

NYC
2017
MEDIA
EVENT

April 17th

organic spa
MAGAZINE

CONRAD[®]

NEW YORK

EXPERIENCE
WELLNESS
& TRAVEL
MEDIA EVENT



NYC 2017 MEDIA EVENT

organic spa
MAGAZINE

Join Organic Spa Media, LTD, on April 17th at the Conrad Hotel New York, as we invite you to participate in our 5th annual NYC Experience Wellness & Travel Media Event.

Wellness now represents a \$3.4 trillion global consumer-driven market and wellness tourism is growing at a faster rate than any other travel 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 more important than ever.

Join *Organic Spa* Media Company for this year's event as we host 150 top level press representatives from the health, wellness, beauty and travel sectors, along with wellness travel agents and spa resort owners post luncheon in the spectacular leed certified Conrad Hotel New York on April 17th 2017.

As with previous years, we will entertain our media attendees with an organic gourmet luncheon while they visit our sponsors on the show floor. And this year, we have added "**WELLNESS AROUND THE GLOBE**", an educational symposium on wellness travel and organic beauty. The symposium is followed by a wine and cheese reception back on the show floor.

Sponsors will now have the opportunity to not only meet and mingle with the press attendees, but also further their investment and promote their brands directly to the trade markets that are important to them.

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.

Social Media Organic Spa Media will provide direct support via social media as a customized four week campaign before and after the media event across all social platforms. The day of the event will be a 'Social Media Takeover.' We also encourage our partners to utilize the event hashtag(s) and tag *Organic Spa* Magazine in the post, as we will share these via our channels for additional coverage and reach.

Trade Opportunity to develop relationships and promote your brands to the wellness travel agent and professional spa communities. Speaking opportunities for select brands available during the **WELLNESS AROUND THE GLOBE** afternoon symposium. * See sponsorship deck for more information.

Press Top press invitees include *ABC, Allure, Vogue, Health, Conde Nast Traveler, NBC, Fox News TV, Self, Real Simple, Elle, Marie Claire, Oxygen Network, The Green Network, Travel & Leisure, The New York Times, USA Today, Good Morning America, CNN, The Today Show, HGTV, Dwell*, and more... Plus, 50 Travel Agents and 50 Spa Owners.



[VIEW 2016 NYC EVENT VIDEO](#)

EVENT SCHEDULE

- 11:00 AM - 2:30 PM:** Media Luncheon
(Exclusive for media attendees only)
In main event space
- 2:00 PM - 4:00 PM:** **WELLNESS AROUND THE GLOBE** Symposium
(Media, Wellness Travel Agents & Spa Owners)
In breakout rooms
- 4:00 PM - 6:00 PM:** Wine and Cheese reception
(Media, Wellness Travel Agents & Spa Owners)
In main event space
- 6:00 PM - 6:30 PM:** Host Venue sponsored Champagne Reception
For select VIP Media. By invitation only.
On spa terrace.

NYC 2017 MEDIA EVENT

VIEW 2016 NYC EVENT VIDEO

2016 EVENT RECAP

The Organic Spa Magazine NYC Experience Wellness & Travel Media Event had a total of 120 journalists, bloggers, and editors in attendance, with a total potential reach of over 200 Million. Top target outlets included Fox News, Vogue, Travel + Leisure, USA Today, InStyle, Redbook, Marie Claire, Shape, and more. Prolific freelancers that write for Conde Nast Traveler, Wall Street Journal, Departures, as well as culinary, family and bridal publications.

TOTAL POTENTIAL MEDIA REACH
200 MILLION +

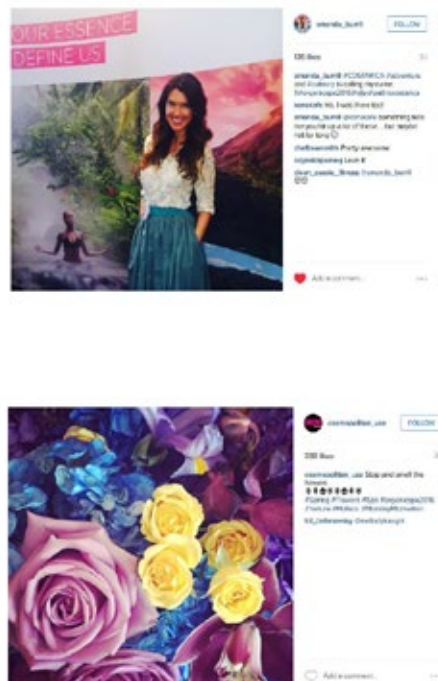
Social Media Reach
+6.5 MILLION
IMPRESSIONS.

