



# TOTAL HEALTH '19

Annual Convention and Exhibition

## EXHIBITOR APPLICATION INFO

Our 42<sup>nd</sup> Annual

### TOTAL HEALTH Show

April 12, 13 and 14, 2019

**Metro Toronto Convention Centre, 255 Front St. West, Toronto, ON, Canada**

**Total Health 2019** our nation's premier natural health show, will celebrate 42 years of striving to make a difference in the world, bringing cutting edge knowledge to the public by the leading innovators in the natural health field.

Sponsored by the Consumer Health Organization of Canada, the Total Health Show integrates complimentary and natural medicine for an optimal healthy lifestyle. The show (founded in 1975) has continued to grow through four exciting decades because of a loyal and consistent audience, an expanding membership base, repeat exhibitors and cutting-edge speakers.

Speakers will focus on natural and traditional healing methods, healthy organic foods, traditional herbs and medicines, cutting edge technology and healing devices, organic and biodynamic farming methods, promoting agricultural biodiversity, creating ecologically based communities, and preserving a healthy environment for our children.

The show attracts an average of **15,000** attendees each year. They form a sophisticated and educated audience with a broad range of ages and backgrounds, eager to make purchases and try new things. The Total Health expo is known throughout the industry as *the* platform to introduce innovative topics and products in Canada.

The first conventions held in the early 1970's at the Royal York Hotel drew the great pioneers of the alternative health movement: *Linus Pauling, Walter Hodson, Beatrice Trum Hunter, Paavo Airola, Bernard Jensen, Charlotte Gerson, John Christopher, Robert Mendelsohn, Hulda Clark, Kurt Donsbach, Ann Wigmore, Jan de Vries* and many others. Total Health continues to attract current leading experts in the natural health and environmental field today like *artist Robert Bateman, Ty Bollinger, Dr. David Brownstein, Dr. William Davis, Pharmacist Ben Fuchs, Dr. Magda Havas, J.J. Hurtak, Rachel Parent, Ann Blake Tracy, Mark Kastel, David Suzuki, Sally Fallon, Patrick Holford, Jeffrey Smith, Lorna Vanderhaeghe, Shiv Chopra, Gary Young* and *celebrity chefs Juliano, Chad Sarno, Michael Smith, Cherie Soria* and many more.

#### Features:

- Over 60 international and local speakers. Three main theatres, two non-stop exhibit stages and demo areas. Over 200 exhibits provide cutting-edge information on natural health and fitness.
- The popular Healthy Organic Café, a Natural Beauty and Spa Oasis, forming central theme area of refreshment and relaxation.
- An eco-green sustainable energy area with demos will give a fresh new perspective, certain to attract a wide spectrum of the public.
- *On-site Broadcasting by CFRB.*

**Being in our show guarantees you the highest exposure possible to a highly focused market.**





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### SPEAKER AND EXHIBITOR TESTIMONIALS

**Linus Pauling**, California. Recipient of two Nobel Prizes and one of the most distinguished scientists in the world: " I am always pleased to come here to talk about health. In the 50s, while studying the effects of nuclear radiation on health, I became interested in health, aging and longevity, and came to the conclusion that you can increase the length of your life by 25 or 35 years by following good health practices."

"I have spoken at many health expos in the U.S., and I've spoken nowhere to such a large and sincere audience as here in Toronto" **Paul Stitt**

"This is a venue where people can learn about the most advanced methods of preventative alternative medicine." **Len Horowitz**, DMD, MPH

"Total Health is one of the best health shows I've been to in my entire life, and I've been to a lot, because I lectured for many years for the National Health Federation and the Whole Life Shows in the U.S."  
**Patrick Flanagan**, ND

"This is a high quality show and this includes the superiority and intelligence of the audience!" **Fred Bell**, PhD

"This is the best show in North America. You have no idea of the impact of this show on the public".  
**Majid Ali**, MD

