

U THE
CARIBBEAN
HEALTH
DIGEST®

hw  **24**

HEALTH & WELLNESS EXPO

Hyatt Regency, Trinidad, January 15-17th, 2024

SPONSORSHIP PROSPECTUS.



Put your brand front and center.

Introduction

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.



Sponsorship opportunities.

There are several areas of partnership that are available, however, our **Title or Platinum partnership allows your company or organization to own the event with us.**

Each Partner will be given exclusivity in their respective tier in order to maximize on its commitment.

Platinum/Title Partners. US\$25,000

Each of these Four (4) Platinum/Title Partners has the unique opportunity of owning a workshop during the three-day exposition. This will be a one hour discussion based on a theme that will be agreed upon by both parties. It will cater to up to 100 participants at the Exposition and will also be streamed live on the event social media platforms.

Title Partner Benefits include:

- + Title Partner branding in all marketing and advertising material pre and post event. These include; Social Media; Instagram, Facebook, TikTok, Twitter, Google Ads, Traditional Media, Newspaper, Radio and Television.
- + Branding on all event material; backdrops, banners, etc.
- + Branding on all promo material to Expo visitors (giveaway bags etc.).
- + Preferred placement of your Company Profile in Expo Visitor Guidebook.
- + Looped advertising on large format monitors throughout Expo.
- + Media appearances with hosts to promote Company and Event.

Additional benefits:

- + 15'x10' booth for Exhibition with preferred placement.
- + Title Ownership of 1 of 3 Awards; Best Designed Booth, Most Innovative Booth or Most Popular Booth.
- + Free placement of One (1) full page ad in the next issue of U The Caribbean Health Digest; valued at US\$1,500.00.
- + Media appearances on Live Video Broadcasts from the Expo.

Gold Partners. US\$15,000

Gold Partners will be allowed branding and positioning on all marketing and promotional material prior to and at the event. Your company can use the designation of Gold Partner and will be identified as such for all events.

Visual identification would include:

- + Branding in all marketing and advertising material pre and post event including:
Social Media, Instagram, Facebook, TikTok, Twitter, Google Ads, Traditional Media;
Newspaper, Radio and Television.
- + Dedicated once a day, 30 minute presentations on your Company's products or services.
- + Branding on all event material (backdrops, banners etc.)
- + Branding on all promo material to Expo visitors (giveaway bags etc.)
- + Preferred placement of your Company Profile in Expo Visitor Guidebook.
- + Looped advertising on large format monitors throughout Expo.
- + Free 10'x10' booth for Exhibition with preferred placement.

Silver Partners. US\$7,500

Silver Partners will be allowed branding and positioning on all marketing and promotional material prior to and at the event. Your company can use the designation of silver partner and will be identified as such for all events.

Visual identification would include:

- + Branding in all marketing and advertising material pre and post event including:
Social Media; Instagram, Facebook, TikTok, Twitter, Google Ads, Traditional Media;
Newspaper, Radio and Television.
- + Branding on all event material (backdrops, banners etc.)
- + Branding on all promo material to Expo visitors (giveaway bags etc.)
- + Preferred placement of your Company Profile in Expo Visitor Guidebook.
- + Looped advertising on large format monitors throughout Expo.
- + Free 10'x10' booth for Exhibition.

Let's talk about it.

Thank you for taking the time to read the partnership opportunities offered at UHWX24.

If you're interested in partnering, let's discuss the many collaboration 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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