Top Social Media Posts

Facebook



Instagram



Twitter





2016 EVENT TESTIMONIALS

“This is actually NeoCell’s fourth year doing the Organic Spa Media Event and every year we see better and better results, there is a bigger and bigger media turnout. It’s been extremely valuable for us to get in front of that media that we might sometimes have a hard time connecting with.”

-JESSICA MULLIGAN, NEOCELL VICE PRESIDENT OF SALES AND MARKETING

For Fire Cider it was important for us to work with Organic Spa Magazine and this event because it’s about a lifestyle. It’s the idea of health and wellness in all aspects of your life, not necessarily just in the leisure world but what we put on our bodies and especially for us, what you put in your body.

- STEPHANIE GRAVALESE-WOOD, FIRE CIDER

This is my first Organic Spa Event, and you can be sure that I will be at every single Organic Spa event from here on out. The day could not have gone better!

- CYNTHIA BESTEMAN, VIOLETS ARE BLUE FOUNDER



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MAGAZINE

PRESS INVITEES

AARP
ABC
About.com
Access Hollywood
AGirlsGottaSpa.com
A Green Beauty Magazine
AisleDash
Allure
All You
amNY
Time Inc.
AOL Health
AOL Travel
Audubon
Associated Press
Beauty Blitz
beautyinthebag.com/wordpress/Bust
Beautyiswellness.com
Beauty News NYC
BeautyStat.com
Bellasugar.com
Best Picks Magazine
Betterhomesandgardens.com
Better TV
BlackBook
Bloomberg
Bon Appetit
Bridal Guide
Brides
The Bump
CBS
CBS Watch!
CNN
Condé Nast Traveler
Consciouslivingtv.com
Cooking Light
Cosmopolitan
Country Living
The Daily
DailyMeal.com
Day Spa Magazine
Delta Sky
Departures
Dirt Magazine
Dr. Oz Show
DuJour magazine
Dwell
E by Equinox
E – The Environmental Magazine
Ebony
Eco-chick.com
Ecoouterre.com
Elite Traveler
Elle
Elle Décor
Entertainment Tonight
Entertainment Weekly
Epicurious
Esquire
Everyday Health
Every Day with Rachael Ray
Examiner.com
Extra
Essence
Family Circle
Fashionista.com
FathomAway.com
First for Women
Fitness
Fit Pregnancy
Fodor's Travel
Food & Wine Magazine
Food Network
Food Republic
For the Bride
Forbes.com
ForbesLife
Fox & Friends
Fox News TV
Frommer's
Glamour
Good Day New York
Good Housekeeping
Good Morning America
Gotham
GreenBabies.com
Green Blog (NY Times)
Greenbeautyteam.com
GQ
Harper's Bazaar
Haute Living
Healing Lifestyles & Spas
Health
Healthy Travel
Hemispheres
HGTV Magazine
Huffington Post
Incentive Magazine
Indagare
InStyle
Into the Gloss
InTouch Weekly
JustLuxe.com
Kiwi Magazine
The Knot
Latina
Life & Style Weekly
Live! With Kelly and Michael
Lucky
Luxury Travel Advisor
Magnifico
Marie Claire
Martha Stewart Living
Maxim
Meetings & Conventions
Men's Fitness
Men's Journal
Metro NY
More magazine
NBC
New Beauty
New York Daily News
New York Magazine
New York Post
The New York Times
NY1 TV
Nylon
O, The Oprah Magazine
OK! Weekly
Organicbeautytalk.com
Organicwellnessnews.com
Parade
Parents
Passport
People
Prevention
Promenade
The Rachael Ray Show
Real Simple
Recommend
Redbook
Refinery29
Reuters
Robb Report
Saveur
SELF
Seventeen
Shape
Sheknows.com
ShermansTravel.com
Star Magazine
Successful Meetings
TheNaturalGourmet.com
T: The New York Times Magazine
Teen Vogue
The Today Show
TotalBeauty.com
Town & Country
Travel Agent Magazine
Travel + Leisure
Travel Weekly
UrbanDaddy.com
USA Today
US Weekly
Vanity Fair
Vogue
W
The Wall Street Journal
Weight Watchers Magazine
WeddingChannel.com
Well + Good
Weston Magazine
Woman's Day
Women's Health
Worth
Women's Wear Daily
YouBeauty.com



