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**Proposal Subject:** Invitation to Exhibit / Lecture

**What:** The 17<sup>th</sup> Biannual NAVELifestyle Expo

**Date / Time:** Sunday, May 20, 2012 (9:00 am – 9:00 pm)

**Location:** Huntington Hilton, Long Island, NY  
598 Broadhollow Road, Melville NY 11747

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**Company Name:** Health Media Group, Inc.

**Board of Directors:** Alex Lubarsky, *CEO Health Media Group, Inc.*  
Richard Linchitz, MD *Director Media Relations*  
Chris Calapai, DO, *Director of Patient Education*  
Dr. Louis Vastola, *Director of Promotions*  
Ellen Kamhi, RN, PhD *Director of Publicity*  
Dr. Garry D’Brant, *Director of Project Development*  
Dr. Michael Berlin, *Director of Events*

**Head Writer** Melissa C. Navia  
**Business Development** Melissa Monteforte, *Account Manager*

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

**Telephone:** (516) 596-8974

**Web:** [www.NavelExpo.com](http://www.NavelExpo.com)  
**E-mail:** [info@healthmedia.us](mailto:info@healthmedia.us)

The prices listed in this proposal are valid for the sponsor/vendor opportunity leading up to the May 20, 2012 **NAVELifestyle Expo** at the Huntington Hilton, Long Island, NY.

## TESTIMONIALS

Thanks so much Alex, proud of all you do! – Kevin Trudeau, Bestselling author of Natural Cures 'THEY' don't want you to know about.

It turned out to be a really fabulous day for us, we had tremendous traffic, more than ever before, when I woke up and saw what a gorgeous day it was, I was not sure that we would have a lot of people, but we were busy, we had nothing left...every brochure, every business card, every article, every pen, every pill box was gone, there was a tremendous response to our talks as well. So for us, it (NAVEL Expo) went really really really well! – Richard and Rita Linchitz, MD

Our attendance at the Navel Expo provided an opportunity to present our message to standing room only, health conscious audiences, and created a 7700 increase in traffic to our e-commerce website. – Marc Walther, CEO Intact Nutrition

Dear Alex, I think we had a great turnout, and I hope that your goals were reached. It was a real pleasure working with you, and the venue was perfect! - Dr. John Pagano, Bestselling Author of Healing Psoriasis, the Natural Alternative.

Alex, I want to commend you for executing such a fantastic Health Expo! The Exhibitors, promotion, break-out sessions were all flawless! Attendees seemed extremely pleased as well! Job Well Done!!! - Dawn M. Ellison, WOR

Hi Alex, I only heard Dr. Linchitz and Carol Alt speak last Sunday ... and Linchitz was of course wonderful ... Carol Alt was interesting as well. I imagine there were a lot of thought provoking speakers and really that is what the Expo is about. I think what you're doing is terrific. It's great that we don't have to travel to Manhattan to hear this kind of information. Highest regards, Mary Mucci, News 12, Long Island

Alex ... huge success, you did a wonderful job, I have done these type of shows for 20 years, this was one of the best, thank you for letting me be a part of it. – Dr. Bear Walker

Dear Alex, Thank you for all you do for the Health Care Profession! NAVEL was a hit, a great job, excellent expo! Thank you for your time, effort and passion! – Dr. Tara O'Brien, Kaizen Center

Hi Alex! Great turn out at the Expo, huh?! Thanks for letting me bring the kids to meet John Basedow. They were very happy! My daughter Melinda who just turned 14, was speechless! We all enjoyed it and look forward to the next one! So when will you reveal your "Greatest American Hero" red spandex suit? lol - Sheryl Catanese, Licensed Massage Therapist

Alex- Thank you for having me at the Expo! This one was far and away one of the best. You are an amazing organizer, as reflected in the smooth flow of the day's activities and the joy of all who attended. Love and hugs, Luanne Pennesi, RN

I was IMPRESSED!!!! This was the best expo I have attended, the energy was great, an abundance of smiles and good will. – Dr. Louis Vastola

## TARGET AUDIENCE

The **NAVELifestyle Expo** is designed to attract both the natural health practitioner, such as the wellness oriented medical doctor, chiropractor, natural chef, 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, lasting beauty and lifelong 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 **NAVELifestyle Expo** will be located in the Grand Ballroom of the hotel. The phone number to the hotel is (631) 845-1000. *(For special rates on Room Rentals call (631) 577-1575 and mention Health Media/NAVEL Expo)*

## MARKETING

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

- a. News 12 Long Island (TV)
- b. KJOY Radio
- c. 94X Radio
- d. Creations Magazine
- e. **NAVELifestyle Expo Magazine**
- f. Our weekly radio talk show on AM 1240 WGBB and e-mail database
- g. Navel Directory distributed to as many as 750,000 Long Island Homes
- h. The **NAVEL Street Team & Promotional Events**

## EXHIBITS

There will be approximately 80 - 100 vendors and over 50 lectures at the NAVElifestyle Expo. We'll feature free samples, gifts and prizes. The following are the type of vendor that will be at the event:

