



Be Well TV

BE WELL AT HOME EXPO

August 28 & 29, 2021 at the Orange County Convention Center

Well Mind

Well Body

Well Spirit



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About Be Well TV

In 2020, Be Well TV was launched as an online resource that carries programming to help viewers improve their overall wellness. Our goal is to reach every person in the world to promote wellness for the “whole” you. The programming includes expert guidance on such topics as physical health, relationships, career, finance, and more. Overall wellness is a personal journey for every individual. It encompasses your emotional and spiritual well-being, as well as your physical state. As the desire to Be Well has increased, it has grown to consider a wide range of interconnected aspects affecting people’s lives.

Well Mind

A Well Mind is equipped with the knowledge to respond to the situations we encounter in life, both unexpected and anticipated. The Well Mind Stage will host presentations by experts addressing common concerns at home and in business

Well Body

The Well Body stage will provide several opportunities to attendees to participate in a variety of group fitness sessions, whether they are experienced or trying something new.

Well Spirit

Spiritual wellness is being connected to something greater than yourself and having a set of values, principles, morals and beliefs that provide a sense of purpose and meaning to life, then using those principles to guide your actions. The Well Spirit stage will host presentations related to relieving burnout and living a fulfilling life.



Show History

Be Well TV is partnering with the Central Florida Home and Garden Expo to bring this opportunity to an even larger common audience. Historically, the Central Florida Home and Garden has seen attendance between 7,000 and 11,000 residents.

- In 2018, Orlando, FL had a population of 286k people with a median age of 33.9 and a median household income of \$51,820. Between 2017 and 2018 the population of Orlando, FL grew from 280,258 to 285,705, a 1.94% increase and its median household income grew from \$47,594 to \$51,820, a 8.88% increase.
- 83.3% of the population of Orlando, FL has health coverage, with 44.1% on employee plans, 17.6% on Medicaid, 7.54% on Medicare, 13.1% on non-group plans, and 0.882% on military or VA plans.
- Per capita personal health care spending in Florida was \$8,076 in 2014. This is a 5.05% increase from the previous year (\$7,688).
- With the health and safety of visitors top of mind, Orlando and Orange County are open for business – including the Orange County Convention Center (OCCC), which in collaboration with Visit Orlando has announced a first-of-its-kind medical concierge program with Orlando Health and achieved the Global Biorisk Advisory Council's (GBAC) Star Accreditation.
- The key to the Orange County Convention Center's (OCCC) success is its adaptability, resiliency and flexibility. The OCCC is leading the way to provide safe events in our new normal. Through a strategic data-driven approach and deliberate planning prioritizing health and safety, the OCCC is providing controlled gatherings and unique experiences, so we can meet safely today for a stronger tomorrow.

Platinum Sponsor \$10,000

Benefits include-

- Logo and hyperlink on event website
- Logo and hyperlink in all pre-show email marketing
- 60 Second commercial on event website
- 30 Second commercial run during Be Well TV programs for 20 episodes
- 30 Second social media video
- Weekly recognition on each of the event's social media channels leading up to the event
- Opportunity to present 15 minute session at event to be recorded and posted on Be Well TV
- Interview recorded and broadcast on Be Well TV
- 20' x 20' Booth
- Complimentary admission for 50



Gold Sponsor \$5,000

Benefits include-

- Logo and hyperlink on event website
- Logo and hyperlink in all pre-show email marketing
- 30 Second commercial run during Be Well TV programs for 10 episodes
- 15 Second social media video
- Recognition on each of the event's social media channels leading up to the event
- Interview recorded and broadcast on Be Well TV
- 10' x 10' Booth
- Complimentary admission for 50



Silver Sponsor \$2500

Benefits include-

- Logo and hyperlink on event website
- 15 Second social media video
- Recognition on each of the event's social media channels leading up to the event
- 10' x 10' Booth
- Complimentary admission for 20





More Opportunities

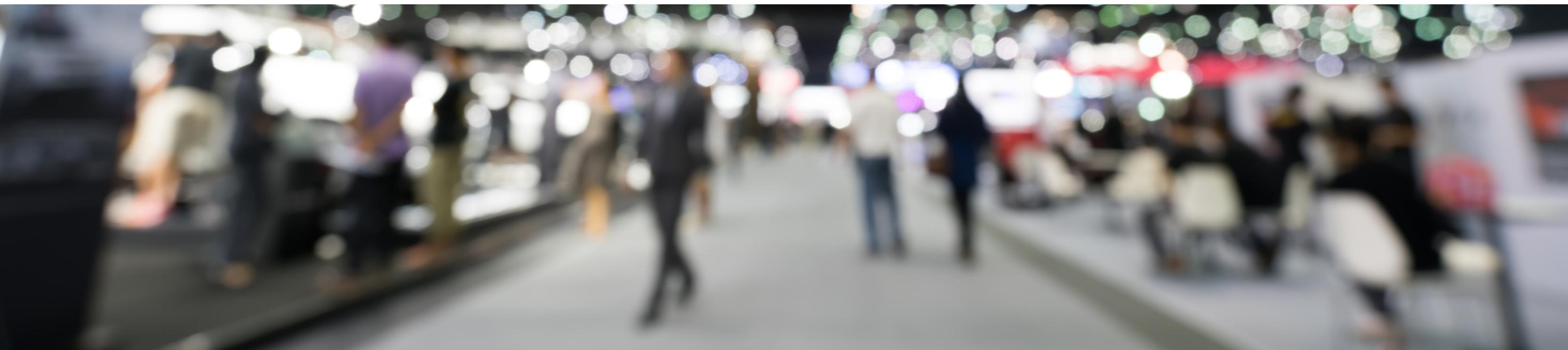
20' x 20' Booth- \$2500

- Includes pipe and drape, 6' table and 2 chairs

10' x 10' Booth- \$750

- Includes pipe and drape, 6' table and 2 chairs

Advertising- There are multiple opportunities to advertise to the Be Well audience on the event website, Be Well TV, and the Be Well social media channels. Please contact us to find the best opportunity for you.





INTEREST FORM

Organization Name: _____

Primary Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email Address: _____

Sponsorship Level Interest: Platinum _____ Gold _____ Silver _____

Booth: 20' x 20' _____ 10' x 10' _____

Value: \$ _____

Contact Us:

P: 407-409-7310

Email: hello@bewelltv.org

