



*Exhibitor Sales Pack
NEC Birmingham
2026*

Welcome to the Community

Join us in celebrating health and wellness at the Mind Body Spirit Festival

Mind Body Spirit Festival has spent almost five decades being the home of the UK's alternative health, wellbeing and holistic communities and 2026/27 is a milestone moment for us. London marks our 50th year, and Birmingham enters its 11th.

We're investing more than ever in advertising and audience quality, refreshing the exhibitor experience, and bringing a renewed focus on the connections that matter most: the meaningful conversations that turn a visitor into a customer.

We'd love you to be part of it...



About The Festival: A Legacy of Holistic Living



Established 1977

Estimated to have inspired over a million attendees. Held annually at Olympia London and the NEC Birmingham, bringing together trusted exhibitors and a loyal audience that returns year after year.



£200 Deposit

BUILD UP	Thursday 12 November 2026
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LIVE DAYS	Friday 13 to Sunday 15 November 2026
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NEC Birmingham, established 2015.

Reserve your preferred location today, early booking gives the widest choice of locations, the longest payment plan and maximum exposure through pre show marketing.

[Pick your stand here](#)

3,000+ Visitors Daily

Engaged attendees, six hour average dwell time

Almost 50% Purchase Intent

Wellbeing Market average spend £121

90% Would Return

83% rate it 4 or 5 out of 5, 15% on their fifth visit or more



12 % Male



88% Female

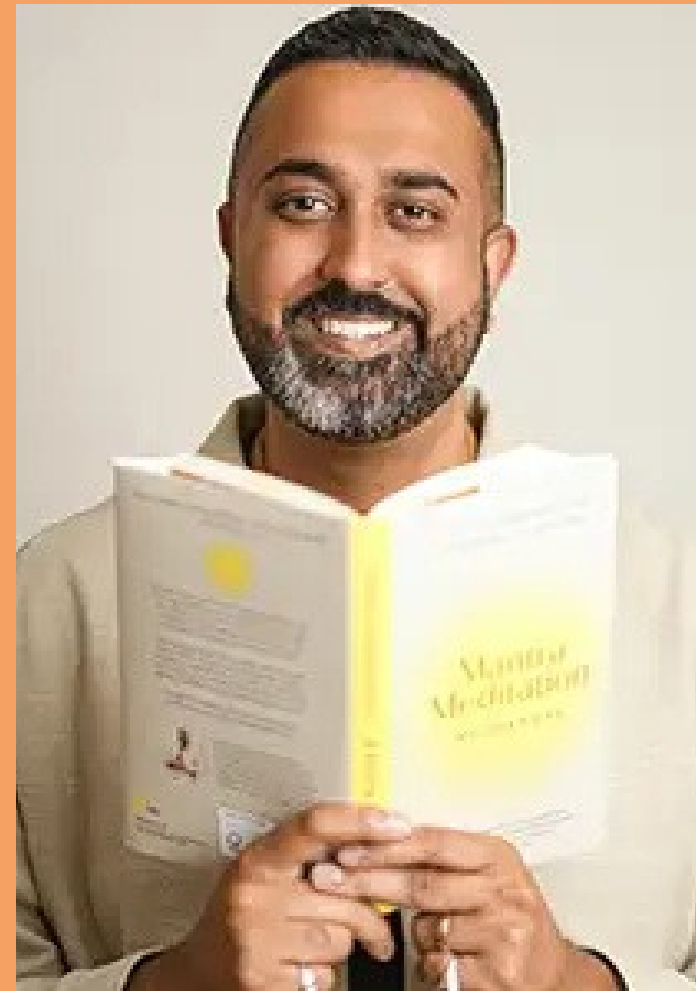
Where Wellness' Biggest Names Take to the Stage



Ruby Wax



Liz Earle



Radhika Das



Lorna Byrne



Paul McKenna

95,000+ Followers

Across paid, organic, podcast and text advertising

80,000+ Subscribers

Plus third party promotions reaching 1,000,000+ people

2.8 million Reach

Recent campaign, plus branded material across major UK cities

Visitor Interests

Natural Health

Wellbeing and holistic therapies



Spirituality

Personal growth and mindfulness



Yoga, Fitness & Gifts

Yoga, meditation, fitness and nutrition, ethical beauty, crystals, aromatherapy, jewellery, books and gifts



Exhibitor Testimonials

"Love Taking Part"

The MBS Wellbeing Festival shows are my two top events of the year. They give me access to the very unique and specific demographic. I love taking part in the festival.

