

The Wellness Experience

Organic Spa Media

October 20th–21st, 2020



Wellness Living & Travel

organic spa

MAGAZINE

The Wellness Experience

Organic Spa Media

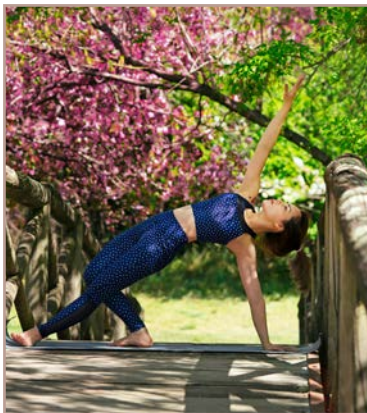
We're very excited to introduce the inaugural THE WELLNESS EXPERIENCE event, powered by 6Connex and created by Organic Spa Media.

This robust two-day virtual summit will feature WELLNESS content and experiences from leading experts and influencers worldwide, and is designed to provide travel, natural beauty and wellness living brands easy access and engagement with top-level media, travel advisors and wellness consumers globally.

With substantial promotion and additional reach, we expect up to 2500+ participants, which will be supported by extensive data capture capabilities and real time communication features. Sponsors will have the opportunity to create unique, engaging and interactive content that will empower their brands and give viewers a lens into the essence of their brand experience.

This inaugural experience will be divided into three "Wellness Content Pods" providing viewers with wellness education, experiences and brand discovery.

Wellness Experiences



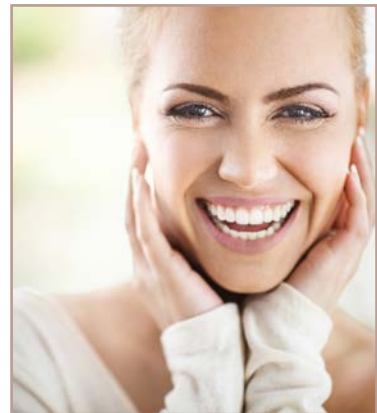
Ongoing LIVE and programmed Yoga classes, Meditation sessions, Spa Cuisine, Beauty how-to's, Nutrition overview, Fitness instruction and more. (Sponsor segments included.)

Wellness Education & Panels



Ongoing LIVE and programmed segments with wellness travel, beauty, lifestyle and fitness experts, including fully immersive travel wellness experiences coming live from locations around the world. (Sponsor segments included.)

Wellness Brand Showcase



A virtual Brand Showcase where sponsors host their own virtual booth space with live and on-demand content throughout the day. Sponsors will have the ability to host unlimited content, access platform features including social collaboration and networking event chat (public, private, moderated), broadcast messages and standard gamification options. Data capture (instant and historical) snapshot of visitors included in all sponsorship packages.

The Wellness Experience

Organic Spa Media

Wellness Experience Track

Viewers will have access to exclusive live and on-demand wellness experiences brought to life by Organic Spa Media's esteemed team of wellness experts and celebrity partners.

Tuesday, Oct 20th

Eastern Time Zone

9-9:50	Yoga (Celebrity)
9:50-10	Sponsor
10-10:50	Meditation
10:50-11	Sponsor
11-12	Culinary/Spa Chefs
12-12:50	Fitness (Pilates, personal trainer, etc.)
12:50-1	Sponsor
1-1:50	Clean Beauty
1:50-2	Sponsor
2-2:50	Nutrition
2:50-3	Sponsor
3-4	Spa wellness expert (esthetician, skincare specialist, etc.)
4-4:50	Sustainable/ ethical fashion show
4:50-5	Sponsor
5-6	Interactive Cocktail Hour: Featuring Celebrity Mixologist

Wednesday, Oct 21st

Eastern Time Zone

9-9:50	Yoga (Celebrity)
9:50-10	Sponsor
10-10:50	Meditation
10:50-11	Sponsor
11-12	Fitness (Pilates, personal trainer, etc.)
12-12:50	Virtual Hike
12:50-1	Sponsor
1-1:50	Clean Beauty
1:50-2	Sponsor
2-2:50	Homeopath
2:50-3	Sponsor
3-4	Spa wellness expert (wellness rituals, healing modalities)
4-4:50	Sustainable Home Design (home spas, home gyms, green build, etc.)
4:50-5	Sponsor
5-6	Biodynamic & Organic Wine Hour: Virtual tour of winery with gift/voucher offers



**Sponsors will have the opportunity to pitch brand ambassadors and/or brand spokespeople for consideration to host one of the WELLNESS EXPERIENCE tracks.

