



Proposal Subject: Invitation to Exhibit / Lecture
Date / Time: Sunday, October 26th 2008
9:30 am - 7 pm
Location: Huntington Hilton, Long Island, NY

Company Name: Health Media Group, Inc.

Contact: Alex Lubarsky, *CEO*
Richard Linchitz, MD *Director Media Relations*
Dr. Scott Banks, *Director of Project Development*
Dr. Frank Cohen, *Director of Patient Education*
Dr. Sebastian Caliendo, *Director of Center Training*
Dr. Michael Berlin, *Director of Events*
Dr. Tara O'Brien, *Director of Marketing*

Address: P.O. Box 40
Cedarhurst, NY 11516

Telephone: (516) 596-8974

Web: www.NavelExpo.com
E-mail: info@healthmedia.us

The prices listed in this proposal are valid for the sponsor/vendor opportunity leading up to the October 26th 2008 **Navel Expo** at the Huntington Hilton, Long Island, NY.

TARGET AUDIENCE

The **Navel Expo** is designed to attract both the natural health practitioner, such as the wellness oriented medical doctor, chiropractor, massage therapist, physical therapist, nutritionist, naturopath, psychologist and the fitness expert, as well as thousands of health conscious, upward mobile consumers, from child to senior. People who are looking to take responsibility for their health, learn about all the cutting edge technology and information in the natural health and life long wellness arena, and move their wellbeing to a higher level. Long Island is home to some of the most affluent people in America who are becoming rapidly aware of the necessity of a healthy lifestyle and the natural health market that supports it.

LOCATION

The Huntington Hilton and Conference Center is located at 598 Broad Hollow Road, Melville, Long Island (Route 110). It is easily accessible from the Long Island Expressway (exit 49S), has plenty of parking and an atmosphere that offers the highest standard of professionalism and elegance. There is a choice of restaurants at the hotel that serve a great lunch or dinner. The **Navel Expo** will be located in the Grand Ballroom of the hotel. The phone number to the hotel is (631) 845-1223.

MARKETING

The Navel Expo will be promoted through our Functional Medicine network on Long Island, direct mail, our Member Centers and partnerships with:

- a. Longisland.com
- b. Newsday's Wellness Magazine
- c. Creations Magazine
- d. PR News Wire
- e. Our weekly radio talk show on AM 1240 WGBB
- f. Navel Directory distributed to over 500,000 Long Island Homes
- g. Navel Magazine

EXHIBITS

There will be approximately 60-80 vendors and some 50 lectures. We'll feature free samples, gifts and prizes. The following are the type of vendor that will be at the event:

Arthur Murray Dance	Mawi Wawi Smoothies
Acupuncture	Mazzeo Clinical Nutrition
Aetna (Health Savings Accounts)	Miracle Foundation
Aesthetic Associates	Mountain Valley Spring Water
Arbonne Holistic Skin Care	MonaVie Supplements
Aqua Massage	National Guild of Hypnotists
Balance Yoga & Healing	Natural Source International
BIOPRO EMF Harmonizers	Natural Sweetie
Bio-Oxidative Therapies	Natures Benefit
Breast Thermography	NaturScience
Clean Water Services	Nicocess Smoking Cessation
Cherry Pharm	Nikken Wellness
Chris Calapai Medical	North Shore Hospital
Complementary Medicine	Optimal Wellness of Long Island
Culinary Cooking Show	Oasis Life Sciences
Designs for Health	Omni Fitness
EcoQuest Air Treatment	Ozone Therapy
Equinox Fitness	Parisi Speed School
ExtenTrac Elite	Personal Training Institute
First Investors	Peak Performance Coach
Fitness Made Simple	Pharmanex
Forever Green	Prolotherapy
Genworth Financial	Pooltech Infrared Saunas
Gary Null & Associates	Remission Labs
Gogi Juice	Salt Crystal Lights
Health Max Compounding Pharmacy	Santhigram Kerala Ayurvedic
Health Waters	Sleep Systems
Health Media Wellness Centers	SMD Health Care Plan
Holistic Health Center	Successful Life Coaching
Holistic Dentistry New York	Sunrise Assisted Living
Holistic Association New York	Sweet Caroline's Organic Market
Holistic Pediatrics	Tierra Farm
Holistic Podiatry	Total Health Vitamins
Holistic Wellness	US Wellness Meats
Huashen USA	Whole Life Practices
InnerSource Natural Health	Young Living Essential Oils
Illuminate Awareness	Via-Viente
Integrated Medical Services	Vital Choice Seafood
John Hancock Financial	Viva Herbals & Essentials
Juice Plus Whole Foods	Wellness Magazine - Newsday
Linchitz Medical Wellness	Whole Foods Market
LongIsland.com	Whole Food Farmacy
Maharishi Health Spa	X-Sizer
Marriott Vacation Club	Zree

