

INFORMATION, APPLICATION & BENEFITS

Divva Day

Celebrating **Divine** Inspiring **Vibrant** & **Amazing** Women



Event Details & Application – WUVIP & Non-WUVIP Pricing.

Join the Wellness Universe Free to be a WUVIP

www.TheWellnessUniverse.com/Join-Us

Date: November 6th

Location: Kimberton Fire Company

Physical Address: 61 Firehouse Lane

GPS Address: 2276 Kimberton Road, Kimberton, PA 19442

Time: 10am to 5pm

Booth Sizes will be confirmed soon. 8 foot tables and chairs will be included if needed. Electrical is available on request.

Requirements & How to Apply for our Full Day ‘Diva Day’ Event.

Rent a Full-Day Booth (**Wellness Provider**) OR Give a Talk (**Speaker**) or hold a Workshop (**Workshop Facilitator**) (20 minute stage time) OR Both:

- **Wellness Provider (Booth holder):** You are required to offer an ‘experience’ to attendees at no cost reflecting your area of expertise. Relaxing, pampering, fun, inspiring, beautifying, health and wellness, etc. Something that makes our Divas feel and look great! Be creative! Your mission: How can YOU make someone feel good?

If you would like to rent a booth for Diva Day, it is required that you ‘Do’ something, providing your services throughout the day, either one on one (ex. massage) or small groups within your booth area (mini workshops). For example, one member will be offering fragrance blends every hour.

If you are a Speaker or Workshop Facilitator and wish to *also* have a booth, the above guidelines refer to you, as well. For example, a Workshop Facilitator can lead a self-hypnosis workshop on stage and then throughout the day, they can give readings at their booth.

- You are allowed to bring products to sell, taking up no more than 25% of your booth space. This is **not** a vending event, and as such, your products should **enhance** the experience and **compliment** the service you offer. You are welcome and encouraged to take orders so your booth is not filled with merchandise to sell.
- While we encourage your enthusiasm and passion, please be aware of other presenters around you. We want to ensure this is a positive and impactful experience for all. First and foremost, we are a collaborative and supportive community. We know you will keep this in mind as you set up and share your information with attendees.
- Fees – Booth **and/or** Talk / Workshop on Stage (ALL based on application approval and availability)

	<u>WUVIP</u>	<u>Non-WUVIP</u>
Booth Only 10 ft. wide X 8 ft. deep	\$140	\$280
Booth Only 8 ft. wide X 8 ft. deep	\$100	\$200
Booth Only 8 ft. wide X 6 ft. deep	\$80	\$160

	<u>WUVIP</u>	<u>Non-WUVIP</u>
Talk or Workshop on Stage	\$100	\$200
Talk or Workshop AND Booth	\$50+ Booth Fee	\$100+ Booth Fee

A \$150.00 deposit is required at time of booking in addition to your booth and/or talk fee. Total booth fee and deposit **due ASAP once your application is approved**. Your \$150 deposit will be refunded via your PayPal within 48 hours after the event. Deposit and rental fee will **not be refunded to 'no-shows'**. I'm sure you can appreciate with the limited number of booths available and a keen desire to ensure this event will be a success in support of Chester County Fund for Women & Girls, we need to implement this to ensure participation.

Once you have been approved, we will email you a private link to secure your space to pay in full ASAP for a Booth, Talk or Booth & Talk.

- Premium and Premium Plus members will have priority to select their space on the floorplan. We will set up the event so the entire event has foot traffic, and everyone has equal opportunity to be visited.
- Speakers or Workshop Facilitators: Each 20-minute workshop or talk will be informational, inspirational, educational and/or interactive. **No Offers or Sales pitch** are to be included in your presentation. Directly following your talk or workshop, you will be provided with an 8 ft table for 30 minutes to connect with the attendees and sell your books, cd's, etc. Feel free to inform the audience that they can find you after your talk/workshop to connect.
- Musicians who will perform and artists who contribute a piece of art to be auctioned, attend free. Please contact us for more details.
- No refunds for cancellations.

We HIGHLY suggest that you offer a Diva Day Goody Bag Item, inspiring attendees to stop by your booth to collect them. It's a great way to offer a sample of your amazing services/products and meet people face to face. We will be having meetings to offer you more ideas to ensure you receive maximum exposure and provide the greatest service.

Mandatory: We are seeking WUVIPs who have experience in live events/vendor events, please. You must be familiar with attending an event or trade show as a vendor/practitioner or speaker, prior to this event. Also, 5 photos of your display must be submitted with your application. Please fill out the application form below and return.

Application for Diva Day 11/6/16 – Fill out completely to be considered

Application Due Date October 17th

Your area of expertise or job title: _____

Name First:

Last:

Address:

Phone:

Email:

Have you participated in a live event before? Y or N

Have you presented/performed the service/experience in an event setting before?