The Wellness Experience

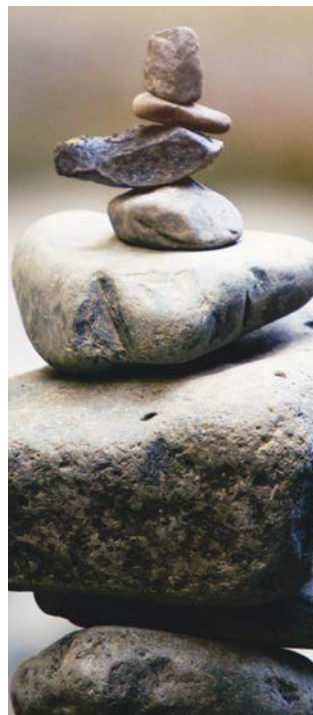
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Wellness Education Track

Participants can expect to be dazzled and enlightened by our smart, provocative and thoughtful panels featuring top wellness experts on topics of interest and relevance right now.

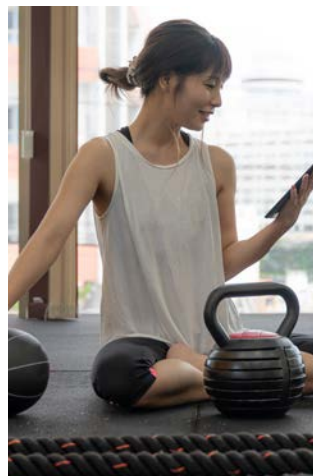
Tuesday, Oct 20th

9-9:50	Travel: Getting There — The Reality of Travel Now
9:50-10	Sponsor
10-10:50	Travel: Travel for Good
10:50-11	Sponsor
11-11:45	Beauty: Making Self-Care a Practice
11:45-12	Sponsor
12-12:50	Wellness Living: Healthy Eating for People and Planet
12:50-1	Sponsor
1-1:50	Travel: Looking into the Crystal Ball
1:50-2	Sponsor
2-2:50	Wellness Living: Clean Design, Clean Air, Clean Planes
2:50-3	Sponsor
3-3:50	Beauty: State of the Industry
3:50-4	Sponsor
4-4:50	Travel: The Future of AI and Wellness
4:50-5	Sponsor
5-6	Cocktail Hour



Wednesday, Oct 21st

9-9:50	Travel: The New Escapism
9:50-10	Sponsor
10-10:50	Travel: Beyond “Wellness Washing”: Authentic Wellness
10:50-11	Sponsor
11-11:45	Beauty: News on CBD
11:45-12	Sponsor
12-12:50	Travel: Traveling for Mental Health
12:50-1	Sponsor
1-1:50	Wellness Living: Future of Sustainability in the Shadow of Pandemic
1:50-2	Sponsor
2-2:50	Travel: Cultural Wellness
2:50-3	Sponsor
3-3:50	Wellness Living: Supplements for Immune-Boosting
3:50-4	Sponsor
4-4:50	Travel: The Evolution of Fitness on the Road
4:50-5	Sponsor
5-6	Biodynamic & Organic Wine Hour: Virtual tour of winery with gift/voucher offers



