

The Wellness Experience

Organic Spa Media

2021 Event Series



April 13th & 14th, 2021

October 12th & 13th, 2021

Wellness Living & Travel

organic spa

MAGAZINE

The Wellness Experience

Organic Spa Media

Coming off the success of our inaugural THE WELLNESS EXPERIENCE Virtual Event, and with increased demand for authentic, quality wellness content and education, Organic Spa Media LTD is happy to announce the launch of two more events in 2021.

1. THE WELLNESS EXPERIENCE “Spring into Well-Being”: April 13th & 14th, 2021
2. THE WELLNESS EXPERIENCE “Living in Balance”; October 12th & 13th, 2021

Our events are structured as two-day virtual summits featuring wellness content and experiences from leading experts and influencers worldwide. The summit provides wellness brands in the travel, natural beauty and wellness living space easy access and engagement with top-level media, global wellness consumers and the travel trade community.

Supported by robust marketing and promotional efforts, we anticipate 2500+ participants per event, which will be highlighted with 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 provide a lens into the essence of their actual brand experience.

THE WELLNESS EXPERIENCE Virtual Summit is divided into three “Wellness Content Pods” giving 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



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 space and provide attendees with access to live and on-demand content throughout the event.

The Wellness Experience

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Wellness Experience Room

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.

Spring 2021 Agenda

Tuesday, April 13th | Eastern Time Zone

9-9:50	Yoga
9:50-10	Sponsor
10-10:50	Meditation
10:50-11	Sponsor
11-11:50	Culinary / Spa Chef
11:50-12	Sponsor
12-12:50	Fitness
12:50-1	Sponsor
1-1:50	Wellness Communities
1:50-2	Sponsor
2-2:50	Healthy Eating
2:50-3	Sponsor
3-3:50	Mindful Healing
3:50-4	Sponsor
4-4:50	Ethical Fashion
4:50-5	Sponsor
5	Cocktail

Spring 2021 Agenda

Wednesday, April 14th | Eastern Time Zone

9-9:50	Yoga
9:50-10	Sponsor
10-10:50	Meditation
10:50-11	Sponsor
11-11:50	Fitness
11:50-12	Sponsor
12-12:50	Virtual Hike
12:50-1	Sponsor
1-1:50	Mental Wellness
1:50-2	Sponsor
2-2:50	Integrative Health
2:50-3	Sponsor
3-3:50	Spa Wellness Expert
3:50-4	Sponsor
4-4:50	Wellness Home Design
4:50-5	Sponsor
5	Cocktail

* Fall 2021 Agenda TBD



The Wellness Experience

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Wellness Education Room

Our guests and participants will find themselves ahead of the wellness curve after tapping into our smart programming and panels, featuring leading wellness experts and thought leaders.

Spring 2021 Agenda

Tuesday, April 13th | Eastern Time Zone

- | | |
|----------|---|
| 9-9:50 | Travel: Great Wellness Escapes
Where to go after COVID? |
| 9:50-10 | Sponsor |
| 10-10:50 | Travel: Transformative Travel
Travel that feeds the soul, fires up the spirit and unlocks transformation |
| 10:50-11 | Sponsor |
| 11-11:50 | Beauty Talk
Our OSM Experts' A-Z on natural and organic skincare, as they assess six products for efficacy, ingredient purity and sustainability. |
| 11:50-12 | Sponsor |
| 12-12:50 | Wellness Living
Wellness Real Estate: Make an investment in wellness real estate and become part of a wellness community |
| 12:50-1 | Sponsor |
| 1-1:50 | Fitness Panel
Fuel Your Fitness Trends and news in home fitness |
| 1:50-2 | Sponsor |
| 2-2:50 | Mental Wellness Talk |
| 2:50-3 | Sponsor |
| 3-3:50 | Wellness Living
CBD & Hemp: The Latest and Greatest |
| 3:50-4 | Sponsor |
| 4-4:50 | Beauty
From Soil to Skincare: Sourcing from Nature Hot trends, ingredients and treatments |
| 4:50-5 | Sponsor |
| 5 | Cocktail |