"This is a stimulating environment where one can see everything that's happening in the alternative health field all under one roof." **Marcel Wolfe**, Health Priorities

We have been apart of Total Health for over 20 years. I want to thank you and your team as the event gets better and better. We love attending your show because you really listen to the needs and wants of the attendees and booth retailers. The April show was by far our best show ever! We sold 3 times our previous best, but more importantly, the clientele is perfectly targeted for the event. You attract the biggest names in the health industry which makes the event such a great success and helps the retailers look classy! We look forward to many more shows with Total Health and we are booked for next year!  
**Wayne Gendel**, *President, Forever Healthy!*

Total Health Show was a major success for us once again. We do over 15 shows a year in Canada and your event ranks up at the top. The speaker list is dynamic and the Raw Food community is well represented. I look forward to next year's event and future shows down the road. Thanks again for putting on an excellent event! **Alex Chwaiewsky**, Manitoba Harvest Hemp Foods & Oils

### ATTENDEE TESTIMONIALS

"I was impressed with the quality of the speakers and the whole ambiance... the attitude of everyone at Total Health and the openness... very inspiring".

"A real eye opener to the powers of alternative ways to improve one's wellbeing".

"The value of open conversation among the attendees and the speakers was awesome."

"By far, the speakers defined the conference, and made it well worth the money."

"The Q & A sessions were great. To have the opportunity to be in such a small group and to ask specific questions of some of the most talented total health experts in the world was inspiring and very informative."

"I've been to many conferences over the years and this one by far was the best. The atmosphere over the two to three days was exhilarating. I was so pumped up at the end of each day."

"I always come out of the show thinking that I've learned something new. I find it always empowering as it brings me so much information to help keep myself and my family healthy."



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## EXHIBITOR APPLICATION INFO

### STANDARD MARKETING AND ADVERTISING

- Ads or Feature Articles in Globe & Mail, Toronto Star, Toronto Sun, NOW, Common Ground, Forever Young, Post City, Mature Lifestyles, Canadian Jewish News, Epoch Times, Community Newspapers, TTC
- Full page ads in Health Magazines – Alternatives Journal, Tonic, Vitality, Healthy Directions
- Social Media including Facebook, Twitter, Instagram, Pinterest
- Television Interviews – One Channel, Global, CTV, CBC, Rogers
- Radio & TV – Extended advertising campaign - CFRB Radio, Classical 96.3, CBC Radio, Talk640, 740, CP24
- *On-site Live Broadcasting by CFRB.*

### EXHIBIT HALL OVERVIEW

#### VENUE

Metro Toronto Convention Centre, 255 Front St. West, North Building, Toronto, Ontario, Canada



#### SETUP TIME

Friday, April 12      8:00am to 3:00pm

#### HOURS OF EXHIBITION HALL & EXHIBITION STAGES:

Friday, April 12      4:00pm to 9:00pm  
 Saturday, April 13    10:00am - 9:00pm  
 Sunday, April 14      10:00am - 7:00pm

#### HOURS OF LECTURE ROOM PRESENTATIONS & WORKSHOPS:

Friday, April 12      6:00pm to 10:00pm  
 Saturday, April 13    11:00am - 9:00pm  
 Sunday, April 14      11:00am - 9:00pm

#### BOOTH RATES:

10x10 Regular Booth      \$1500 + 13% HST = \$1695.00  
 10X10 Corner Booth      \$1650 + 13% HST = \$1864.50  
 2+ booths                    \$100/booth discount



#### EXHIBITOR BOOTH SELECTION

*Booth selection will be prioritized in the order in which exhibitor contracts and payment are received. We recommend committing Total Health 2019 as an exhibitor soon to receive your preferred exhibit space.*



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**APRIL 12, 13 & 14, 2019**

Metro Toronto Convention Centre, 255 Front St. West, Toronto, Canada

### EXHIBITOR CONTRACT

COMPANY NAME \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ PROVINCE/STATE \_\_\_\_\_ POSTAL/ZIP CODE \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_ CELL \_\_\_\_\_

