

NYC
2019
MEDIA
EVENT

organic spa
MAGAZINE



The Pierre
NEW YORK
A TAJ HOTEL



EXPERIENCE
WELLNESS
& TRAVEL
MEDIA EVENT



Join *Organic Spa Media, LTD*, April 15, 2019, at The Pierre New York Hotel, as we invite you to participate in our 7th annual NYC 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 companies to gain mass-market exposure is more important than ever.

Join *Organic Spa Media* for this year’s event as we host 150 top level press representatives from the health, wellness, beauty and travel sectors, along with wellness travel agents and spa resort owners.

As in previous years, we will entertain our media attendees with an organic gourmet luncheon while they visit our sponsors on the show floor. The luncheon is followed by “**WELLNESS AROUND THE GLOBE**,” an educational symposium on wellness travel and organic beauty.

Sponsors will have the opportunity to not only meet and mingle with the press attendees, but also further their investment and promote their brands directly to the trade markets that are important to them.

Philanthropy A percentage of the proceeds from the event will be donated to one of the leading world water foundation charities.

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 with a robust promotional campaign pre and post event across all social platforms. The day of the event will be a “Social Media Takeover” and we encourage our partners to participate and contribute to the buzz and success of the program.

Trade Opportunity to develop relationships and promote your brands to the wellness travel agent and professional spa communities. Speaking opportunities for select brands available during the “**WELLNESS AROUND THE GLOBE**” afternoon symposium. See sponsorship deck for more information.

Press Top press invitees include ABC, Allure, Vogue, Health, Conde Nast Traveler, NBC, Fox News TV, Self, Real Simple, Elle, Marie Claire, Oxygen Network, The Green Network, Travel & Leisure, The New York Times, USA Today, Good Morning America, CNN, The Today Show, HGTV, Dwell, and more... Plus, 50 Travel Agents and 50 Spa Owners.



NUTRAMILK - 2018 JULY/AUGUST ISSUE

[VIEW 2018 NYC EVENT VIDEO](#)

EVENT SCHEDULE

10:30 AM - 11:00 AM PR Media Briefing w/ Sponsors

11:00 AM - 2:00 PM Media Luncheon
(Exclusive for media attendees only)
In main event space

2:00 PM - 5:00 PM **WELLNESS AROUND THE GLOBE**
Symposium (Media, Wellness
Travel, Agents & Spa Owners)
In breakout rooms

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2018 EVENT RECAP

Organic Spa Magazine's 6th Annual Experience Wellness + Travel Media Event was held at The Pierre, A Taj Hotel, New York on Monday, April 16, 2018 from 11:00am – 5:00pm.

The event featured the latest from top brands in the beauty, travel, fashion and wellness living space. Media had the opportunity to engage with leading wellness companies and take a deep dive into the wellness space throughout the day. Many journalists downloaded the exclusive "Hello Crowd" event app to stay up-to-date and posted on social media using the event's social hashtag #OrganicSpa18.

The event featured an exclusive media luncheon from 11:00am – 2:00pm followed by the **WELLNESS AROUND THE GLOBE** Symposium at 2:00pm.

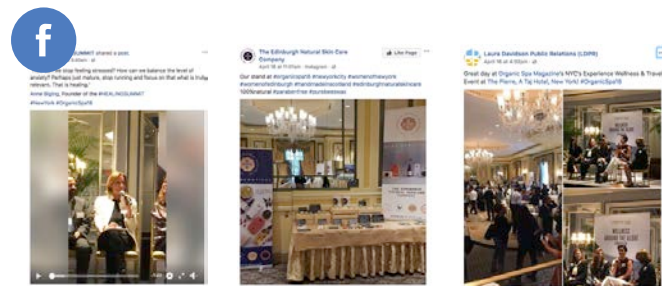
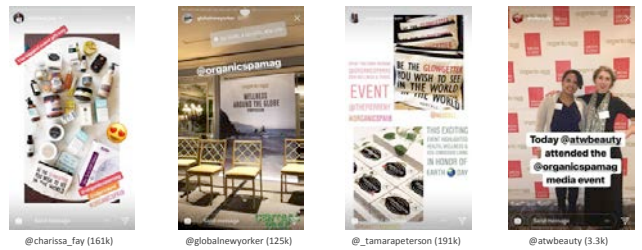