SPONSORSHIP LEVELS - MEDIA EVENT LUNCHEON

OPTIONS FOR ATTENDING SPONSORS

Presenting Sponsor

PRICING: \$45,000 (NET)

SPONSORSHIP INCLUDES:

- Co-branding with Organic Spa Magazine on all event collateral
- Co-branding with Organic Spa Magazine in all event advertising, promotions & social media (pre&post)
- Exclusive opportunity to address members of the press
- Exclusive Speaking opportunity at "WELLNESS AROUND THE GLOBE" symposiums panels
- 30-foot wide booth (3x regular size)
- 2-Page, 4-color ad in Organic Spa Magazine—Premium position (Value: \$19,425)
- 2 months Sitewide Leaderboard & Footer banner ad on OSM website (Value: \$18,000)
- 2 months Homepage VIDEO sponsorship (Value: \$8,000)
- 2 mo. Digital Edition Sponsorship (Value: \$12,000)
- Customized social media & PR campaign (Value: \$10,000)
- 5 company representatives at event
- Early preview of RSVP list—1 week prior to event
***Full Attendee list with contact information, post event.*
- PreScheduled interviews with select media representatives
- Private dinner with select media representatives

Platinum Sponsor

PRICING: \$22,500 (NET)

SPONSORSHIP INCLUDES:

- 20-foot wide booth (2x regular size)
- Opportunity to have brand representation on "WELLNESS AROUND THE GLOBE" symposium panels
- Full Page, 4-color ad in Organic Spa Magazine—Premium (Value: \$9,030)
- 4 mos. Homepage banner ads on OSM website (Value: \$7,600)
- 2x e-Wellness Newsletter banner ads (Value: \$5,000)
- Customized social media campaign (Value: \$3,500)
- 4 company representatives at event
- Early preview of RSVP list—2 days prior to event
***Full Attendee list with contact information, post event.*
- Promotion of company in all pre- and post-event press releases and social media promotions

Gold Sponsor

PRICING: \$15,000 (NET)

SPONSORSHIP INCLUDES:

- Single booth space (10' wide)
- Opportunity to have brand representation on the "WELLNESS AROUND THE GLOBE" symposium panel
- Full Page, 4-color ad in Organic Spa Magazine (Value: \$8,075)
- 2 months site wide banner ads on OSM website (Value: \$3,000)
- 1x e-Wellness Newsletter banner ad (Value: \$2,500)
- 3 company representatives at event
- Early preview of RSVP list—1 day prior to event
***Full Attendee list with contact information, post event.*
- Promotion of company in all pre- and post-event press releases and social media promotions

Silver Sponsor

PRICING: \$5,000 (NET)

SPONSORSHIP INCLUDES

- 1 spot in split/shared sponsor booth space (10'wide)
- 2 months Sitewide banner ads on OSM website (Value: \$3,000)
- 1 company representative at event
- 150 Full size samples to be included in Gift Bags
- Early preview of RSVP list—1 day prior to event
***Full Attendee list with contact information, post event.*
- Promotion of company in all pre- and post-event press releases and social media promotions



NEW!

WELLNESS AROUND THE GLOBE TRAVEL & BEAUTY SYMPOSIUMS

SPONSORSHIP LEVELS - MEDIA EVENT LUNCHEON OPTIONS FOR ATTENDING SPONSORS

Organic Spa Media is happy to announce that we will be hosting two wellness driven symposiums, targeting the Wellness Travel Agent and Professional Spa markets exclusively, as an add-on to our successful NYC Experience Wellness & Travel Media Event franchise.

We've added this exciting, and valuable, new element to our 2017 event portfolio to support the needs of our sponsors by educating and influencing important brand ambassadors in the trade.

We will invite up to 75 select travel agents, selling and promoting wellness tourism, along with up to 50 spa directors/owners, focusing on natural and organic beauty, to a highly curated afternoon symposium themed **WELLNESS AROUND THE GLOBE**.

The symposiums (Travel & Beauty) will be held from 2pm to 4pm in two breakout rooms adjacent to the media event show floor. This will be followed by a wine and cheese reception, back on the show floor space, allowing sponsors an opportunity to showcase their brand and wellness products to the trade.

