

LA
2015
MEDIA
EVENT

October 28, 2015



BEVERLY WILSHIRE
Beverly Hills
A FOUR SEASONS HOTEL

Health, Wellness & Modern Green Living

organic spa
MAGAZINE

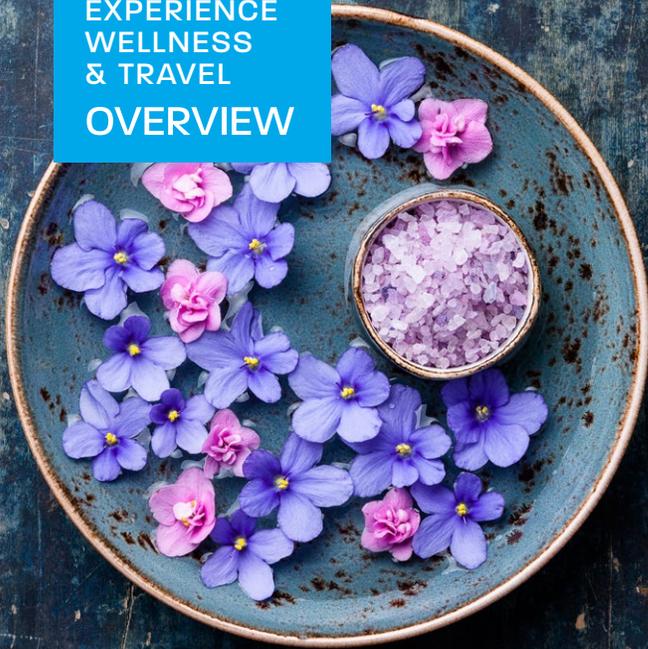
EXPERIENCE WELLNESS & TRAVEL



2015 LA EXPERIENCE WELLNESS & TRAVEL MEDIA EVENT

LA
2015

EXPERIENCE
WELLNESS
& TRAVEL
OVERVIEW



BW

BEVERLY WILSHIRE

Beverly Hills

A FOUR SEASONS HOTEL

Health, Wellness & Modern Green Living

organic spa
MAGAZINE

Organic Spa Magazine invites you to join us for the 2nd annual 2015 Los Angeles EXPERIENCE WELLNESS & TRAVEL Media Event.



We're pleased to announce Hollywood celebrity **Emily Deschanel** as our guest star for this year's event.

Wellness now represents a \$3.4 trillion global consumer-driven market and wellness tourism is growing at a faster rate than any other category. As the once alternative green and organic lifestyle becomes the new sustainable

mainstream, the time for wellness and eco companies to gain mass-market exposure is now.

The beautiful Beverly Wilshire Hotel, Beverly Hills, will partner with *Organic Spa Magazine* for the 2nd annual event being held on Wednesday, October 28, 2015. Vendors will have the opportunity to network with 75 top-level press representatives from the health, wellness, travel and eco-lifestyle sectors, as well as with a select list of "eco" Hollywood celebrities.

This engaging event will have a two tiered "wellness experience" component where we will first entertain media attendees with an organic gourmet cocktail reception, and then invite them to join us post event at the Spa at Beverly Wilshire for customized holistic beauty treatments and services provided by the sponsors. This format allows our sponsors to not only interact and mingle with the media and eco celebrities but to also offer them truly engaging and unique brand experiences.

Celebrity — VIP guests, green celebrities and eco-lifestyle influencers will be among those in attendance.

Philanthropy — A percentage of the proceeds from the event will be donated to one of the leading world water foundation charities.

Public Relations — Direct media access will benefit companies looking to build their brand awareness and gain mass-market visibility. Our interactive format celebrates the spirited innovation of industry newcomers and pioneers alike.

Press — Top press invitees include *Allure, Vogue, Health, Condé Nast Traveler, SELF, Real Simple, Elle, Marie Claire, Travel + Leisure, New York Times, USA Today, Good Morning America, CNN, The Today Show*, and more...