EMAIL \_\_\_\_\_

WEBSITE \_\_\_\_\_

PRODUCTS/SERVICE TO BE DISPLAYED: (Only products listed may be displayed. Max 70 words)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

#### **BOOTH RATES:**

**10x10 REGULAR BOOTH** \_\_\_\_\_ (**\$1500** + 13% HST = **\$1695.00**)

**10x10 CORNER BOOTH** \_\_\_\_\_ (**\$1650** + 13 %HST = **\$1864.50**)

\_\_\_\_\_ **2 or more booths** = \$100/booth **discount**)

**Method of Payment:** E-TRANSFER \_\_\_\_\_ CHEQUE \_\_\_\_\_ VISA \_\_\_\_\_ or MASTERCARD \_\_\_\_\_ ONLY

Credit Card # \_\_\_\_\_ Expiration Date \_\_\_\_/\_\_\_\_

Card holder phone # \_\_\_\_\_

Full name on card: \_\_\_\_\_

*I have read and agreed to the Conditions of Contract appearing on the reverse of the Contract:*

\_\_\_\_\_ Title \_\_\_\_\_

Approval Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Please fax application form to Total Health Events Inc. 416-924-6404**

**Make cheque payable to: Total Health Events, Inc.**

Att: Helen McLellan, 355 St. Clair Ave. W., Ste. 1901, Toronto M5P 1N5

Phone: 416-924-9800 Toll Free: 1-877-389-0996. [info@totalhealthshow.com](mailto:info@totalhealthshow.com) [www.totalhealthshow.com](http://www.totalhealthshow.com)

**Terms of Payment:** *This exhibitor contract agreement must be signed and accompanied by a 30% deposit to guarantee this booth rate. Full payment must be received by December 13, 2018. Full Payment is due if booking after December 13, 2018.*

