EXHIBITORS PROSPECTUS

TALIAH WAAJID PRESENTS

WORLD NATURAL HEALTH & BEAUTY EXPO

WE ARE COMING TO NEW YORK!

TIMES SQUARE MARRIOTT MARQUIS

JULY 19 & 20, 2014

NEWYORKNATURALSHOW.COM

HEALTHY IS THE NEW YOUNG AND LIVELY!

OVER 20,000 ATTENDEES

who are interested in your products and services.

Overall health is being recognized as one of the foundations of true beauty. Attendees come to this show to see what is new in the market for healthy products and servises. Don't miss out on presenting your products and services to this target audience of thousands looking for quality products for healthy living.

If you have a product or service that pertains to health, beauty and wellness, You Need to Exhibit At This Show!

Skin Care	Fitness
Bath and body	Health & Wellness
Vitamins	Unique clothings
Healthy hair care	Handmade jewery
Weight loss	So much more...

Health, Wellness and Beauty is an estimated $1 trillion dollar market

Statistics show that American consumers have spent 65% more revenue on healthy hair, skin, nutrition and fitness products from 2012 to 2013 for themselves and their families.

Also on the rise in sales: Anti-aging beauty products addressing concerns such as skin wrinkling and blemishes, hair thinning, coloring/dying.

AUDIENCE SNAPSHOT

Male	30%
Female	60%
Families	10%

Education:

High school	10%
Some College	15%
College graduates	60%
Graduate students	15%

Hosehold income:

Under 30,000	10%
30,000 to 60,000	50%
61,000 to 100,000	30%
100,000 and above	10%

See what our exhibitors are saying...

"At the Fall Taliah Waajid Natural Hair Show we found that our cliental and team base increased. The event coordinators prior to our arrival, ensured that all of our vendor needs were met. By far, the Natural Hair Show has been our best success."

- General Wrappin Angie Patton of It Works Global

Stretch your marketing dollars to the maximum:

- **MEET** customers face to face.
- **MARKET** to an audience ready to spend.
- **LAUNCH** new products and test the market.
- **BUILD** brand awareness.
- **SAMPLE** your product to our target audience.
- **BROADEN** your competitive edge.

Our attendees want information on products and services for a healthy lifestyle.

WHY YOU SHOULD EXHIBIT AT THIS SHOW.

WE DELIVER!

Longevity, quality and a TARGETED AUDIENCE ready to purchase your products and services.

We provide quality service and what you need to have a profitable experience at our shows of over 20,000 attendees. For over 17 years, we have built a strong, solid reputation for filling our exhibit hall with consumers who attend our shows to learn more about the natural hair, health, & beauty industry and to purchase quality products and services from you, the exhibitors!

SHOWCASE
YOUR NEW OR EXISTING PRODUCTS

EXPOSURE
TO POTENTIAL NEW CUSTOMERS

REACH
YOUR TARGET AUDIENCE

Your competition will be here ... you should be here too!

See what our exhibitors are saying...

"We always have a really, really good time at the show. Taliah Waajid's tradeshow team is more courteous and patient than the other shows. The show brings a better demographic of women who are curious and want to take care of themselves. I like that open-minded audience."

- Kim Etheridge, Mixed Chicks Co-Founder

We provide what you, the exhibitor, needs to have a great show experience.

Agressive pre-show marketing that works:
We work tirelessly implementing effective marketing campaigns that fill our exhibit halls with thousands of consumers ready to purchase your products and services.

Pre-show marketing that brings the attendees out:
• Facebook, Twitter, Instagram and website • Over 300,000 thousand printed material distributed • Print ads in national magazines • Print ads in local newspapers • Blasts to our consumer email list of over 50,000

Why Attendees Come To Our Shows:

- Exciting, FREE Consumer workshops on beauty, Hair, Healthy living and more.
- The Book Nook
- Wellness Way
- The Children's Corner
- Da' Poet's Corner
- Two Days of Fun, Fun, Fun

Call NOW to reserve your space!
Katherine Shoals - Show Manager
770-805-8867
www.newyorknaturalshow.com

Increase your business's visibility in the marketplace - Call Now!

EXHIBIT BOOTH RATES

Contact **Marriott** for
Electricity, WiFi, Internet and/or DSL services
and rates. **212-704-8896**

Small Business Level

10 x 10 inline booth.....$1,500
10 x 10 corner booth.....$1,600
10 x 20 inline booth.....$2,100
10 x 20 corner booth.....$2,300
10 x 20 double corner booth.....$2,900

Corporate Level

10 x 10 inline booth.....$2,200
10 x 10 corner booth.....$2,300
10 x 20 inline booth.....$2,800
10 x 20 corner booth.....$3,000
10 x 20 double corner booth.....$3,600
20 x 20 booth.....$7,900
20 x 30 corner booth.....$9,400
20 x 40 booth.....$12,400

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10 X 10 BOOTH INCLUDES: 8 foot back drape, 1 skirted 6 foot table, 2 chairs, 1 identification sign, 1 trash can, 3 feet side railing, 4 exhibitor armbands.

10 X 20 BOOTH INCLUDES: 8 foot back drape, 2 skirted 6 foot tables, 4 chairs, 1 identification sign, 1 trash can, 3 feet side railing, 6 exhibitor armbands.

20 X 20 BOOTH INCLUDES: 2 skirted 6 foot tables, 4 chairs, 1 identification sign, 1 trash can, 3 feet side railing, 8 exhibitor armbands.

All booths larger than 20 x 20 incuding space only, no furniture, no drapes

20 X 30 (SPACE ONLY): 10 EXHIBITOR ARMBANDS.

20 X 40 (SPACE ONLY): 10 EXHIBITOR ARMBANDS.

EARLY BIRD SPECIAL: $100 off booth price if received with 50% deposit or more by January 31, 2014)

PLEASE NOTE: Additional Exhibitor armbands can be purchased at $10 each, up to the original # of armbands allowed per booth. To purchase additional booth furnishings or to arrange shipment, Click Here For More Details.

BOOK NOOK AUTHORS

Sign Up Early... Limited Space Avalible

$500/Per Contract

5 X 10 AREA INCLUDES: One tallboy table, 2 chairs, & signage.

Click Here For More Details.

SHOW HOTEL RATES

New York Marriott Marquis - $279/Single or Double

1535 Broadway · New York, New York 10036
Phone: 800-228-9290 or 212-398-1900 - Fax: 212-704-8930

Overnight Parking: Cars $60 - SUV/VAN $70 - Oversized $80

*Must Mention NYC World Natural Health & Beauty Expo To Receive Discount.

Advertise In The 2014 NYC World Natural Health And Beauty Expo Show Guide

The 2014 NYC World Natural Health & Beauty Expo Show Guide is an excellent advertising vehicle for your business. A full page advertisement in our show guide is well worth the investment and will present your company as a major player in this growing industry. All show attendees receive a FREE copy of the 2014 NYC Show Guide. The NYC Show Guide is distributed before and during the show. Copies are distributed to cosmetology schools, trade shows, hair salons, barber shops, colleges and through direct grassroots promotions.

Half page (only four available):.....$850
Full page:.....$1,450
Inside front cover:.....$1,700
Inside back cover:.....$1,700
Back outside cover:.....$1,900
Middle spread:.....$2,600

Note: Full page size: 8.5 x 5.5 add 1/8" for bleed or for live area with no bleed 8.5 x 5.5 • Half page size: 5.5 x 4.25

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