[VIEW 2018 NYC EVENT PHOTOS](#)

SOCIAL MEDIA ENGAGEMENT



OVERALL SOCIAL IMPRESSIONS:
1,007,951



2018 EVENT TESTIMONIALS

“Thanks again for a great event yesterday! Loved the goodie bags too.”

—She’s Going, Samantha Viola

*“There were so many interesting products to sample and the food was delicious!
And the gift bag was over-the-top wonderful.”*

—Social influencer, Charissa Fay

*“Thank you thank you thank you!! Incredible event. One of the best I’ve ever been to.
I took 15 pages of notes during the panel chats!!”*

—Freelance Writer, Kristie Kellahan

“We had the opportunity to meet and network with some really cool natural brands!”

—Around the World Beauty



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PRESS INVITEES

- AARP
- AFAR
- Alice in Queens
- Allure Magazine
- AM New York
- American Spa
- American Way
- Architectural Digest
- Around The World Beauty
- Babble
- Bare Escentuals
- BBC
- Beauty High
- Beauty News NYC
- Bergen County Magazine
- Billboard
- BizBash
- BizzeBeauty
- Bon Appetit
- BorissMagazine.com
- Boston Globe
- Brides
- Brown Media Mama
- C-Eclectic Style
- CBS Interactive
- CBS
- City Guide
- Cool Hunting
- Commercial Observer
- Conde Nast Traveler
- Cosmopolitan
- Daily Telegraph
- Davler Media Group
- Departures
- DAYSPA Magazine
- Diva Gals Daily
- Domino
- Dotdash
- ELLE
- Essence
- Esquire
- Everett Potter's Travel Report
- Extreme Luxury Getaways
- Family Circle
- Fashion Digest
- Fashion Pulse Daily
- Fashionably Petite
- FashionsWeek
- Forbes
- Foxnews.com
- Galavante
- Galore Magazine
- Global New Yorker
- Global Traveler USA
- Good Housekeeping
- Greenwich Magazine
- Harper's Bazaar
- HuffPost
- IBR News
- Indagare
- Lucire.com
- Luxe Life NYC
- Luxury Travel Magazine
- LuxuryWeb Magazine
- Macaroni Kid
- Marie Claire
- Martha Stewart Weddings
- Men's Fitness
- Mind Body Green / Observer.com
- Modern Luxury
- Mom Most Traveled
- Mommy R + R / Well Rounded
- Multicultural Travel News
- Nat Geo Traveler
- NBC / Joyfully-me
- NBC / TravelBinger
- New York Family
- New York for Beginners
- New York Lifestyles Magazine
- New York Magazine
- New York Resident
- New York Times
- NitikaChopra.com
- NY Daily News
- NYMetroparent
- NY Post
- O, The Oprah Magazine
- Passport Magazine
- Paste Magazine
- Plush Pink Allure
- Psychology Today
- Pop Style TV
- Real Simple
- Rebook
- Robb Report
- Scoopstweet
- Ser Padres / Siempre Mujer
- She's Going
- Sherman's Travel
- Splash Magazines Worldwide
- Style Music TV
- Sydney Morning Herald
- Tasting Table
- The Daily Meal
- The Daily News
- The Fashion Reporter
- The Next Kid Thing
- The Root.com
- The Wall Street Journal
- The Weston Magazine Group
- Thirty Mommy
- Thrillist
- Thrive Global
- Tory Daily
- Town & Country
- Travel + Leisure
- Travel Massive
- Travel Therapy
- Travel Weekly
- Travelsquire
- TripSavvy
- Upscale
- Uptown
- Urban Milan
- USA Today
- Vogue
- Woman's Day
- Women's Health
- World Liberty TV
- www.Darrabie.com
- Yahoo! Inc.
- YolisGreenLiving.com
- Zagat



