

U THE
CARIBBEAN
HEALTH
DIGEST®

hw  **24**

HEALTH & WELLNESS EXPO

Hyatt Regency, Trinidad, February 26-28, 2024

EXHIBITOR INFORMATION.



Put your brand front and center.

U The Caribbean Health Digest **is delighted to announce the** **much-awaited return of the** **U Health & Wellness Exposition.**

After a brief hiatus, we are back with renewed vigor, presenting an exceptional event that promises to empower the public with the latest knowledge, health concepts, practices and advancements in healthcare technology, all while promoting and inspiring the health and well-being of people and communities.

The U Health and Wellness Exposition is an interactive national event designed to bring together local and international health and wellness leaders, healthy life and lifestyle solution providers, product companies, health food retailers, public and private health care institutions, and educational institutions.

This three-day exposition is the only one of its kind in Trinidad and Tobago dedicated to health and wellness. It is designed to educate and empower people by creating awareness of traditional and non-traditional healthcare products and services.

What **U** can expect.

▶ **Engaging Workshops**

We create diverse interactive workshops designed to deepen our audiences' understanding of nutrition, exercise, mindfulness, stress management, and financial planning and well-being. Participating companies will be able to establish themselves as thought leaders through these workshops by sharing their expertise and knowledge while building credibility and trust as the authority in the industry.

▶ **Inspirational Talks**

Inspired and renowned speakers will share their profound insights and personal stories. Explore cutting-edge research and innovative approaches to achieve balance and harmony in all aspects of your life.

▶ **Wellness Marketplace**

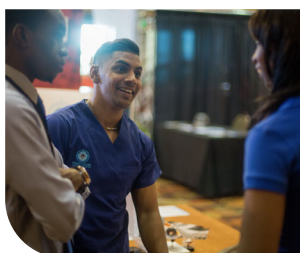
A vibrant marketplace showcasing a curated selection of health products, organic foods, natural remedies, and sustainable lifestyle solutions. Discover unique offerings that support your journey towards vibrant well-being. Exhibitors have an opportunity to showcase their products and services, network with industry peers and potential buyers and more importantly interact directly with their end consumer, the public.

▶ **Renewed Connections**

Connect with like-minded companies and individuals to build a community of support, engage in meaningful conversations, exchange ideas, and forge lasting relationships.

The last few years at a glance.

In our previous expositions we received 6000 plus visitors over the three days, all from various target audiences including, private and public sector organizations, students and the general public, each benefitting from their experience in one way or the other.



Exhibitor I

US\$2,000.00

(or equivalent in TT dollars plus VAT)

Exhibition areas are created in the form of an 10' x 10' hard wall booth spaces.

Visual identification would include:

- ▶ One (1) 10' x 10' hard wall booth space
- ▶ One (1) 6' rectangular table with tablecloth and skirting
- ▶ Two (2) chairs
- ▶ Three (3) 150W halogen spotlights
- ▶ Two (2) 110V duplex outlets
- ▶ One (1) trash receptacle
- ▶ Booth branding
- ▶ Logo branding on all marketing material

Exhibitor II

US\$1,200.00

(or equivalent in TT dollars plus VAT)

Exhibition areas are created in the form of an 8' x 8' 'free space' with a 8' x 8' curved black fabric pop up display.

Visual identification would include:

- ▶ One (1) 8' x 8' curved black fabric display
- ▶ One (1) 6' rectangular table with tablecloth and skirting
- ▶ Two (2) chairs
- ▶ Two (2) 150W halogen spotlights
- ▶ Two (1) 110V duplex outlet
- ▶ One (1) trash receptacle
- ▶ Onsite tech support
- ▶ Logo branding on all marketing material

Marketing Strategy

Our marketing strategy will be an integrated approach with the use of some traditional media and new media technologies, all geared to generating the highest level of engagement and participation. These include;

► Brand and Messaging

Enhance and strengthen the Image and identity of the U Health and Wellness Exposition by crafting clear and concise messaging that resonates for the target audiences.

► Digital Marketing

Leverage various marketing channels to reach a wide audience, utilizing;

- social media platforms
- email marketing
- website landing pages updates with search engine optimization

► Influencer Partnerships

Collaborate with influential figures in the health and wellness industry, such as fitness experts, nutritionists, and well-known personalities, to endorse and promote the event through their social media platforms and blogs.

► Content Marketing

- Develop valuable and educational content related to health and wellness, blog posts and videos.
- Content sharing through various channels to establish the exposition as an authority in the field.

► Media Coverage

- Collaborate with media outlets, bloggers, and press to secure coverage of the exposition.
- Press releases, and media partnerships to help increase visibility of the Exposition.

Site Map

HYATT Regency

LEGEND Host Platinum Gold Silver Pack I Pack II





Let's talk about it.

**Thank you for taking the
time to read our exhibitor
packages offered at UHWX24.**

**If you're interested in becoming an exhibitor,
let's discuss the many options that will create
significant impact to your brand and connect
you to your target audience.**

UHWX24 Sponsorship Team

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ENDLESS POSSIBILITIES.

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