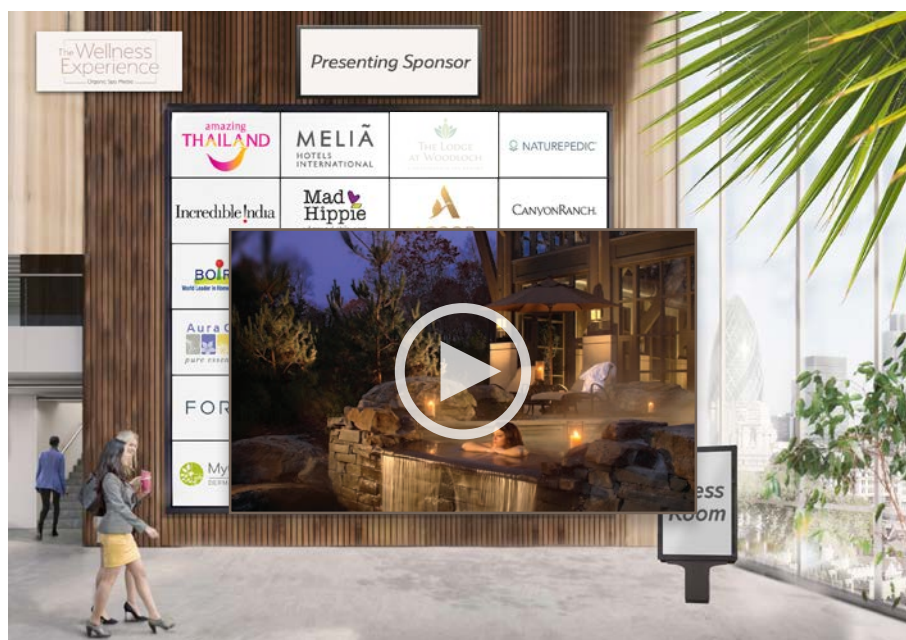
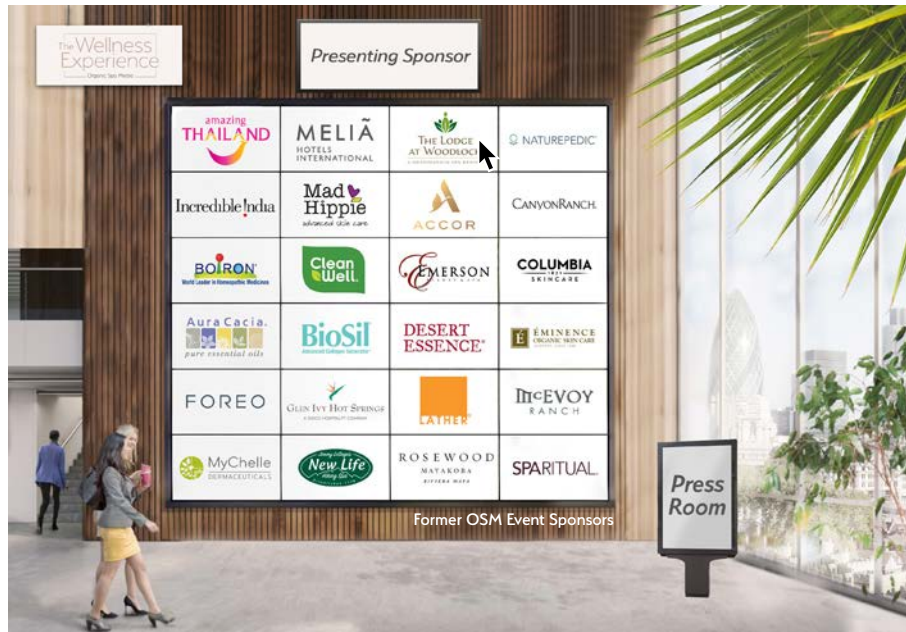
**Sponsors will have the opportunity to pitch brand ambassadors and/or brand spokespeople for consideration to host one of the WELLNESS EDUCATION tracks.

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Wellness Brand Showcase

Viewers can access sponsors' unlimited content and brand experiences by simply clicking on their logo in our WELLNESS BRAND SHOWCASE FLOOR.





Sponsorship Levels

Media Briefing

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 of media 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.

Presenting Sponsor

PRICING: \$45,000 (NET)

SPONSORSHIP INCLUDES:

- Full Debrief with Organic Spa Media's PR firm on strategy and timeline
- Co-branding with Organic Spa Media on all event collateral
- Co-branding with Organic Spa Media in all event advertising, promotions & social media (pre- & post-)
- Exclusive Marquee Placement in THE WELLNESS EXPERIENCE Lobby
- Opening remarks by Brand Spokesperson – WELLNESS EDUCATION & PANEL pod
- Opportunity for brand to takeover 1 programmed content feed (Yoga, meditation, Live product demo) on either WELLNESS EXPERIENCE or WELLNESS EDUCATION & PANEL pods, and create a robust virtual wellness experience.
- Brand representation on one of the content Panels – WELLNESS EDUCATION & PANEL pod
- Premium Placement in 2 sponsor slots per day, per panel — WELLNESS EXPERIENCE & WELLNESS EDUCATION & PANEL: Live webcast/brand demo video in Premium sponsor slot in both Content Pods both days (4 total sponsor slots)
- THE WELLNESS EXPERIENCE PRESS ROOM
 - * Live webcast/brand demo presentation to all media guests
 - * This will be promoted in three pre-event email blasts to our media and travel agent community
- Exclusive Marquee Placement in WELLNESS BRAND SHOWCASE
- Virtual Brand Showcase, banner ad with rotating message, video screen with streaming ad or video, information section that houses up to 10 assets
- Access to your own custom Data Portal, which includes:
 - * Live Chat Features
 - * Extensive Data Capture tools and capabilities.
 - * Create your own customized "data portal," with real time data feeds on participants
- The complete contact information (including email addresses) and business interests of all attendees who visit your booth and download your promotional materials, view recorded videos, and attend your live webcast
- Pre-Scheduled interviews with select media representatives
- *Organic Spa Magazine*: 1X Double Page advertisement
- *Organic Spa Magazine*: 1X Digital Edition Sponsorship
- *Organic Spa Magazine* website: 3X months Homepage VIDEO sponsorship
- *Organic Spa Magazine* Social Media: 1X Customized social media campaign



Media Event Sponsorship Levels

Platinum Sponsor

PRICING: \$25,000 (NET)
SPONSORSHIP INCLUDES:

- Premium Placement in THE WELLNESS EXPERIENCE Lobby
- Premium Placement in WELLNESS BRAND SHOWCASE
- Opportunity for brand to take over 1 programmed content feed (Yoga, meditation, Live product demo) on either WELLNESS EXPERIENCE or WELLNESS EDUCATION & PANEL pods, and create a robust virtual wellness experience
- Premium Placement in one sponsor slot per day, WELLNESS EXPERIENCE & WELLNESS EDUCATION & PANEL: Live webcast/brand demo video in Premium sponsors slot in both Content Pods both days (2 total sponsor slots)
- Virtual Brand Showcase, banner ad with rotating message, video screen with streaming ad or video, information section that houses up to 10 assets
- Assets can include white papers, case studies, PDF files, URLs, word files, webcasts, and other materials for attendees to view and download during the event
- Access to your own custom Data Portal, which includes:
 - * Live Chat Features
 - * Extensive Data Capture tools and capabilities.
 - * Create your own customized “data portal,” with real time data feeds on participants
- The complete contact information and business interests of all attendees who visit your booth and download your promotional materials, view recorded videos, and attend your live webcast
- Brand representation on one of the content Panel – WELLNESS EDUCATION & PANEL pod
- *Organic Spa Magazine* website: 1 months Homepage VIDEO sponsorship
- *Organic Spa Magazine*: Double Page advertisement

Gold Sponsor

PRICING: \$15,000 (NET)
SPONSORSHIP INCLUDES:

- Brand Presence in THE WELLNESS EXPERIENCE Lobby
- Premium Placement in WELLNESS BRAND SHOWCASE
- Brand representation on one of the content Panel * WELLNESS EDUCATION & PANEL pod
- Opportunity for brand to take over 1 programmed content feed (Yoga, meditation, Live product demo) on either WELLNESS EXPERIENCE or WELLNESS EDUCATION & PANEL pods, and create a robust virtual wellness experience
- **OR**
Premium Placement in one sponsor slot per day, WELLNESS EXPERIENCE & WELLNESS EDUCATION & PANEL: Live webcast/brand demo video in Premium sponsors slot in both Content Pods both days (2 total sponsor slots)
- Virtual Brand Showcase, banner ad with rotating message, video screen with streaming ad or video, information section that houses up to 10 assets
- Access to your own custom Data Portal, which includes:
 - * Live Chat Features
 - * Extensive Data Capture tools and capabilities.
 - * Create your own customized “data portal,” with real time data feeds on participants
- The complete contact information and business interests of all attendees who visit your booth and download your promotional materials, view recorded videos, and attend your live webcast
- *Organic Spa Magazine* website: 1X month Homepage VIDEO sponsorship
- *Organic Spa Magazine*: Full Page 4c



Media Event Sponsorship Levels

Silver Sponsor

PRICING: \$10,000 (NET)

SPONSORSHIP INCLUDES:

- Brand representation in WELLNESS BRAND SHOWCASE
- Brand representation on one of the content Panels. WELLNESS EDUCATION & PANEL pod
- Brand representation in one sponsor slot on WELLNESS EXPERIENCE & WELLNESS EDUCATION & PANEL: Live webcast/brand demo video in Premium sponsors slot in both Content Pods both days (1 total sponsor slot)
- Virtual Brand Showcase, banner ad with rotating message, video screen with streaming ad or video, information section that houses up to 10 assets
- Access to your own custom Data Portal, which includes:
 - * Live Chat Features
 - * Extensive Data Capture tools and capabilities.
 - * Create your own customized “data portal,” with real time data feeds on participants
- The complete contact information and business interests of all attendees who visit your booth and download your promotional materials, view recorded videos, and attend your live webcast

Bronze Sponsor

PRICING: \$5,000 (NET)

SPONSORSHIP INCLUDES:

- Brand representation in WELLNESS BRAND SHOWCASE
- Virtual Brand Showcase, banner ad with rotating message, video screen with streaming ad or video, information section that houses up to 10 assets
 - * Assets can include video presentations, white papers, case studies, PDF files, URLs, word files, webcasts, and other materials for attendees to view and download during the event
- Access to your own custom Data Portal, which includes:
 - * Live Chat Features
 - * Extensive Data Capture tools and capabilities.
 - * Create your own customized “data portal,” with real time data feeds on participants





Media Event Sponsorship Levels

Virtual Gift Bag Sponsor

PRICING: \$1,500 (NET)

As the traditional Organic Spa Media event bags have become iconic staples among media communities in NYC and LA, we wanted to offer brands a fun and engaging “digital” version for our new virtual summit.

We will promote the Gift Bag Sponsors, along with their offerings, during the live event in the Press Room and in the Virtual Gift Bag booth in the Wellness Brand Showcase room. Following the event, we will send an email to all the participants with a link to the Virtual Gift Bag and links to the sponsors’ online gift offers. This is a great opportunity to gain brand awareness across multi-channels, and develop a relationship with our participants.

SPONSORSHIP INCLUDES:

- Brand representation (logos with links to URLs) in VIRTUAL GIFT BAG in PRESS ROOM & WELLNESS BRAND SHOWCASE
Brands to provide links for participants to download gifts online via digital vouchers, promo codes, etc. Product and shipping costs are the responsibility of the sponsor





Asset Delivery

All participating sponsors may provide content in multiple formats and within multiple platforms. Sponsors gain access to a Virtual Brand Showcase, banner ad with rotating message, video screen with streaming ad or video, information section that houses up to 10 assets. Assets can include video presentations, white papers, case studies, PDF files, URLs, word files, webcasts, and other materials for attendees to view and download during the event.

Data Capture & Reports for Sponsors

Registration – Summary and Detail

All registrants for the specified date range; includes all details captured during registration, as well as access to profile attachments and a summary of activity across the environment.

Attendance – Summary and Detail

Total attendees for the specified date range; each attendee is counted once regardless of number of visits. Report includes all details captured during registration, as well as access to profile attachments and a summary of activity across the environment.

Master Activity Report – Detail

A complete report of all attendees with details on all content items viewed; every content item is represented via a column, with an indication of number of times registrant accessed the item. Report includes all details captured during registration as well as entitlement group and registrant role.



Metrics & Reporting

All Content Views – Summary

A summary report of number of views per content item (Video, Webinar, PDF, HTML Window, Content Link). Report includes total number of views, unique views and location of each content item.

Content by Location – Summary

A summary report of content views, listed by location; includes views for every content item and the location in which it was viewed. Locations, labeled as named in the control panel.

Webinar Views - Summary*

A summary report of number of views per webinar. Report includes total number of views, unique views and location of each webinar. Please note that detailed webinar activity (duration, polls, Q&A) is available via a separate link.

All Location Entries

A summary report of number of entries by location; includes all environment locations, labeled as named in the control panel. Report includes total number of entries and unique entries.

Booth Entries – Summary

A summary report of number of entries by booth. Report includes total number of entries and unique entries.

Auditorium Entries – Summary

A summary report of number of auditorium entries. Report includes total number of entries and unique entries.

Chats Per Attendee

A detail report noting how many chats were initiated by each individual. Report includes select details captured during registration.

Content Sharing – Summary

A summary report noting each content item and the number of time, if any, the item was shared via email, Facebook, LinkedIn or Twitter.

Content Sharing – Detail

A report for each content item shared, by social media channel. Each report includes all details captured during registration with a summary of activity across the environment.

*Additional webinar reporting available





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