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NEW FOR 2019: MEDIA BRIEFING

As a new benefit for 2019, all participating sponsors will be invited to a media briefing prior to the start of the event. In addition to receiving the detailed media bios/look book as well as names and emails of all attendees, sponsors will have the opportunity to join a session to be briefed on the media and influencer guests. The briefing will provide information on the attendees' backgrounds, areas of interest / expertise, and any special topics they cover within the media as well.

SPONSORSHIP LEVELS

PRESENTING SPONSOR

PRICING: \$45,000 (NET)

SPONSORSHIP INCLUDES:

- Co-branding with *Organic Spa Magazine* on all event collateral
 - Co-branding with *Organic Spa Magazine* in all event advertising, promotions & social media (pre&post)
 - Exclusive opportunity to address members of the press
 - Exclusive speaking opportunity at "WELLNESS AROUND THE GLOBE" symposium panels
 - 30-foot wide booth (3x regular size)
 - 2-Page, 4-color ad in *Organic Spa Magazine*—Premium position (Value: \$19,425)
 - 2 months Sitewide Leaderboard & Footer banner ad on OSM website (Value: \$18,000)
 - 2 months Homepage VIDEO sponsorship (Value: \$8,000)
 - 2 mo. Digital Edition Sponsorship (Value: \$12,000)
 - Customized social media & PR campaign (Value: \$10,000)
 - 5 company representatives at event
 - Early preview of RSVP list—1 week prior to event
- **Full Attendee list with contact information, post event.*
- PreScheduled interviews with select media representatives

PLATINUM SPONSOR

PRICING: \$22,500 (NET)

SPONSORSHIP INCLUDES:

- 20-foot wide booth (2x regular size)
 - Opportunity to have brand representation on "WELLNESS AROUND THE GLOBE" symposium panels
 - Full Page, 4-color ad in *Organic Spa Magazine* (Value: \$8,000)
 - 4 mos. Homepage banner ads on OSM website (Value: \$7,600)
 - 2x e-Wellness Newsletter banner ads (Value: \$5,000)
 - Customized social media campaign (Value: \$3,500)
 - 4 company representatives at event
 - Early preview of RSVP list—2 days prior to event
- **Full Attendee list with contact information, post event.*
- Promotion of company in all pre- and post-event press releases and social media promotions

GOLD SPONSOR

OPTION A: PRICING: \$15,000 (NET)

SPONSORSHIP INCLUDES:

- Single booth space (10' wide)
 - Opportunity to have brand representation on the "WELLNESS AROUND THE GLOBE" symposium panel
 - Full Page, 4-color ad in *Organic Spa Magazine* (Value: \$8,000)
 - 2 months site wide banner ads on OSM website (Value: \$3,000)
 - 1x e-Wellness Newsletter banner ad (Value: \$2,500)
 - 4 company representatives at event
 - Early preview of RSVP list—1 day prior to event
- **Full Attendee list with contact information, post event.*
- Promotion of company in all pre- and post-event press releases and social media promotions

OPTION B: PRICING: \$10,000 (NET)

SPONSORSHIP INCLUDES:

- Single booth space (10' wide)
 - Opportunity to have brand representation on the "WELLNESS AROUND THE GLOBE" symposium panel
 - 4 company representatives at event
 - Early preview of RSVP list—1 day prior to event
- **Full Attendee list with contact information, post event.*
- Promotion of company in all pre- and post-event press releases and social media promotions

SILVER SPONSOR

PRICING: \$5,000 (NET)

SPONSORSHIP INCLUDES:

- 1 spot in split/shared sponsor booth space (10' wide)
 - 2 months Sitewide banner ads on OSM website (Value: \$3,000)
 - 2 company representative at event
 - 150 Full size samples to be included in Gift Bags
 - Early preview of RSVP list—1 day prior to event
- **Full Attendee list with contact information, post event.*
- Promotion of company in all pre- and post-event press releases and social media promotions



WELLNESS AROUND THE GLOBE: Educational Symposiums

Join *Organic Spa Media* and our team of experts to discover the latest trends and new initiatives in wellness travel and lifestyle. Perfect for wellness travel and spa professionals!