Wonderful and well done event! Thank you Organic Spa, we look forward to attending again in the near future! We appreciated all the small beautiful details and the well organized Media Event. Your event was very elegant and the perfect platform for a brand seeking Media exposure. We fell in love with the Peninsula as well and thought this to be the most perfect venue for the OSMLA event.

—Carola May, Dahliana

LA
2015
EXPERIENCE
WELLNESS
& TRAVEL
PRESS

BW
BEVERLY WILSHIRE
Beverly Hills
A FOUR SEASONS HOTEL

Health, Wellness & Modern Green Living
organic spa
MAGAZINE

PRESS INVITEES

ABC
About.com
Access Hollywood
AisleDash
Allure
American Express Publishing
Angeleno
AOL Health
AOL Travel
AP TV
Associated Press
Association News
Beauty Bender
BeautyNewsLA.com
Better Nutrition
Beverly Hills Courier
BlackBook
Bon Appetit
Bridal Guide
Brides
Buzzfeed
C California Style
California Meetings + Events
California Wedding Day
CBS
CBS Los Angeles
CNN
Coco Eco Magazine
Condé Nast Traveler
Consciouslivingtv.com
Cosmopolitan
DailyMeal.com
DaySpa
Delta Sky
Departures
Details

DuJour magazine
E!
Eater
Elite Traveler
Elle
Entertainment Tonight
Entertainment Weekly
Esquire
Essence
Every Day with Rachael Ray
Extra
FabFitFun
Fathom
First for Women
Fitness
Foam
Fodor's Travel
Food & Wine
For the Bride
Forbes.com
ForbesLife
FOX Business
Fox News TV
Frommers Travel Guide
Genlux
Glamour
Good Housekeeping
Good Morning America
Goop
GQ
Harper's Bazaar
Haute Living
Health
Hemispheres
HotelChatter.com
Huffington Post

Inside Edition
Inside Weddings
InStyle
InTouch Weekly
JustLuxe.com
Kiwi Magazine
LA Yoga
Ladies Home Journal
Life & Style Weekly
Los Angeles Confidential
Los Angeles Magazine
Los Angeles Times
Marie Claire
Men's Journal
More magazine
Natural Health Magazine
NBC
NBC Los Angeles
New York Times
O, The Oprah Magazine
OK! Weekly
Parade
Parenting
Passport
People
PopSugar
Prevention
PureWow
Q by Equinox
Racked
Radar Online
Real Simple
Redbook
Refinery29
Reuters Television
Robb Report

Saveur
SELF
Shape
Sheknows.com
Star
Starpulse
Sunset
T: The New York Times Magazine
The Chalkboard
The Doctors
The Hollywood Reporter
The Knot
The Today Show
The Zoe Report
Totalbeauty.com
Travel + Leisure
TravelAge West
UrbanDaddy.com
US Weekly
USA Today
Vanity Fair
Vogue
W
Wall Street Journal
Well + Good Los Angeles
WHERE Los Angeles
Who What Wear
Whole Life Magazine
Woman's Day
Women's Health
WWD
Yahoo! Travel
Yoga Journal
Yoga Times



LA
2015
EXPERIENCE
WELLNESS
& TRAVEL
SPONSOR

BW
BEVERLY WILSHIRE
Beverly Hills
A FOUR SEASONS HOTEL

Health, Wellness & Modern Green Living
organic spa
MAGAZINE

Presenting Sponsor:

PRICING: \$25,000 (NET)

SPONSORSHIP INCLUDES:

- Co-branding with *Organic Spa Magazine* on all event collateral
- Co-branding with *Organic Spa Magazine* in all event advertising and promotions (pre- and post-event)
- Exclusive opportunity to address members of the press
- *** TIER 1:** 20-foot wide booth space in cocktail party event space
- *** TIER 2:** Private spa treatment room in the Spa at Beverly Wilshire for branded post event treatments
- 2-Page, 4-color ad in *Organic Spa Magazine*—Premium position (Media Value: \$17,720)
- Sitewide Header banner ad on OSM website (Media Value: \$28,500)
- Digital Edition Sponsorship (Media Value: \$17,500)
- Customized Social Media PR campaign (Media Value: \$10,000)
- 5 company representatives at event
- Early preview of RSVP list—1 week prior to event
- Promotion of company in all pre- and post-event press releases and social media promotions
- Private dinner with Eco Celebrity sponsors

