



MINDB♡DYSPIRIT FESTIVAL

2018 FESTIVAL REPORT

connect with 77,000 health conscious visitors annually

◆ ◆ ◆ ◆ ◆ melbourne ◆ sydney ◆ brisbane ◆ ◆ ◆ ◆ ◆

◇ our brand

Exhibitions and Events Australia (EEA) is Australia's leading health and wellbeing exhibition organiser.

Our focus is to deliver excellent events which meet both industry and client needs. EEA's committed and passionate team understand the importance of identifying and meeting customer expectations, and so tailors solutions to ensure each client has a rewarding exhibition experience. EEA is renowned for innovative exciting events that offer true return on investment.



◇ the festivals

The MindBodySpirit Festivals are Australia's largest, most popular health, wellbeing and natural therapies events.

Each Festival brings together 200+ expert exhibitors, inspirational guest presenters, psychic readings, meditation classes, healthy cooking demonstrations and much more.

◇ visitor reach

We've got your major markets covered, reaching an average network of 77,000 health conscious buyers across 3 major Australian cities, five times a year.

MELBOURNE

33,000+

SYDNEY

32,000+

BRISBANE

12,000+

EEA is Australia's **largest** health & wellbeing event organiser, with 10+ years' experience

63% of visitors are repeat Festival goers, choosing to return in the following years

\$25 million of business is generated by the Festivals each year

91% of exhibitors rate the Festivals as important to their business



◆◆◆◆◆ a targeted audience ◆◆◆◆◆

Our Festivals attract health conscious visitors who are ready to buy

90% of visitors are likely to attend a Festival in the consecutive year

88% of exhibitors are satisfied with the total number and quality of visitors at the Festival

87% of visitors will make a purchase during their visit to the Festival

80% of visitors are satisfied with the overall Festival and what is on offer

70% of visitors are female, aged 25-54 with a strong interest in health & wellbeing

VISITOR PRODUCT INTERESTS

SPIRITUAL & PERSONAL DEVELOPMENT	66%
HEALTHY FOODS & NUTRITION	61%
CRYSTALS	57%
CANDLES & AROMATHERAPY	53%
PSYCHIC READINGS	52%
NATURAL REMEDIES	51%
BODY THERAPIES	46%
MEDITATION & YOGA	45%
HEALINGS	37%
JEWELLERY	37%
BOOKS & PUBLICATIONS	34%
SKINCARE & COSMETICS	25%
VITAMINS & SUPPLEMENTS	22%
FITNESS & WEIGHT-LOSS	21%

* researched with statistics averaged over all states.

◇ marketing to the buyers

A comprehensive marketing campaign targets and delivers **25 – 54 year olds with a strong interest in health & wellbeing** ready to spend. With **89% of the target audience** identifying 'online' as their most frequently used media, this proven campaign mix includes Google re-marketing, profiling, display and video advertising along with a strong social media campaign. Our regular Festival goers are rewarded and kept up-to-date via our mailing list of over **155,000 active subscribers** and over **63,500 Social Media** followers.



CAMPAIGN HIGHLIGHTS:



Targeted advertising campaign across digital platforms including Google re-marketing, interest profiling, YouTube and strategic digital titles



Focused electronic direct mail, marketing your brand to 155,000+ Festival subscribers



Comprehensive website with over 470,000 visits annually. Connecting you to your audience with a personalised 6-month exhibitor profile



Engaging social marketing to 53,000+ Facebook followers & 10,500+ Instagram followers




16 page Festival guide keep-sake magazine distributed to over 75,000 visitors



exhibitor testimonials

Our Festival exhibitors are happy exhibitors.



"We love working with the MBS team who are all approachable, professional and invested in the well-being and overall success of the exhibitors. A world class festival with a world class team. There's nothing left to say except, do yourself a favour and book a stand today!"

Scott Alexander-King
Animal Dreaming Publishing

"We've been doing the Festivals for many years. The right people always visit our stand and the organisers are a pleasure to work with. We highly recommend it!"

Karim Gawor
Aura Photographics

"Our first time at MBS and what an amazing show! Superior service and support from the organising team, friendly and interested attendees and a lovely atmosphere and experience. We'll definitely be back!! "

Kerin O'Brien
Purabon

"The MindBodySpirit Festivals are our favourite shows and we do better with them than any other expos we exhibit at. The environment and atmosphere, target market and entertainment - everything is well done and very professional."

Sandy Sanderson
Elektra Magnesium

"This years festival was a huge success for us. We were busy from the time it opened to the time it closed, everyday. The festival has also increased our networking capabilities which is now generating even more on going business after the festival."

Natalia and Red Horse Rivera
Native American Productions

"Amazing festival! Highlight of my marketing year! Love the vibe, the energy and what everyone has to offer to create such a magical space!"

Mary Mikhael
Twin Flame Enterprises

exhibitors get results

Our exhibitors report strong trading after each Festival. Here's a snapshot of the impressive results we deliver:

88%

of exhibitors are satisfied with the **number of visitors** we attract

91%

of exhibitors rate the Festivals as **important for their business**

89%

of exhibitors are satisfied with the level of **brand awareness** generated

75%

of exhibitors are satisfied with **making sales** at the Festival

89%

of exhibitors are likely to **exhibit again** in another Festival

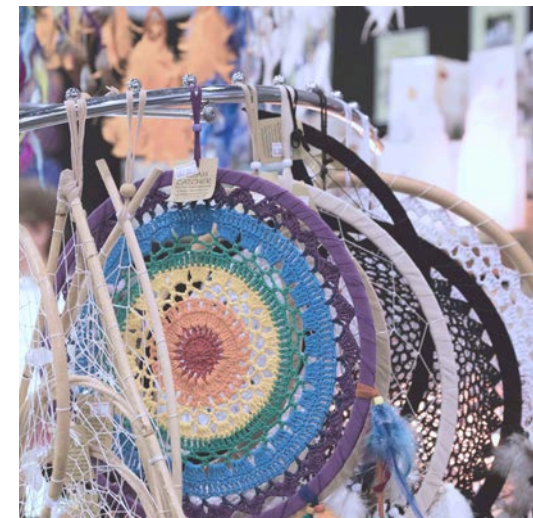
83%

of exhibitors are satisfied with the overall **Festival performance**

the extras

Exhibiting benefits extend well beyond the event with various extras & opportunities available to increase exposure, including:

- **FREE** 6-month online profile
- **\$\$\$** eDM / web advertising
- **\$\$\$** Door prize sponsorship
- **FREE** Festival guide directory listing
- **FREE** New product promotion
- **\$\$\$** Lead / data collection
- **FREE** Editorial articles
- **\$\$\$** Festival guide advertising



join the festival family!

Interested in boosting your sales and aligning your brand with Australia's leading health and wellbeing events? The EEA team is here to answer your questions and assist with your event preparation.

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