"Fantastic Experience"

"Organisation and support for our first show was personal and exemplary. Fantastic, even better than we expected. The brand awareness we created by just being here is enormous.

"Massive Thank You!"

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

"Enormous Brand Awareness"

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

"High Vibe Experience"

"Loved the high vibe of the festival and heart to heart connections. Very welcoming, noisy, buzzing, extremely friendly."

"Perfect!"

We love the MBS Festival, lovely customers & brilliant stalls that compliment what we do so perfect!

75%

of exhibitors felt the environment was positive and aligned with the MBS ethos

90%

of exhibitors felt they were provided with helpful tools to promote their presence

71.4%

either rebooked onsite or are thinking of coming back



Book Your Stand

Explore Our Exhibitor Packages and Inclusions

NEC Birmingham Stand

Pricing

From £295 plus VAT per sqm

Includes:

- Shell scheme, carpet and nameboard
- Online exhibitor profile
- Festival guide listing
- Exposure to 80,000+ subscribers

Boost Your Presence

Enhance visibility through marketing strategies

Sponsorship Opportunities

Increase your promotional reach, strengthen brand association and keep your business visible across key event touchpoints. These sponsorship packages turn visibility into tangible marketing and business value.

Digital package - website and newsletter feature £250

Psychical package - logo in the programme, on wayfinding signage and onsite stage screens £350

Combo -£500

Social Media Packages

Extend visibility beyond the stand, connect with the event audience across digital and onsite touchpoints, and create more opportunities for awareness, engagement and valuable business conversations.

From £97 plus VAT for one collaboration post, £249 for grid, story and filmed content, or £499 for all of the above, including social media consultancy.

Exhibitor Stage Slots

Put your expertise in front of the right audience, increase visibility at the event, and build stronger brand association while turning your stage presence into valuable conversations, leads and tangible business growth.

Secure a 45-minute standard slot for £299 or a peak slot at our busiest time for £399

Prices quoted exclude VAT, number of packages are limited.

The Process

Steps to Secure Your Exhibition Stand

- ☐ *Reserve your stand and contact the sales team to check availability*
- ☐ *Receive and sign your contract*
- ☐ *Pay your invoice*
- ☐ *Submit your exhibitor profile*
- ☐ *Create your space and soak up the show*
- ☐ *Enjoy your new audience*
- ☐ *Join us again next year...*

Frequently Asked Questions

Everything you need to know about exhibiting with us

1. *Is exhibiting right for my business?*

If you work in health, wellbeing, spirituality, personal development or conscious living, our audience is looking for you. Established brands and new businesses are welcome.

2. *Will I generate sales?*

Visitors come to buy, learn and connect. Average spend is £121, with long dwell times to help build real relationships.

3. *Can I collect customer details?*

Yes. We do not share attendee data, but you can collect your own leads through competitions, sign-ups and QR codes.

4. *Can I spread the cost?*

Book early with a £200 deposit, then spread the balance across the remaining months via Direct Debit payments. Earlier booking means more instalments.

5. *Do I need insurance?*

Yes, standard £5 million Public Liability Insurance is required. It is straightforward to arrange.

6. *I've never exhibited before.*

No problem! Our team supports you from booking to event day, with an Exhibitor Manual, marketing assets and practical guidance.

7. *Can I choose my stand location?*

Yes. Locations are allocated first come, first served, so booking early gives you the widest choice.

8. *What is not included?*

Electrics, furniture and insurance are not included, but can be arranged separately through recommended suppliers.

9. *Is there a minimum stand size?*

Yes. The minimum stand size is 2m x 2m.

Connect

Partner with the UK's Wellbeing Community Today

Website

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Email

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