Platinum Sponsor

PRICING: \$15,000 (NET)

SPONSORSHIP INCLUDES:

- *** TIER 1:** 20-foot by 10-foot wide booth space in cocktail party event space
- *** TIER 2:** Private spa treatment room in the Spa at Beverly Wilshire for branded post event treatments
- Full Page, 4-color ad in *Organic Spa Magazine*—Premium position (Media Value: \$8,860)
- Homepage banner ads on OSM website (Media Value: \$14,000)
- 1 OSM Social Media campaign (Media Value: \$5,000)
- 4 company representatives at event
- Early preview of RSVP list—2 days prior to event
- Promotion of company in all pre- and post-event press releases and social media promotions

Gold Sponsor:

PRICING: \$12,000 (NET)

SPONSORSHIP INCLUDES:

- *** TIER 1:** 10-foot by 10-foot wide booth space in cocktail party event space
- *** TIER 2:** Private spa treatment room in the Spa at Beverly Wilshire for branded post event treatments
- Full Page, 4-color ad in *Organic Spa Magazine* (Media Value: \$7,690)
- Category banner ads on OSM website (Media Value: \$5,000)
- 3 company representatives at event
- Early preview of RSVP list—1 day prior to event
- Promotion of company in all pre- and post-event press releases and social media promotions

Silver Sponsor

PRICING: \$5,000 (NET)

SPONSORSHIP INCLUDES:

- *** TIER 1:** 6-foot wide table in cocktail party event space
- Category banner ads on OSM website (Media Value: \$5,000)
- 1 company representative at event
- Early preview of RSVP list—1 day prior to event
- Promotion of company in all pre- and post-event press releases and social media promotions

Bag Sponsor:

PRICING: \$1,500 (NET)

SPONSORSHIP INCLUDES:

- Company name included on all promo
- 75 Full size samples to be included in *Organic Spa Magazine* Gift Bags for all press attendees
- Company name included in all pre- and post-event press releases and social media promotions

"We truly appreciate the experience and opportunity that the Organic Spa Magazine afforded us here at Napz. We definitely look forward to furthering our business relationship with you and the Organic Spa Magazine team and we are extremely excited about the next event in New York. Please keep us posted on any other events that you may offer that you feel we may benefit from." —Shelley Allen, NAPZ



LA
2015

EXPERIENCE
WELLNESS
& TRAVEL

CONTACT

BW

BEVERLY WILSHIRE

Beverly Hills

A FOUR SEASONS HOTEL

Health, Wellness & Modern Green Living

organic spa
MAGAZINE



For more information

contact your sales representative:

ORGANIC SPA MAGAZINE

Bev Maloney-Fischback, CEO, Founder & Publisher

t: 440.331.5750

e: bev@organicspamagazine.com

Sara Vesely, East Coast Brand Director

t: 440.899.7115

e: sara@organicspamagazine.com

Rosalind Zukowski, West Coast Brand Director

t: 415-254-9074

e: rosalind@organicspamagazine.com

**ORGANIC SPA MAGAZINE EVENT
ADMINISTRATION**

Maryann Javorek, Senior Administrative Director

t: 440.331.5750

e: maryann@organicspamagazine.com

Aimee Furio, Social Media & Event Manager

t: 440.331.5750

e: aimee@organicspamagazine.com

Aubree Schilder, Marketing Coordinator

t: 440.331.5750

e: aubree@organicspamagazine.com

MURPHY O'BRIEN PUBLIC RELATIONS

Stacy Lewis

t: 310.586.7164

e: slewis@murphyobrien.com

Visit ospa.me/LAphotos14 to view photos from our 2014 LA Media Event.