Simple, Elle, Marie Claire, Travel + Leisure, New York Times, USA Today, Good Morning America, CNN, The Today Show, BuzzFeed*, and more...





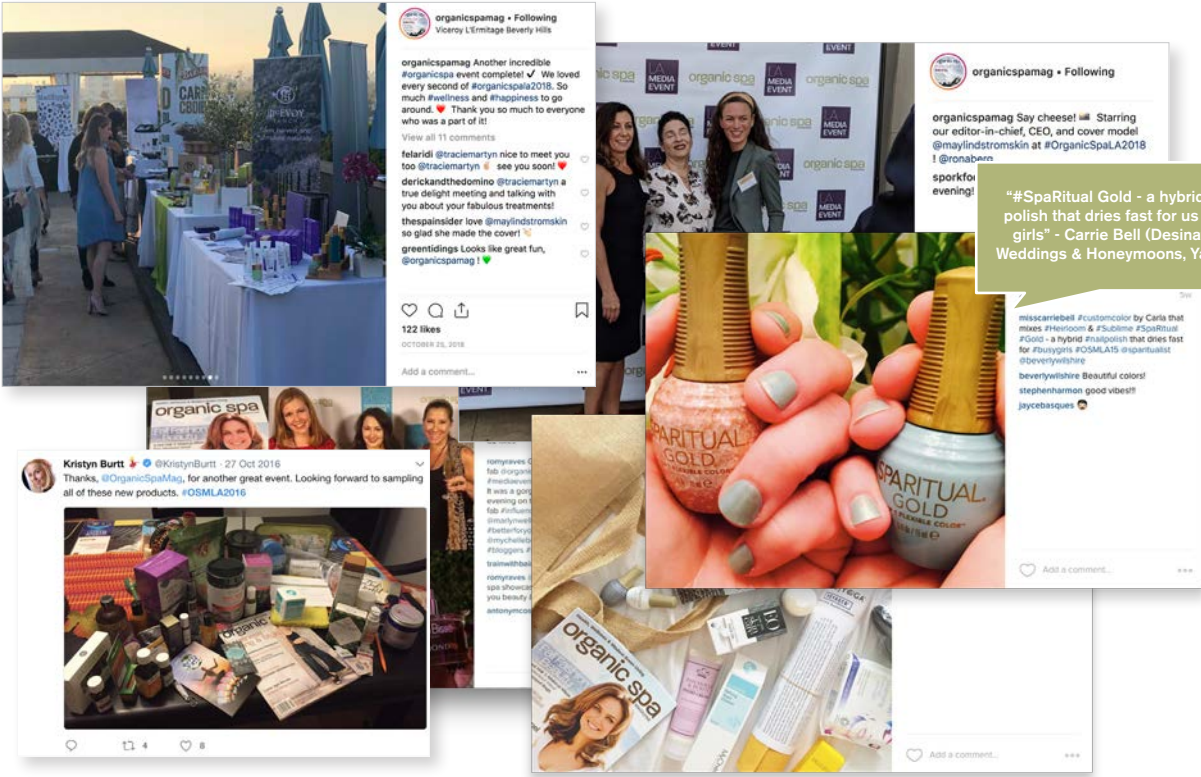
PAST EVENT RECAP

The LA Experience Wellness & Travel Media Event had a total of 72 journalists, bloggers and eco-celebrities in attendance, for a total reach of over 100 Million potential media impressions. Top target outlets included the Associated Press, Condé Nast Traveler, Los Angeles Times, Cosmopolitan, Glamour and more!

TOTAL POTENTIAL MEDIA REACH 100 MILLION +

Social Media Reach + 1.5 MILLION IMPRESSIONS.

Top Social Media Posts



"#SpaRitual Gold - a hybrid nail polish that dries fast for us busy girls" - Carrie Bell (Desination Weddings & Honeymoons, Yahoo!)



