



# WOMEN'S HEART HEALTH FAIR

FRIDAY, FEBRUARY 19, 2010

presented by



South Miami  
Heart Center



## FLORIDA HEART RESEARCH INSTITUTE (FHRI)

The Florida Heart Research Institute (FHRI) is an independent not-for-profit 501(c)(3) organization with the vision that through research, education, and prevention programs including free community screenings it can make a difference in eradicating this deadly disease. For over 60 years FHRI has been a leader in cardiovascular health. The Women's Heart Health Fair, is a community-based event where women receive individual heart-health screenings and personalized counseling sessions at no cost. Women learn how to reduce their personal risk factors for heart disease by adopting heart-healthy lifestyles in a fun, engaging and supportive environment.

FHRI provides women with resources to increase awareness about heart disease, to encourage healthy lifestyles, and to reduce risk factors for heart disease, the #1 killer of women today.

## WOMEN'S HEART HEALTH FAIR FRIDAY, FEBRUARY 19, 2010

A fun and interactive experience featuring medical seminars, cooking demonstrations, fitness programs, nutrition and stress-reduction workshops, raffles and giveaways, all of which focus on women... the foundation of the family.

## WHO SHOULD EXHIBIT?

Health and wellness organizations, women's product and service companies, community organizations and others are encouraged to promote their company by purchasing an exhibitor booth at the fair. All exhibit spaces include pipe and drape, table, chairs and identification. Pricing is based on one 8' x 10' booth. Please fill in form on page 2.

## WHY SHOULD YOU EXHIBIT?

As an exhibitor, your company will have the opportunity to display branded materials in an energetic and engaging environment while tailoring your message to the thousands of women who are actively seeking to improve their heart health.

### Exhibitor Benefits include:

- ♥ Direct sales opportunities
- ♥ Demonstrate and test products
- ♥ Create brand awareness
- ♥ Distribute new information
- ♥ Product sampling
- ♥ Build your database

## PROGRAM ADVERTISING: EXPAND YOUR PRESENCE AT THE HEALTH FAIR

Advertising in the Women's Heart Health Fair program book will reach a captive audience at the Health Fair, while making it easy for participants to learn more about your organization. If you plan to exhibit, what better way to focus attention on your display during the health fair?

## CAN'T DISPLAY AT THE FAIR?

An ad in the program book is a cost effective way to impact the crowd and reach women all over the Miami area!

## SITE OF FAIR

JAMES L. KNIGHT CENTER  
400 S.E. Second Avenue  
Miami, FL 33131

In accordance with the exhibit regulations governing rentals of exhibits through James L. Knight Center, the undersigned hereby applies for exhibit space at the Women's Heart Health Fair at James L. Knight Center on Friday, February 19, 2010.

We understand that these regulations are incorporated into this contract when accepted and confirmed by FHRI. We understand that all exhibit fees are to be paid in full on or before February 6, 2010.

**Your Organization**

Organization Name \_\_\_\_\_  
 Signage Listing \_\_\_\_\_  
 Type of Organization \_\_\_\_\_  
 Products to be Exhibited \_\_\_\_\_  
 Address \_\_\_\_\_  
 City/State/Zip \_\_\_\_\_  
 Web URL \_\_\_\_\_

**Official Exhibit Representative**

Contact Person \_\_\_\_\_  
 Telephone \_\_\_\_\_  
 Email \_\_\_\_\_

**Sponsor Information (if different from above)**

Sponsor Name \_\_\_\_\_  
 Sponsor Address \_\_\_\_\_  
 \_\_\_\_\_  
 Sponsor Email \_\_\_\_\_

**Signatures**

All applications must be signed in order to confirm booth reservations. I understand, and agree to abide by the official regulations on this contract.

\_\_\_\_\_  
 Exhibitor Representative

\_\_\_\_\_  
 Health Fair Representative

**Cancellation of Contract**

All cancellations must be received in writing. Exhibitors will be refunded 100% of booth fee on cancellations received before February 6, 2010. No refunds will be given for cancellations received on or after February 6, 2010.

**EXHIBIT SPACE, PROGRAM ADVERTISING, AND EXHIBITOR REGISTRATION**

**Exhibit Space Pricing**

*Pricing based on one 8' x 10' booth*

Corporate Organizations	\$1,000
Non-Profit Organizations	\$500

**Program Advertising Pricing**

*Pricing based on one black and white/greyscale advertisement*

Full-Page Ad (5x8)	\$250
Half-Page Ad (5x4)	\$150

**Early Bird Special**

Register by January 31, 2010 and receive a 25% discount!

**Ordering Information**

Total # of Exhibit Spaces \_\_\_\_\_  
 Total # of Half-Page Ads \_\_\_\_\_  
 Total # of Full-Page Ads \_\_\_\_\_  
 Total Charges \_\_\_\_\_

**Payment Information**

*Please enter your payment information below.*

Checks enclosed made payable to FHRI  
 Please charge my  Visa  Mastercard  Amex

Name on Card \_\_\_\_\_  
 Card Number \_\_\_\_\_  
 Expiration Number \_\_\_\_\_  
 Amount to charge \_\_\_\_\_  
 Signature \_\_\_\_\_

**Please complete this form and fax completed form or mail with payment and any necessary design files and advertising materials no later than February 6, 2010 to:**

**Women's Heart Health Fair**

Arlene Furst  
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