



MINDB♡DYSPIRIT FESTIVAL

2019 FESTIVAL REPORT

connect with 91,000 health conscious visitors annually

melbourne ♦ sydney ♦ brisbane

oh hey there!

Exhibitions and Events Australia (EEA) is Australia's leading health and wellbeing exhibition organiser and we are thrilled you are considering exhibiting at the MindBodySpirit Festival!

Our passionate team understand the importance of identifying and meeting customers' needs, so tailor solutions to ensure every client has a rewarding exhibition experience.

2019 CALENDAR

BRISBANE
8-10 MARCH
BCEC, SOUTH BANK

SYDNEY
4-7 APRIL
17-20 OCTOBER
ICC SYDNEY

MELBOURNE
7-10 JUNE
22-24 NOVEMBER
MCEC, SOUTH WHARF

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 over 91,000 health conscious buyers across 3 major Australian cities, with 5 Festivals per year.

MELBOURNE
39,700+

SYDNEY
36,500+

BRISBANE
14,800+

key festival facts



FESTIVALS ARE VITAL FOR EXHIBITORS

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



EXHIBITORS GENERATE SALES
\$25 million of business is generated by the Festivals each year.



DEDICATED VISITORS

87% of visitors are repeat Festival goers, choosing to return in the following years.

a targeted audience



- ◆ **88%** of visitors will make a purchase during their visit to the Festival
- ◆ **81%** of exhibitors are satisfied with the total number and quality of visitors at the Festival
- ◆ **81%** 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

◇ 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 **86% 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 **178,000 active subscribers** and over **82,800 Social Media** followers.



CAMPAIGN HIGHLIGHTS



ELECTRONIC DIRECT MAIL

Focused electronic direct mail, marketing your brand to 178,000+ Festival subscribers.



SOCIAL MARKETING

Engaging social marketing to 68,000+ Facebook followers & 14,800+ Instagram followers.



TARGETED ADVERTISING

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



COMPREHENSIVE WEBSITE

Comprehensive website with over 570,000 visits annually. Connecting you to your audience with a personalised 6-month exhibitor profile.



FESTIVAL GUIDE

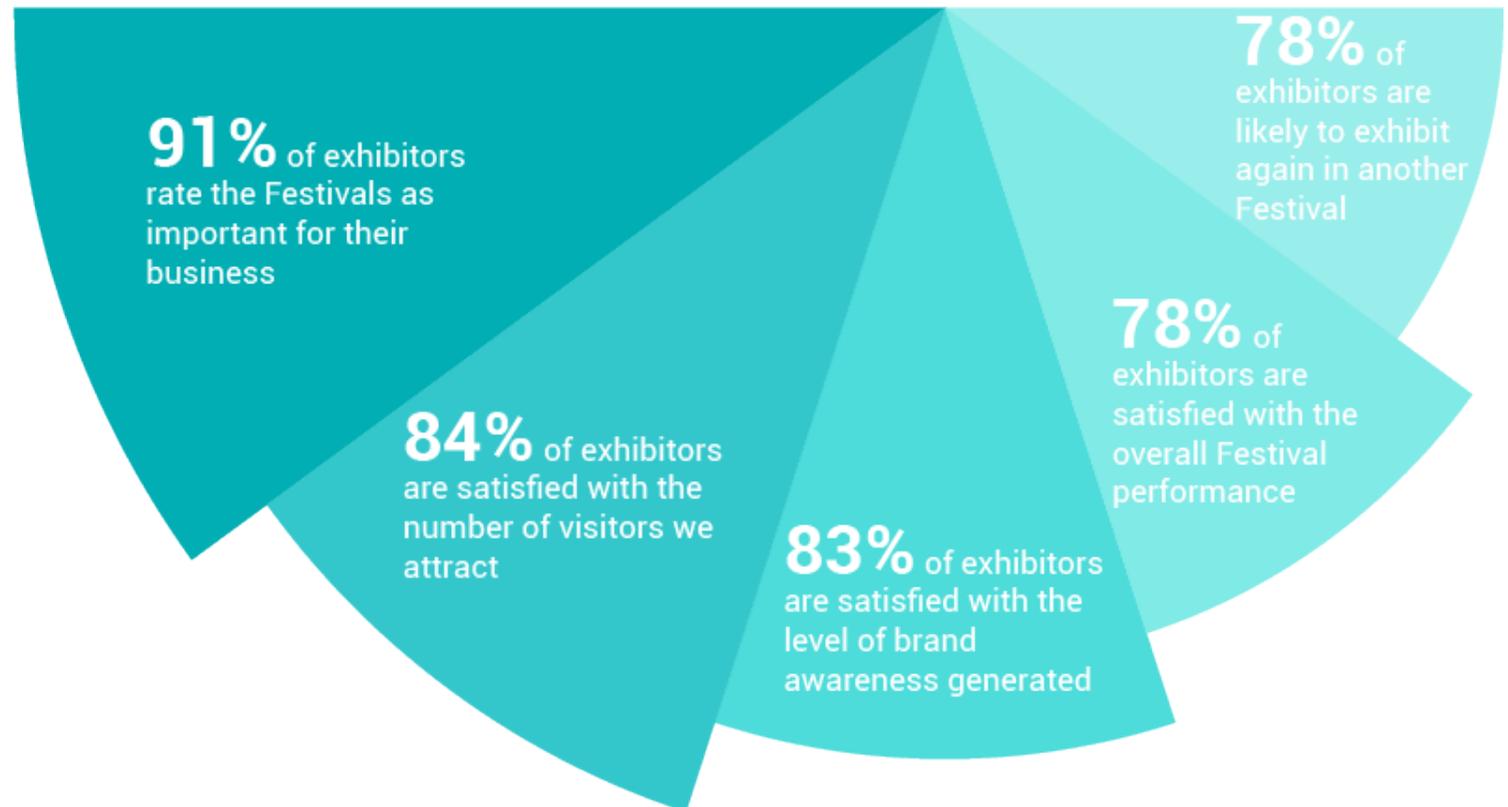
16 page Festival guide keep-sake magazine distributed to over 91,000 visitors.

visitors want your products

SPIRITUAL & PERSONAL DEVELOPMENT	63%	PSYCHIC READINGS	49%
HEALTHY FOODS & NUTRITION	62%	HEALINGS	42%
CRYSTALS	60%	JEWELLERY	39%
NATURAL REMEDIES	56%	BOOKS & PUBLICATIONS	38%
CANDLES & AROMATHERAPY	54%	SKINCARE & COSMETICS	32%
MEDITATION & YOGA	50%	VITAMINS & SUPPLEMENTS	25%
BODY THERAPIES	49%	FITNESS & WEIGHT-LOSS	23%

exhibitors get results

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



exhibitor testimonials

Our Festival exhibitors are happy exhibitors.

"As first time exhibitors at the Melbourne MBS Festival I have to say that it was an overall positive experience for our small business that I cannot wait to do again!"

Emma
Pampered By Plants

"MBS is a vital event in our calendar, both for brand exposure and sales of our products. The demographic is very much suited to our product and we look forward to attending each festival."

Narelle
Genzon Water

"MBS was an amazing opportunity to connect to a client base that was perfect for us. We generated brand awareness, meaning we can expand our business in new markets around Australia. The MBS team were amazingly supportive."

Loughlin
The Pillar Practice

◆ ◆ ◆ the extras

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

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

e: mbsfestival@eea.net.au

p: 03 9276 5555

w: eea.net.au w: mbsfestival.com.au