The above is an outline of the type of vendor that will be featured at Navel Expo. Not all of the vendors have been confirmed at this time.

Exhibitors

Navel Partner ----- \$25,000

- Industry Exclusive Position (limit one)
- 20 X 20 booth with pipe and drape, four 6ft Tables and 8 chairs
- Four Color Back page on Navel Directory (Insert-Mailed to over 500,000 homes)
- Four Color Center Spread (11 X 17) in Navel Magazine
- Co. Logo Link on front page of NavelExpo.com
- Co. Logo on all press releases and media partner promotions
- Up to 10 Personnel Badges – 100 Guest Tickets

Navel Associate Partner ----- \$15,000

- Industry Exclusive Position (limit two)
- 10 X 20 booth with pipe and drape, two 6 foot tables and 4 chairs
- Four Color ½ page on Navel Directory (Insert-Mailed to over 500,000 homes)
- Four color inner jacket page of Navel Magazine
- Co. Logo Link on front page of NavelExpo.com
- Up to 10 Personnel Badges – 75 Guest Tickets

Navel Sponsor ----- \$10,000

- Industry Exclusive Position
- 10 X 10 Booth With Pipe and Drape, one 6 foot table and 2 chairs
- Four Color ¼ page on Navel Directory (Insert-Mailed to over 500,000 homes)
- Full page advertisement in the Navel Magazine
- Co. Logo Link on Expo page of NavelExpo.com
- Up to 8 Personnel Badges – 50 Guest Tickets

Navel Leader ----- \$5,000

- 10 X 10 Booth With Pipe and Drape, one 6 foot table and 2 chairs
- Company Logo / Contact Info in Navel Directory (Insert-Mailed to over 500,000 homes)
- Full page advertisement in the Navel Magazine
- Co. Logo Link on Expo page of NavelExpo.com
- 6 Personnel Badges – 25 Guest Tickets

Navel Associate ----- \$2,500

- 10 X 10 Booth With Pipe and Drape, one 6 foot table and 2 chairs
- Co. Logo on Navel Directory (Insert-Mailed to over 500,000 homes)
- ½ page advertisement in the Navel Magazine
- Co. Logo Link on Expo page of NavelExpo.com
- 4 Personnel Badges – 15 Guest Tickets

Navel Exhibitor ----- \$1,450

- 10 X 10 Booth With Pipe and Drape, one 6 foot table and 2 chairs
- ¼ page advertisement in the Navel Magazine
- Contact Link on Expo page of NavelExpo.com
- 2-4 Personnel Badges – 10 Guest Tickets

Navel Vendor ----- \$950

- 10ft Booth With Pipe and Drape, one 6 foot table and 1 chair
- Contact Link on Expo page of NavelExpo.com
- Listing in the NAVEL Magazine
- 2 Personnel Badges – 4 Guest Tickets

Navel Starter ----- \$650

- 5ft Booth With Pipe and Drape, one 3 foot table and 1 chair
- Contact Link on Expo page of NavelExpo.com
- 1 Personnel Badge – 2 Guest Tickets

