



MINDBODYSPIRIT FESTIVAL

MINDBODYSPIRIT.CO.UK

22-25 MAY 2026

LONDON

13-15 NOVEMBER 2026

BIRMINGHAM



Established in 1977, the **Mind Body Spirit 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 up to **25,000** informed visitors.

join the festival family!

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 07736 773 643**



LONDON

Dates

22-25 May 2026

Venue

Olympia, London

Who

up to 15,000 visitors / 230+ Exhibitors

BIRMINGHAM

Dates

13-15 November 2026

Venue

The NEC, Birmingham

Who

up to 10,000 visitors / 150+ Exhibitors

RETAIL / BRAND EXPOSURE / PROMOTE / LAUNCH

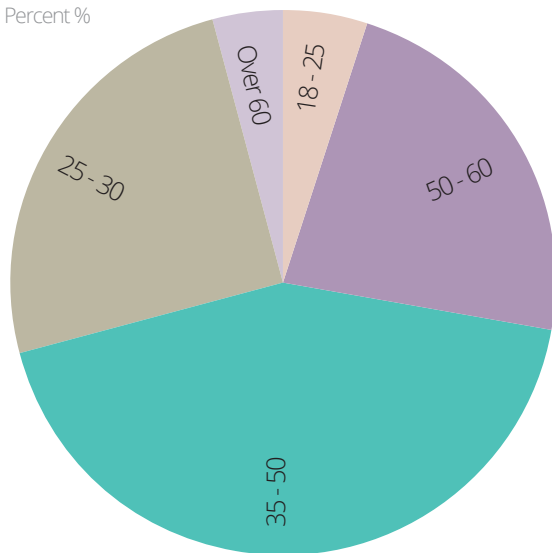
ENGAGEMENT / RESEARCH / NETWORK / BE UNIQUE



targeted audience

Age Group

Percent %



Age demographic for London - 80% are aged 35-65

Gender



12 % Male



88% 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 70,000 social media following
- Over 80,000 highly engaged email subscribers
- Third Party emails & promotions to over 1,000,000 million people
- Comprehensive paid and organic social media campaign:
Podcast Advertising,
Text Advertising
Third Party Marketing via databases
- Branded marketing material in relevant public spaces

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 2026

Stands from £400 + VAT per sqm

Birmingham NEC

13-15 November 2026

Stands from £295 + VAT per sqm

stand package includes.*

- Shell Scheme structure
- Carpet
- Nameboard
- Online exhibitor profile
- Festival Guide listing
- Exposure to 80,000 active subscribers
- Complimentary Festival tickets

Exhibitor Stage Talks available from
£299 + VAT per 45-minute session

*PLEASE NOTE STANDS DO NOT INCLUDE ELECTRICS AND FURNITURE





contact our sales team

Alison Osmani

alison@mindbodyspirit.co.uk

07736 773 643