Aesthetic Associates	Leukemia & Lymphoma Society
AgeFocus Medical	Life Vantage
American Laser Centers	Linchitz Medical Wellness
Anti-Aging Family Group	Live Island Cafe
Arch Dental Associates	Mushroom Wisdom
Ayhan's Mediterranean Restaurants	MonaVie Supplements
Azerbaijan Grill	Mountain Valley Spring Water
Bio-Oxidative Therapies	My BusyFit
Being Cancer Free	Natural Beauty Derma Spa
Breast Thermography	Natural Source International
Cactus Salons and Spa	Natural Sweetie
Centerpoint Wellness	Nature's Answer
Chris Calapai Medical	News 12, Long Island
Clean Water Services	Neuropsychiatric Center
Complementary Medicine	Nordic Naturals
Chansen Water	NuSkin
Cosmetic and Laser Dental Studio	Nutriline Supplements
Creating Wellness Center of Commack	Nutritional Therapy Associates (NTA)
Creations Magazine	Oasis Life Sciences
Culinary Cooking Show	Optimal Wellness
Detox My Water	Ozone Therapy
East Coast Saunas	Rhino Chiropractic
East End Holistic	Perfect Foods
Equinox Fitness	Pharmanex
Essential Dental of Roslyn	Prolotherapy
Fitness Made Simple	Shine Dental
Forever Green	Sproutman
Gary Null & Associates	Sibu Beauty
Health Media Wellness Centers	Tea of Life Health Inc.
Heart and Health	Totally Fit
Holistic Medicine	Stress Busters Wellness
Holistic Nutrition	US Wellness Meats
Holistic Pediatrics	Vivinlinea Spa
Holistic Podiatry	Vital Choice Seafood
Holistic Psychiatry	Vitamin Shoppe
Hyperbaric Medical	Vikalp, Inc.
Ideal Health	Waiora
Ideal Protein	Whole Life Practices
Informed Beauty	Wild by Nature
InnerSource Natural Health	Winalite
Integrated Medical Services	Xocai Healthy Chocolate
Isagenix International	Young Living Essential Oils
Intentions Jewelry	Zwanger-Pesiri Radiology
Lewis Wellness	

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

## Exhibitors

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

- Industry Exclusive Position
- 20 X 10 booth with pipe and drape, two 6 foot tables and 4 chairs
- 2 Page Spread in Navel Expo Magazine
- Full Page ad on Navel Directory (Insert-Mailed to some 750,000 homes)
- Four color inner jacket page of Navel Magazine
- Co. Logo Link on front page of NavelExpo.com
- News Release and promotion via media partners alongside event Keynote speaker
- Up to 10 Personnel Badges – 75 Guest Tickets

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

- Industry Exclusive Position
- 20 X 10 Booth With Pipe and Drape, one 6 foot table and 2 chairs
- 2 Page Spread in Navel Expo Magazine
- ½ Page ad on Navel Directory (Insert-Mailed to some 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 Sponsor ----- \$10,000

- Industry Exclusive Position
- 20 X 10 Booth With Pipe and Drape, one 6 foot table and 2 chairs
- 2 Page Spread in Navel Expo Magazine
- ¼ Page Color ad on Navel Directory (Insert-Mailed to some 300,000 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 1X2” ad on Navel Directory (Insert-Mailed to some 300,000 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 300,000 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
- 4 Personnel Badges – 10 Guest Tickets

Navel Vendor ----- \$950

- 10 X 10 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

**NAVELifestyle Magazine**

Full Page ----- Dimensions: 10.875 H X 8.5 W ----- \$2450

½ Page ----- Dimensions 5 H X 8 W ----- \$1250

¼ Page ----- Dimensions 5 H X 4 W ----- \$650

The NAVELifestyle Magazine is promoted through a directory that hits up to 500,000 homes, distributed and mailed to over 30,000 people many of whom expressed interest in health, beauty, wellness and longevity.

## Speakers

Key Note Speaker Tandem (Limit 1) ----- \$15,000

- 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 300,000 Long Island homes)
- 10 X 20 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) ----- \$7,500

- Prominent Headline Title, Photo and Topic on front page of Navel Directory next to Key Note Speaker (Insert-Mailed to over 300,000 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

Famous Speaker Package ----- \$4,500

- Headline Title, Photo and Topic on page two of Navel Directory (Insert-Mailed to over 300,000 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

Speaker Advanced ----- \$1250

- Title, photo and topic in Navel Directory (Insert-Mailed to over LI 300,000 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 Starter----- \$525

- 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

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

**Billing** 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 (9 AM-6 PM), late set up or early teardown becomes subject to a \$100 console fee.**
- 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.
- Only products and services agreed on are permitted to exhibit. Health Media Group, Inc. reserves the right to fully determine the eligibility of any company, person, product and or service in the exhibit area.
- 4. 50% of the payment is due with the signed contract. To assure listing in the Navel Directory, or NAVELifestyle Magazine the entire balance as well as all of the text and artwork has to be received by March 30, 2012.**
- 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.
- 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.
- 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.
- 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

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Alex Lubarsky, CEO  
Health Media Group, Inc.