## PAST EVENT TESTIMONIALS

**“Organic Spa’s LA 2018 Experience Wellness & Travel Media Event was a hit for our brand! Such a great way to get in front of a diverse group of editors and influencers all interested in natural beauty. We will definitely jump at the chance to participate in any future events they put on.”**

– SAM STEWART (CO-FOUNDER, MAD HIPPIE)

**“We truly enjoyed great acceptance and our booth had almost a line waiting, furthermore we have already received several requests from media to write about Mayan Healing Hands which starts to surpass our expectations...”**

– EMMANUEL ARROYO (ROSEWOOD MAYAKOBA, RIVIERA MAYA)

**“We had a ball!...Looking forward to much continued success for all! ”**

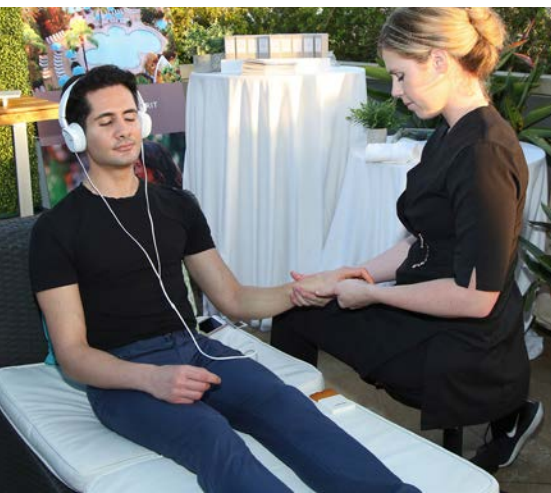
– JAMES WALKER (W3LL PEOPLE)

**“Kimberly and I both attended the event and were very impressed with the press turnout...our table had a steady flow of interested and engaged writers, bloggers, and editors.”**

– MAGGIE JOSLYN (MYCHELLE)

**“The event was amazing!! What a beautiful night it was..... ”**

– CARRIE HARMON (DEER LAKE LODGE)





## PRESS INVITEES

ABC  
 About.com  
 Access Hollywood  
 AisleDash  
 Allure  
 American Express Publishing  
 Angeleno  
 AOL Health  
 AOL Travel  
 AP TV  
 Associated Press  
 Association News  
 Beauty Bender  
 BeautyNewsLA.com  
 Better Nutrition  
 Beverly Hills Courier  
 BlackBook  
 Bon Appetit  
 Bridal Guide  
 Brides  
 BuzzFeed  
 C California Style  
 California Meetings + Events  
 California Wedding Day  
 CBS  
 CBS Los Angeles  
 CNN  
 Coco Eco Magazine  
 Condé Nast Traveler  
 Consciouslivingtv.com  
 Cosmopolitan  
 DailyMeal.com  
 DaySpa  
 Delta Sky  
 Departures  
 Details  
 DuJour Magazine  
 E!  
 Eater  
 Elite Traveler  
 Elle  
 Entertainment Tonight  
 Entertainment Weekly  
 Esquire  
 Essence  
 Every Day with Rachael Ray  
 Extra  
 FabFitFun  
 Fathom  
 First for Women  
 Fitness  
 Foam  
 Fodor's Travel  
 Food & Wine  
 For the Bride  
 Forbes.com  
 ForbesLife  
 FOX Business  
 Fox News TV  
 Frommers Travel Guide  
 Furthermore from Equinox  
 Genlux  
 Glamour  
 Good Housekeeping  
 Good Morning America  
 Goop  
 GQ  
 Harper's Bazaar  
 Haute Living  
 Health  
 Hemispheres  
 HotelChatter.com  
 Huffington Post  
 Inside Edition  
 Inside Weddings  
 InStyle  
 InTouch Weekly  
 JustLuxe.com  
 Kiwi Magazine  
 LA Yoga  
 Ladies Home Journal  
 Life & Style Weekly  
 Los Angeles Confidential  
 Los Angeles Magazine  
 Los Angeles Times  
 Marie Claire  
 Men's Journal  
 Natural Health Magazine  
 NBC  
 NBC Los Angeles  
 New York Times  
 O, The Oprah Magazine  
 OK! Weekly  
 Parade  
 Parenting  
 Passport  
 People  
 PopSugar  
 Prevention  
 PureWow  
 Racked  
 Radar Online  
 Real Simple  
 Redbook  
 Refinery29  
 Reuters Television  
 Robb Report  
 Saveur  
 SELF  
 Shape  
 Sheknows.com  
 Star  
 Starpulse  
 Sunset  
 T: The New York Times Magazine  
 The Chalkboard  
 The Doctors  
 The Hollywood Reporter  
 The Knot  
 The Today Show  
 The Zoe Report  
 Totalbeauty.com  
 Travel + Leisure  
 TravelAge West  
 UrbanDaddy.com  
 US Weekly  
 USA Today  
 Vanity Fair  
 Vogue  
 W  
 Wall Street Journal  
 Well + Good Los Angeles  
 WHERE Los Angeles  
 Who What Wear  
 Whole Life Magazine  
 Woman's Day  
 Women's Health  
 WWD  
 Yahoo! Style  
 Yoga Journal  
 Yoga Times