* Fall 2021 Agenda TBD



Wellness Education Room

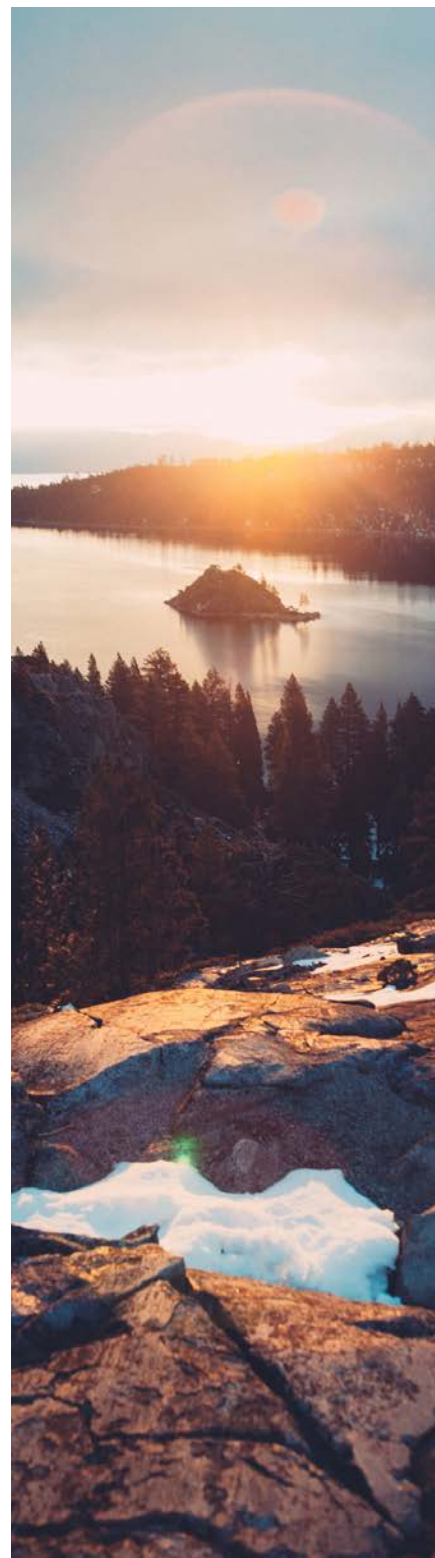
Our guests and participants will find themselves ahead of the wellness curve after tapping into our smart programming and panels, featuring leading wellness experts and thought leaders.

Spring 2021 Agenda

Wednesday, April 14th | Eastern Time Zone

- | | |
|----------|--|
| 9-9:50 | Travel: Getting to the Heart of Wellness
Destinations and resorts with authentic healing wellness programs |
| 9:50-10 | Sponsor |
| 10-10:50 | Travel: Low Impact, High Experience Travel
We watched in amazement as the canals of Venice came clean during lockdown, and birds and turtles came back. With renewed appreciation, more of us are looking for hotels and resorts that support sustainability. What should we look for? |
| 10:50-11 | Sponsor |
| 11-11:50 | Sleep Talk |
| 11:50-12 | Sponsor |
| 12-12:50 | Beauty: Probiotics, Fermentation, Adaptogens & the Microbiome
What you don't know, and what you need to know: nutraceuticals and elixirs, inside and out |
| 12:50-1 | Sponsor |
| 1-1:50 | Wellness Living: Wellness Trackers
Innovative new ways to take control and track your wellness |
| 1:50-2 | Sponsor |
| 2-2:50 | Travel Wellness Travel for Friends & Family
After being isolated from family and friends for so long, what does the new face of friend and family wellness travel look like? |
| 2:50-3 | Sponsor |
| 3-3:50 | Happiness Talk |
| 3:50-4 | Sponsor |
| 4-4:50 | Wellness Living Brain Boosters
Cutting-edge nutraceuticals, herbs, elixirs, powders and ingestibles to boost the power of the mind |
| 4:50-5 | Sponsor |
| 5 | Cocktail |