Speakers

Key Note Speaker Tandem (Limit 1) ----- \$10,000

- Primary Marketing of Lecture in Tandem with recognized Key Note Speaker.
- Prominent Headline Title, Photo and Topic on front page of Navel Directory next to Key Note Speaker (Insert-Mailed to over 500,000 Long Island homes)
- 10 X 10 Booth With Pipe and Drape, one 6 foot table and 2 chairs at Navel Expo
- Full page article ad, as well as schedule listing in Navel Magazine
- Headline Listing and web link on speaker page of NavelExpo.com
- Lecture Room with 200 + person capacity with microphone at the Navel Expo
- Lecture Promoted through all media partners

Headline Speaker (Limit 4) ----- \$5,000

- Prominent Headline Title, Photo and Topic on front page of Navel Directory next to Key Note Speaker (Insert-Mailed to over 500,000 Long Island homes)
- 10 X 10 Booth With Pipe and Drape, one 6 foot table and 2 chairs at Navel Expo
- Full page article ad, as well as schedule listing in Navel Magazine
- Headline Listing and web link on speaker page of NavelExpo.com
- Lecture Room with 100 + person capacity with microphone at the Navel Expo
- Lecture Promoted through all media partners

Speaker, Room Capacity 100 ----- \$950

- Title, photo and topic in Navel Directory (Insert-Mailed to over LI 500,000 homes)
- Title, photo and brief description in Navel Magazine
- Listing speaker page of NavelExpo.com
- Room with 50 - 100 person capacity at the Navel Expo

Speaker, Room Capacity 50 ----- \$475

- Title, photo and brief description in Navel Magazine
- Title, photo and brief description on NavelExpo.com
- Room with 50 person capacity at the Navel Expo

Navel Magazine

Full Page ----- Dimensions: 11H X 8 ½ W ----- \$1,950

½ Page ----- Dimensions 5 ½ H X 8 ½ W ----- \$1,100

¼ Page ----- Dimensions 5 ½ H X 4W ----- \$575

(The Navel Magazine is strategically distributed and mailed to health related companies and people many of whom expressed interest in health, wellness, longevity and intelligent living.)

Company Name _____

Contact Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E - Mail _____

Sponsorship Level _____ Navel Magazine _____

Speaker _____ Electricity add \$50 _____ Total Price _____

CC# _____ / _____ / _____ / _____ Exp _____

1. Booth must remain manned at all times during event hours, late set up or early teardown becomes subject to a \$100 console fee.
2. Only products and services agreed on are permitted to exhibit.
3. Vendor space and listing in the Navel Directory and Navel Magazine guaranteed to prepaid vendors only.
4. All deposits and booth payments are non-refundable. In the event of a cancellation, the booth price may be applied towards the next expo, minus a 25% processing fee (unless cancellation is within one month of the show) in this case, payments and deposits are non refundable.
5. Health Media Group, Inc. reserves the right to fully determine the eligibility of any company, person, product and or service in the exhibit area.
6. **50% of the payment is due with the signed contract.** To assure listing in the Navel Directory, or Navel Magazine the entire balance as well as all of the text and artwork has to be received by **July 28th 2008.**
7. The signer of the document warrants to Navel Expo / Health Media Group Inc. that they have full power of authority of the Exhibitor to sign this contract on their behalf. This agreement becomes legally binding between Navel Expo / Health Media Group, and the Exhibitor only upon acknowledgement in writing by Health Media Group, Inc.
8. The above company is here by reserving a booth / lecture slot at the upcoming Navel Expo, this agreement states that Health Media agrees to reserve the above mentioned positioning and promote this participant, and that the participant agrees to fulfill the proposed participation promise.
9. The above company hereby acknowledges and gives permission to Health Media Group / Navel Expo to use any photos or video image of anyone representing the above company at the upcoming Navel Expo for all future promotion of Health Media events.
10. Health Media Group reserves the right to replace any speaker or vendor whose invoice remains open after the above deadline date.

Name _____ Sign _____ Date _____

Please Complete and Mail with Payment to:

Health Media Group, Inc.
P.O. Box 40
Cedarhurst, NY 11516
Phone (516) 596-8974
Fax (516) 569-7277

Alex Lubarsky, CEO
Health Media Group, Inc.