## SPONSORSHIP LEVELS

### Options For Attending Sponsors

#### Presenting Sponsor

**PRICING: \$25,000 (NET)**

**SPONSORSHIP INCLUDES:**

- Co-branding with Organic Spa Media on all event collateral
- Co-branding with Organic Spa Media on all event advertising and promotions (pre- and post-event)
- Exclusive opportunity to address members of the press
- 20-foot-wide booth space
- Private spa-treatment space for branded experience
- 2-page, 4-color ad in *Organic Spa Magazine*—Premium position (Media Value: \$17,720)
- Customized social media/PR Campaign pre/post event (Value: \$10,000)
- 5 company representatives at event
- Early preview of RSVP list—1 week prior to event
- Promotion of company in all pre- and post-event press releases and social media promotions
- \* Private dinner with select media & eco celebrities

#### Platinum Sponsor

**PRICING: \$12,000 (NET)**

**SPONSORSHIP INCLUDES:**

- 20-foot-wide booth space
- Exclusive private-spa treatment space for branded experience
- 1 OSM Social Media campaign (Value: \$5,000)
- 4 company representatives at event
- Early preview of RSVP list—2 days prior to event
- Promotion of company in all pre- and post-event press releases and social media promotions

#### Gold Sponsor

**PRICING: \$8,500 (NET)**

**SPONSORSHIP INCLUDES:**

- 10-foot-wide booth space
- Private spa-treatment space for branded experience
- 3 company representatives at event
- Early preview of RSVP list—1 day prior to event
- Promotion of company in all pre- and post-event press releases and social media promotions

#### Silver Sponsor

**PRICING: \$3,500 (NET)**

**SPONSORSHIP INCLUDES:**

- 6-foot-wide booth space
- Category banner ads on OSM website (Media Value: \$5,000)
- 1 company representative at event
- Early preview of RSVP list—1 day prior to event
- Promotion of company in all pre- and post-event press releases and social media promotions

*Wonderful and well-done event! Thank you Organic Spa, we look forward to attending again in the near future! We appreciated all the small beautiful details and the well-organized Media Event. Your event was very elegant and the perfect platform for a brand seeking Media exposure. We fell in love with the Peninsula as well and thought this to be the most perfect venue for the OSMLA event. —Carola May, Dahliana*



## SPONSORSHIP LEVELS

### Options For Sponsors Not Attending

#### Virtual Wellness Booth

**PRICING: \$3,000 (NET)**

**SPONSORSHIP INCLUDES:**

- Each sponsor will be designated an Organic Spa Magazine representative to act as the brand's on-site spokesperson.
- Promotional video will be displayed on 24" monitor with headphones.
- Branded signage will be available and sponsors can ship promotional materials.

**\* Requirements\***

- Video on DVD, automatic loop (minimum length 3 minutes, maximum length 20 minutes)
- EPS logo
- Brand collateral (brochure, business cards, etc.), 200 pieces each

#### Gift Bag & Product Showcase Sponsorship

**PRICING: \$2,250 (NET)**

**SPONSORSHIP INCLUDES:**

- This is new option for Gift Bag sponsors who want to provide our media and celebrity guests with the opportunity to experience and sample their products at the event.
  - There will be a special designated section for product "testing and trial", which will also include a selfie/social media station, and where Gift Bag / Product Showcase sponsors can display products for the guests to try at their leisure.
- Representatives from Organic Spa Magazine will be on hand to help guests with sampling and questions.

#### Gift Bag Sponsor

**PRICING: \$1,250 (NET)**

**SPONSORSHIP INCLUDES:**

- Company name included on all promo
- 75 Full size samples to be included in Organic Spa Magazine Gift Bags for all press attendees
- Company name included in all pre- and post-event press releases and social media promotions





FOR MORE INFORMATION  
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