* Fall 2021 Agenda TBD

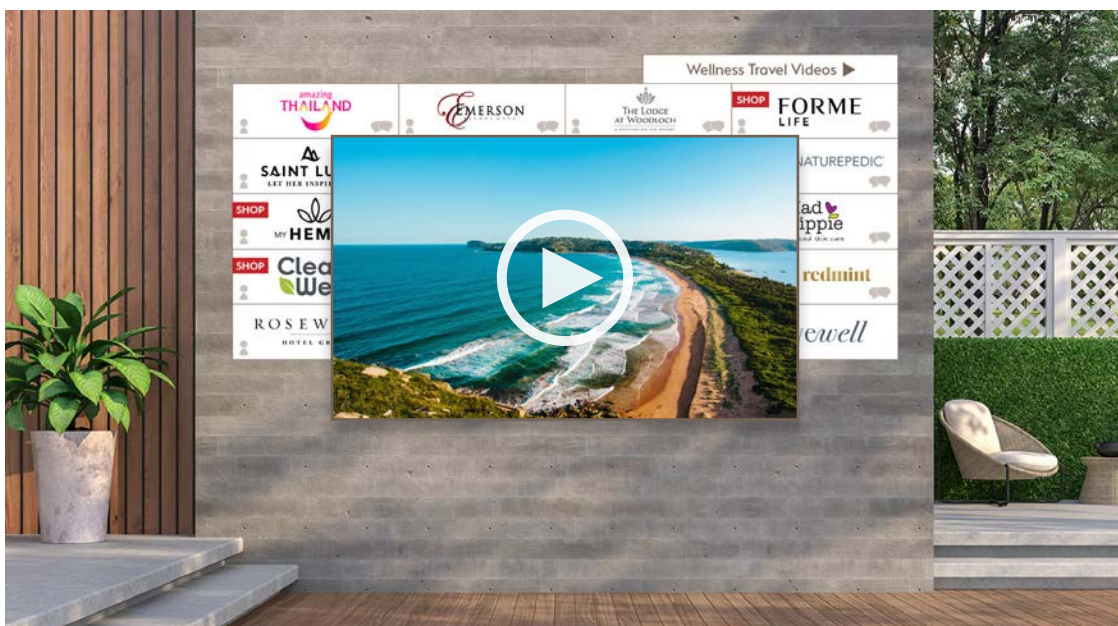
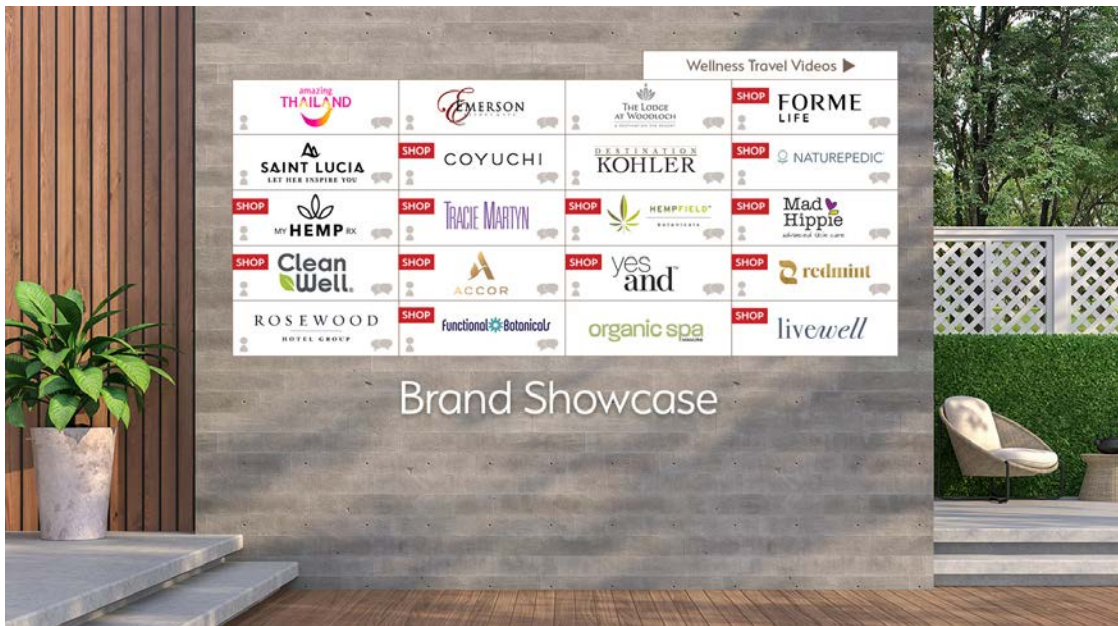


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Wellness Brand Showcase

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 via Zoom call. 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.