2019 PANEL THEMES:

Spiritual Wellness Trends

As we continue to search for ways to de-stress and power down, the quest for inner wellness becomes, literally, a spiritual journey, as wellness travelers seek stays at monasteries and former convents, and look for expansive meditation offerings, traditional pilgrimages, and transcendent experiences like moon-bathing, astral-gazing and immersive forest walks. *We'll discuss the what and why of this fascinating trend.*

Surprising One-Stop Wellness Journeys

Ingenious new ways of making wellness accessible include one-stop, full-immersion programs at remote destinations and, in cities, wellness experiences at co-working spaces and wellness clubs that feature acupuncture, meditation, booster shots, beauty bars, energy treatments—and travel booking—all under one roof. *We'll talk about new ways of making wellness accessible and what the word "spa" really means right now.*

Alternate Lifestyle Meets the Mainstream

With the explosive growth and repositioning of alternative lifestyle modalities like CBD--the market for CBD-based hemp products is expected to reach \$22 billion by 2022--Ayurveda and more, what was once fringe is now front-and-center. *We'll examine the trend and talk about what's coming.*

We will invite 75 select, wellness travel focused travel agents, looking to enhance their ability to wellness travel experiences to their affluent client base, along with 50 spa directors/owners, focusing on natural and organic beauty.

The symposium will be held in breakout rooms adjacent to the media event show floor.

PANEL SPONSORSHIP LEVELS:

A. SYMPOSIUM BRAND SPONSORED PANEL

PRICING: \$12,000

Sponsorship Includes:

- Opportunity for brands to moderate select wellness panel.
- Introduction by OSM's Editor-In-Chief
- OSM will help select and solicit other wellness experts and influencers for the panel
- Branded signage throughout event and symposium space
- Logo and brand promotion on exclusive invitation to trademark (Travel Agents or Spa Owners)
- Live podcast/webinar option
- Access to all video & photos of symposium
- 5 company representatives at event
- Early preview of RSVP list—1 week prior to event
- **Full Attendee list with contact information, post event.
- Promotion of company in all pre- and post-event press releases and social media promotions

B. PANEL BREAK SPONSOR

PRICING: \$1,500

Sponsorship Includes:

- Opportunity for brands to lead one of our panel breaks.
- Introduction by OSM's Editor-In-Chief
- Featured on OSM's Facebook Live or Instagram Live feed
- Logo and brand promotion on exclusive invitation to trademark (Travel Agents or Spa Owners)

Examples:

- Lead a stretch or short workout that can be performed on the spot
- Offer a special juice or cocktail with the recipe to attendees
- Giveaway merchandise that best represents your brand
- Share a special offer to travel agents and media



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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 a 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: \$1,500 (NET)

SPONSORSHIP INCLUDES:

- Company name included on all promo
- 150 Full size samples to be included in Gift Bags. Full Attendee list with contact information, post event.
- Company logo/brand included in all pre- and post-event press releases and social media promotions

"Wellness [is] a state of complete physical, mental, and social well-being. It goes beyond mere freedom from disease or infirmity and emphasizes the proactive maintenance and improvement of health and well-being. Expressed on a continuum that extends from reactive to proactive approaches to health, wellness falls firmly on the proactive side, incorporating attitudes and activities that prevent disease, improve health, enhance quality of life, and bring a person to increasingly optimum levels of well-being." – Global Wellness Tourism Economy report



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