How about in a private practice and for how long?

Please give links to any video or content showing what you will be doing:

Your Proposal to Exhibit

If you are applying to occupy a booth as a Wellness Provider, you are required to stay the entire day and offer your experience for the full day. If selected, we will contact you and send you the contract.

Are you interested in having a booth, speaking or hosting a workshop? If so, please fill out 1 & 2.

- **Applicants for Booth Space/Exhibiting Full Day:** Please describe what it is you will offer/do/perform at Diva Day. Be detailed as we may have more than one person with your title, however, may offer completely different experiences:

- **Applicants for Speaking, Workshops or Performing:** If you are coming to hold a group workshop/talk, you are not required to stay the entire day. If you would like to speak or host an interactive group workshop, sing or perform, please describe:

Please attach 5 photos of what your area will look like. Please stage it and set up exactly as you will for this event, including the décor.

If you are a musician, performer or artist, please include photos and videos of your performance.

Thank you for applying to participate! You will hear back from us shortly.

Any questions, please email Events@TheWellnessUniverse.com

Best Regards

The Diva Day Committee

Anna Pereira

Shari Alyse

Di Riseborough

Diva Day

In celebration and support of **D**ivine **I**nspiring **V**ibrant & **A** amazing Women Everywhere!

Thank you for your interest in participating in this spectacular event! Below is key information about how we will share your awesomeness to ensure you are able to powerfully impact Divas, the community and the Chester County Fund for Women and Girls!

Perks & Goody Bag Goodness!

- Walking away with an awesome, full goody bag is a highlight of a truly fabulous event! Every woman will receive their very own Diva Day Goody Bag. We will incentivize attendees to stop by each booth and sample your dynamic and decadent offerings. In this, they will be able to collect special gifts from each booth, to fill up and take home as a memory of their Divalicious experience from Diva Day.
- This is your chance to shine! Make sure you are offering something spectacular that allows them to sample the power of what you do, and entices people to stop by and collect their gift(s).
- You will have a Featured Listing with your Photo on our Website Hyperlinked to your WU Profile.*
- You will have a Featured Listing with Photo and Bio in our Printed Program distributed at Diva Day. We will use your information from your WU Profile to create your features.
- We will also tell everyone what your Goody is! In your Featured Listings on the Website and in the Program, your Goody Bag Gift will be mentioned, preparing people and getting them excited to stop by and *meet you!*
- Need to have some organization and flow to your day? We will link your scheduler to your Feature Listing on the Website which will allow you to pre-book your sessions. (Please make sure to set up a scheduler if you think you will need one. Also, it's great customer service.)
- We are shouting out WUVIPs and what you will be doing at Diva Day all over Social Media!
- We will share Diva Day via news releases and will have bloggers and media covering the event. Maybe you will be mentioned!
- Don't forget you can sell product. Up to 25% of your booth space!
- You will receive 2 complimentary access passes (\$200 value) to gift to your loved ones! **

* Your linked profile is the one the Public can access on www.TheWellnessUniverse.com. If you are not an Upgraded Member, people visiting TWU will NOT see your full profile. Upgrade your membership by logging into your account and in the top menu select 'Membership Upgrades'.

** Complimentary guest tickets do not include a Goody Bag. If your guest makes a minimum donation of \$50 to CCFWG on the day of the event, they will receive a Goody Bag while supplies last.

Diva Day

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Ideas to ignite your audience and enhance your impact and their experience!

In the spirit of always wanting to support and empower you as you share your message and works with the world, here are some ideas for you to make the most of Diva Day:

- Bring your business cards and printed, promotional materials to hand out.
- Collect emails on a sign-in sheet and ask if they can be added to your email list.
- Give them an offer. Have coupons ready for attendees that they can collect, even if you are unable to speak with them directly.
- Have music in your booth.
- Bring a friend to help you out.
- If you will be behind a curtain to offer a reading or massage, make a nice sign inviting people to leave their mobile and text them when you are finished.
- If you are selling, be prepared to take credit cards as well as cash payments. Bring change with you.
- Be prepared to take orders and ship.
- Offer a talk, demo or sampling of your products/services at intermittent times throughout the day (every hour), so folks are drawn in to listen or, if they miss one, know when they can return to connect with you.
- With your 2 complimentary tickets, hold a contest! This is great for you and helps spread awareness for Diva Day.
- We will have a live call prior to the event and emails to keep you on top of new developments.

We hope these tidbits are helpful and ignite further ideas within you! If you need anything further, please feel free to reach out and email us at Events@TheWellnessUniverse.com. Please share this event with anyone and everyone, including possible participants. Looking forward to the Divalicious adventure ahead!