Platinum Sponsor

PRICING: \$45,000 (NET)

SPONSORSHIP INCLUDES:

- Full Briefing 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-event)
- Pre-Scheduled interviews with select media representatives
- Exclusive Marquee Placement in
- THE WELLNESS EXPERIENCE Lobby
- THE WELLNESS EXPERIENCE PRESS ROOM
* Live webcast/brand demo presentation to all media guests.
- Exclusive Marquee Placement in WELLNESS BRAND SHOWCASE
- Opening remarks by Brand Spokesperson – WELLNESS EDUCATION ROOM slots)
- Virtual Brand Showcase Booth in WELLNESS BRAND SHOWCASE Room (Includes up to 10 digital assets)
- Brand representation on Panel in WELLNESS EDUCATION Room
- Brand representation as Wellness Activation host (50 mins segment; Yoga, meditation, Live product demo) in WELLNESS EXPERIENCE Room
- Moderated and Live Chat Features
- Extensive Data Capture tools and capabilities available
- *Organic Spa Magazine website: 1X month Homepage VIDEO sponsorship*
- *Organic Spa Magazine: Double Page Spread*
- Complete and comprehensive contact list of ALL media guests post-event

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Event Sponsorship Levels

Gold Sponsor

PRICING: \$15,000 (NET)

SPONSORSHIP INCLUDES:

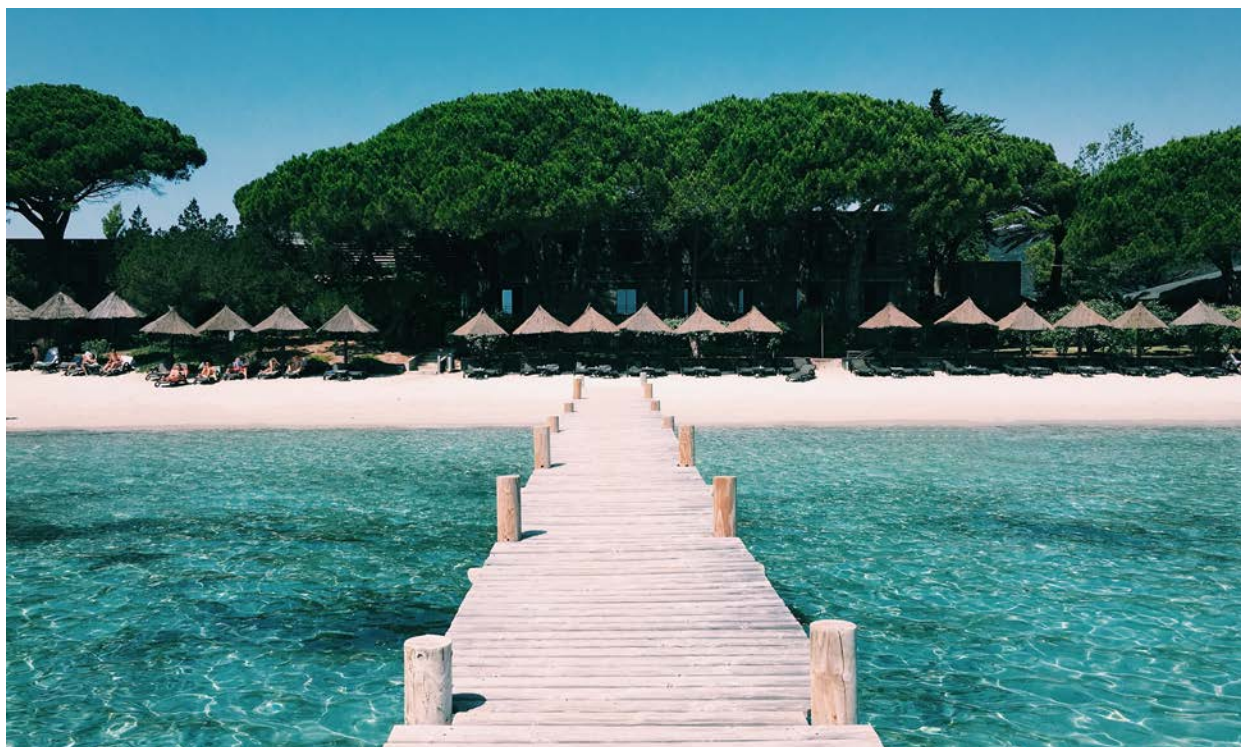
- Brand Presence on Lobby Leaderboard
- Virtual Brand Showcase Booth in WELLNESS BRAND SHOWCASE Room (Includes up to 10 digital assets)
- Brand representation on Panel in WELLNESS EDUCATION Room
- Brand representation as Wellness Activation host (50 mins segment; Yoga, meditation, Live product demo) in WELLNESS EXPERIENCE Room
- Moderated and Live Chat Features
- Extensive Data Capture tools and capabilities available
- *Organic Spa Magazine website: 1X month Homepage VIDEO sponsorship*
- *Organic Spa Magazine: Full Page 4c*
- Complete and comprehensive contact list of ALL media guests post-event