**Preferred Booth #:** \_\_\_\_\_ **# of Badges:** \_\_\_\_\_ **Do you wish to present a speaker?** \_\_\_\_\_

**Speaker's Name:** \_\_\_\_\_ **Please send photo, topic & talk description by email**

**Note: Maximum 6 complimentary Badges are provided. All speaker information is due by December 1, 2018**



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### CONDITIONS OF CONTRACT

1. The Exhibitor agrees to abide by all rules and regulations adopted by Total Health Events Inc (T.H.E.) and that T.H.E. will have the final decision in adopting any rule or regulation deemed necessary prior to, during and after the show.
2. The Exhibitor agrees to use the space(s) provided only for the display of the products or services specified in this agreement and agrees not to sublet the space(s) unless written authorization is provided by T.H.E.
3. All electrical service will be supplied by the electrical company chosen by T.H.E. and will be at the Exhibitor's expense. All electrical equipment or apparatus used must be approved by the appropriate Hydro authorities prior to the Show unless such equipment or apparatus has been given CSA certification. The Exhibitor agrees to abide by any decision made by the Hydro authority in the event of any dispute. Equipment not approved may be required to be removed from the Show.
4. The Exhibitor will hold T.H.E. and the owners of the building and grounds harmless from any damage or liability arising from any injury or damage to said Exhibitor, his agents, servants or employees or to the property of the said Exhibitor occurring in the buildings or grounds or the approaches and entrances thereto, except by negligence of T.H.E..
5. The Exhibitor will have the right to cancel his reservation for space up to 60 days before the opening of the show in which case he will forfeit the 30% deposit payment. Should the Exhibitor cancel his reservation for space within 60 days of the Show, he will be liable for the total amount of the payment. All cancellations must be confirmed to T.H.E. in writing and the effective date will be the date the notification is received. On notification of cancellation, T.H.E. will be free to relet the space(s).
6. In the event the Exhibitor fails to remit the outstanding balance due to T.H.E. for receipt 60 days prior to the opening of the Show, he will forfeit the deposit payment and T.H.E. will be free to relet the space(s).
7. In the event the Exhibitor fails to register by the deadline established for the Show without prior written authorization, T.H.E. reserves the right to relet such space(s) and any payments received will be deemed as liquidated damages and retained.
8. In the event the Exhibitor fails to comply in any respect with the terms of the agreement, all rights of the Exhibitor hereunder will cease and terminate. Any payment made by the Exhibitor on account hereof will be retained by T.H.E. as liquidated damages for breach of this contract and T.H.E. may thereupon relet the space.
9. T.H.E. reserves the right to reject or prohibit exhibits or Exhibitors or to relocate exhibits or Exhibitors when in its opinion such moves are necessary to maintain the character and/or good order of the Show. No monies will be returned to Exhibitors under these conditions.
10. The Exhibitor's property will be placed on display and exhibited at his risk and T.H.E. assumes no responsibility for loss and damage thereto. The Exhibitor will assume all responsibility for loss of damage to his property due to fire, theft, flood, lightning, earthquake, explosion, or any other cause beyond the control of T.H.E.
11. All goods shipped to the Show must be prepaid and clearly marked with the name of the Exhibitor and the number of his space. Goods must not be shipped to arrive before the scheduled move in date. T.H.E. assumes no responsibility for loss or damage to goods before, during or after the Show.
12. The Exhibitor agrees to have liability and property damage and insurance to limits satisfactory to T.H.E. and proof of such insurance shall be available to T.H.E. before the opening of the Show.
13. The Exhibitor agrees that no display will be dismantled or goods removed during the entire run of the Show and the display will remain intact until the closing hour of the last day of the Show. The Exhibitor also agrees to remove this exhibit, equipment and appurtenances from the Show premises by the final move out time limited, or in the event of failure to do so, the Exhibitor agrees to pay for such additional costs as may be incurred. The removal of equipment or material from the grounds will not be allowed before move out except where accompanied by "Release Forms" provided by T.H.E..
14. In the event the building should be destroyed by fire or the elements or if any circumstances whatsoever should occur which might make it impossible for T.H.E. to permit Exhibitors to occupy the premises or if the Show is cancelled, the Exhibitor will pay for space only for the period the space was or could have been occupied by the Exhibitor, and T.H.E. in no way will be responsible for claims or damage which might arise in consequences thereof. A refund of all monies received from the Exhibitor will be made by T.H.E. in the event of the Show not being held and T.H.E. will be released from any and all claims for damages or otherwise.
15. The Exhibitor is liable for any damage caused to building floors, walls or columns, or to standard booth equipment or to other Exhibitor's property. The Exhibitor may not apply paint, lacquer, adhesive or other coating to building columns and floors or to standard booth equipment.
16. The Exhibitor agrees to observe all union contracts and labour relation's agreements in force, agreements between T.H.E. and official contractors serving the building and/or companies operating on the grounds in which the building is located. The Exhibitor will not do anything directly or indirectly with his display which may be a violation of any law, bylaw, ordinance or regulation of any governmental body or which may be in violation of the regulation of the Canadian Fire Underwriters Association or any other similar body.
17. The Exhibitor agrees to maintain qualified personnel in the display at all times during the Show hours.
18. T.H.E. will not assume any responsibility for losses or damages incurred from pilferage or any other causes. Exhibitors should take all possible precautions to protect their own property including insurance if deemed necessary. Neither Total Health Events Inc., its agents or representatives will be held responsible for any injury, loss or damage that may occur to the Exhibitor, the Exhibitor's employees or the Exhibitor's property.
19. **DISMANTLE No space may be dismantled before 7:00pm April 14, 2019.**  
Exhibit materials not dismantled and removed by 10:00pm April 14, 2019, will be dismantled and stored by show management, and Exhibitor agrees to be responsible for payment of charges relating to such labor, handling and storage.