

MindBodySpirit

Inspirational events since 1977

Wellbeing  
FESTIVAL

[mindbodyspirit.co.uk](http://mindbodyspirit.co.uk)

22 - 25 MAY 2020

LONDON

30 OCT - 1 NOV 2020

BIRMINGHAM





# join the festival family!

Established in 1977, the **Mind Body Spirit Wellbeing Festivals** are the **world's longest running and most successful alternative lifestyle exhibitions**. Held annually at Olympia **London** & National Exhibition Centre in **Birmingham**, each Festival has over 150 exhibitors, offering high-quality products and services. Over both the **London & Birmingham** festivals, we attract a combined annual audience of more than **30,000** informed visitors.

Devoted to the pursuit of a more fulfilling lifestyle, the Festivals bring together the best of health and wellbeing, fitness, organic products, complementary medicine, holistic therapies, spirituality and personal growth.

**For Stand enquiries, call us today  
on 01494 435 135**



## LONDON

### Dates

22 - 25 May, 2020

### Venue

Olympia, London

### Who

20,000 visitors / 230 Exhibitors

## BIRMINGHAM

### Dates

30 Oct - 1 Nov 2020

### Venue

The NEC, Birmingham

### Who

10,000 visitors / 150 Exhibitors

RETAIL / BRAND EXPOSURE / PROMOTE / LAUNCH

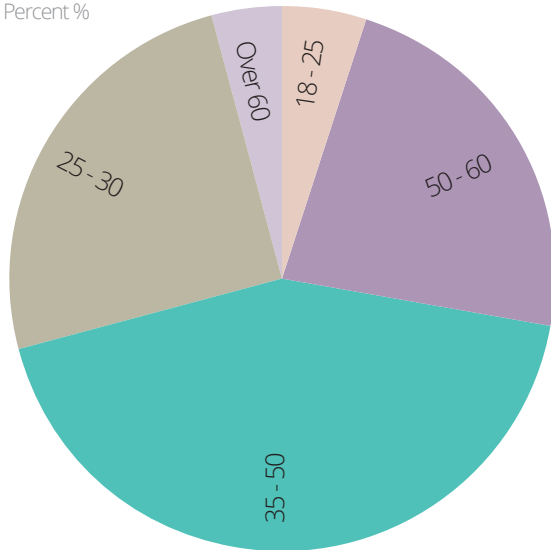
ENGAGEMENT / RESEARCH / NETWORK / BE UNIQUE



# targeted audience

## Age Group

Percent %



## Gender



11 % Male



89% Female

## Statistics

- 78% purchase items at the Festival
- Average spend per person is over £60
- 6 hour dwell time
- 90% recommend to a friend



our visitors are interested in:

Natural Remedies

Spiritual & Personal Development

Healthy Foods

Crystals

Candles & Aromatherapy

Spiritual & Personal Development

Body Therapies & Treatments

Meditation & Yoga

Healings

Jewellery

Books & Publications

Skincare & Cosmetics

Vitamins & Supplements

Fitness & Weight-loss

Nutrition



# marketing reach

## digital

- Over 60,000 social media following
- Over 80,000 highly engaged email subscribers
- Third Party emails & promotions to over 1,000,000 million people
- Comprehensive social media campaigned reaching over 100,000 targeted consumers
- In App advertising impression of over 220,000 within 10 miles of the festival.

## physical

- 55,000 Postal mailing list
- 10,000 Direct mail out to our highest spending customers
- Branded marketing material in Birmingham, Manchester, Liverpool & London health food shops, cafes and yoga centres
- Printed full page adverts in industry magazines
- Major outdoor advertising campaign at commuter train stations, buses and high street reaching 750,000

Reaches over 1.3 million people



“ The MBS Wellbeing Festival shows are my two top events of the year. They give me access to the very unique and specific demographic that my work connects with best. AB income women with a deep and authentic spirituality. I love taking part in the festival, not only from a business perspective, but also because of the amazing people I have met through them, and all the event staff who are an absolute delight!!

- **Michelle Tuck, Michelle Tuck Jewellery**

“ The brand awareness that we have created by just being here is enormous

- **Yogi Tea**



“ A massive thank you to the Exhibition Organisers! We have reached new customers who continuously support us online and visit our stores after the Festival. Exhibiting these last years has helped us grow from being a small market stall to now having a new shop in a prime location in London

- **The Frankincense Store**

“ Anything to do with Heath & Wellness, I think this is a brilliant Show for that

- **doTerra Oils**

“ The people that are visiting want to know more about the products we sell and they're willing to listen and not time wasters. So for us, that is great!

- **Natural by Nature**

“ We love the MBS Festival, lovely customers & brilliant stalls that compliment what we do so perfectly. Looking forward to 2019!

- **Megan Bliss, The Zen Shop**



# book your stand today!

## London Olympia

22-25 May 2020

Stands from £312+VAT per sqm

## Birmingham NEC

30 Oct - 1 Nov 2020

Stands from £212+VAT per sqm

### stand package includes;

- Shell Scheme structure
- Carpet
- Nameboard
- 6 month online exhibitor profile
- Festival Guide listing
- Exposure to 80,000 active subscribers

Additional advertising in festival guide, both printed and digital versions, starts from £350+VAT







## contact our sales team

### For London Festival:

**Alison Osmani**

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### For Birmingham Festival:

**Annabelle Goode**

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