Silver Sponsor

PRICING: \$10,000 (NET)

SPONSORSHIP INCLUDES:

- Virtual Brand Showcase Booth in WELLNESS BRAND SHOWCASE Room (Includes up to 10 digital assets)
- Brand representation on Panel in WELLNESS EDUCATION Room
- 1X 10 mins Sponsor Slot – WELLNESS EDUCATION or WELLNESS EXPERIENCE Room
- Moderated and Live Chat Features
- Extensive Data Capture tools and capabilities available
- Complete and comprehensive contact list of ALL media guests post-event.



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Event Sponsorship Levels

Bronze Sponsor

PRICING: \$5,000 (NET)

SPONSORSHIP INCLUDES:

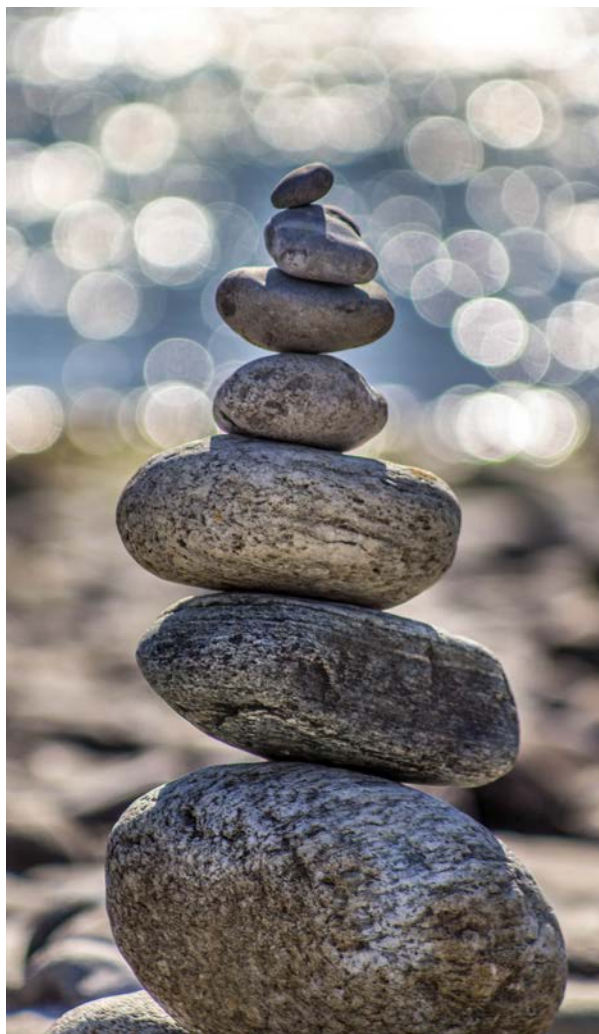
- Virtual Brand Showcase Booth in WELLNESS BRAND SHOWCASE Room (Includes up to 10 digital assets)
- Moderated and Live Chat Features
- Extensive Data Capture tools and capabilities available
- Complete and comprehensive contact list of ALL media guests post-event

10 Minute Video Sponsor

PRICING: \$1,000 (NET)

SPONSORSHIP INCLUDES:

- Featured 10 minute time slot within WELLNESS EDUCATION Room or WELLNESS EXPERIENCE Room used to promote brand.
- Single, pre-recorded video of *up to 10 minutes* may be submitted to run during 10 minute slot.
- Additional placement of sponsor video within WELLNESS BRAND SHOWCASE Room.



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Event Sponsorship Levels

Virtual Gift Bag Sponsor

PRICING: \$1,500 (NET)

Promoted during the live event in the Press Room and in the Virtual Gift Bag showcase area.

Post event participants are emailed 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 multiple channels and develop a relationship with our delegates.

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.

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





ORGANIC SPA MEDIA

SALES

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