A. BRAND SPONSORED PANEL

"WELLNESS AROUND THE GLOBE"

TRAVEL OR BEAUTY SYMPOSIUM

PRICING: \$12,000

Sponsorship Includes:

- Opportunity for brands to moderate select wellness panel.
- Introduction by OSM's Editor-In-Chief
- OSM will help select and solicit other wellness experts and influencers for the panel
- Branded signage throughout event and symposium space
- Logo and brand promotion on exclusive invitation to trademark (Travel Agents or Spa Owners)
- Live podcast/webinar option
- Access to all video & photos of symposium
- 5 company representatives at event
- Early preview of RSVP list—1 week prior to event
- ***Full Attendee list with contact information, post event.*
- Promotion of company in all pre- and post-event press releases and social media promotions

B. MEDIA EVENT (GOLD LEVEL) & BRAND PANEL SPONSORS

PRICING: \$19,500

This option includes the benefits of both the Gold Level media event sponsorship (see previous page for details) & the Brand Panel sponsorship

*** See above text for more information on being a brand panel sponsor (Value: \$25,000)*



SPONSORSHIP LEVELS - MEDIA EVENT LUNCHEON

OPTIONS FOR SPONSORS NOT ATTENDING

Virtual Wellness Booth

PRICING: \$3,000 (NET)

SPONSORSHIP INCLUDES:

- Each sponsor will be designated an *Organic Spa Magazine* representative to act as the brand's on-site spokesperson.
- Promotional video will be displayed on 24" monitor with headphones.
- Branded signage will be available and sponsors can ship promotional materials.

Requirements

- Video on DVD, automatic loop (minimum length 3 minutes, maximum length 20 minutes)
- EPS logo
- Brand collateral (brochure, business cards, etc.), 200 pieces each

Gift Bag Sponsor

PRICING: \$1,500 (NET)

SPONSORSHIP INCLUDES:

- Company name included on all promo
- 150 Full size samples to be included in Gift Bags
- * Full Attendee list with contact information, post event.
- Company logo/brand included in all pre- and post-event press releases and social media promotions

Gift Bag & Product Showcase Sponsorship

PRICING: \$2,250 (NET)

SPONSORSHIP INCLUDES:

- This is a new option for Gift Bag sponsors who want \ to provide our media and celebrity guests with the opportunity to experience and sample their products at the event.
- There will be a special designated section for product "testing and trial", which will also include a selfie/ social media station, and where Gift Bag / Product Showcase sponsors can display products for the guests to try at their leisure.
- Representatives from *Organic Spa Magazine* will be on hand to help guests with sampling and questions.

"Wellness [is] a state of complete physical, mental, and social well-being. It goes beyond mere freedom from disease or infirmity and emphasizes the proactive maintenance and improvement of health and well-being. Expressed on a continuum that extends from reactive to proactive approaches to health, wellness falls firmly on the proactive side, incorporating attitudes and activities that prevent disease, improve health, enhance quality of life, and bring a person to increasingly optimum levels of well-being." – Global Wellness Tourism Economy report



FOR MORE INFORMATION

contact your sales representative:

ORGANIC SPA MEDIA

Bev Maloney-Fischback, CEO, Founder & Publisher

t: 440.331.5750

e: bev@organicspamagazine.com

Gloria J. Biscardi, West Coast Brand Manager

310.702.8127

gloria@organicspamagazine.com

Jane Swartz, East Coast Brand Manager

440.331.5750 ext. 107

jane@organicspamagazine.com

Jim Bauer, East Coast Food & Specialty

t. 610.417.9261

jim@organicspamagazine.com

Taylor Lucas, Digital & Social Media Director

t. 440-331-5750 ext. 106

taylor@organicspamagazine.com

ORGANIC SPA MEDIA EVENT ADMINISTRATION

Maryann Javorek, Senior Administrative Director

t: 440.331.5750

e: maryann@organicspamagazine.com

Kristin Mylett, Event Manager

t: 440.331.5750

e: kristinm@organicspamagazine.com

NANCY J. FRIEDMAN PUBLIC RELATIONS

Braden Bradley, Senior Publicist

t: 1.212.228.1500

e: braden@njfpr.com



Visit ospa.me/2016NYC-event-video to view photos from our 2016 NYC Media Event.