

The Four Corners Showcase of Holistic & Ecological Products, Services & Seminars

September 9 & 10, 2023 La Plata County Fairgrounds Main Exhibit Hall Durango, Colorado

#### SPONSORED BY:

















259 Crazy Horse Drive Durango, CO 81301 wholeexpodurango@gmail.com www.WholeExpo.com

### **SHOWCASE YOURSELF AT WHOLEEXPO!**

Hello,

It's time to reserve your booth for the 27th Annual WholeExpo. This is the Four Corners' one and only showcase of holistic and ecological products and services. WholeExpo Durango is your opportunity to connect with all those new prospects and returning customers.

Here's how to get started:

Complete the exhibitor's contract. Please read everything carefully! Call me if you have any questions at (970) 903-2342.

Enclose your payment. In order to qualify for 20% discount, payment in full must be received by April 1. You may split your fee into two payments. If the 2nd payment is not received by April 1, discount is forfeited and you will be charged full price.

If mailing, send your payment and agreement to:

## WholeExpo 259 Crazy Horse Drive Durango, CO 81301

If making a payment by credit card, please call me with your card information - do not write your card information on your contract. You may scan (or photograph) and email your agreement to wholeexpodurango@gmail.com.

Please be sure I have your daytime phone number and email. Call me at 970-903-2342 to discuss booth options or for answers to any questions. We are looking forward to having you join us for WholeExpo 2023!

Sharon Hermes

Sharon Hermes
Owner/Producer
(970) 903-2342
wholeexpodurango@gmail.com





## Saturday, Sept. 9 and Sunday, Sept. 10, 2023 La Plata County Fairgrounds Main Exhibit Hall Durango, Colorado

## CONNECT WITH CONSCIOUSLY AWARE INDIVIDUALS WHO WANT YOUR PRODUCTS AND SERVICES!

#### NOW IN ITS 27th YEAR

WholeExpo has been a part of the Four Corners community for over 27 years. The Four Corners has proven to be a conscious community with a significant interest in healthy, holistic living and ecological awareness. By offering the opportunity to talk one-on-one to some 70 exhibiting businesses and attend 20+ seminars and events, WholeExpo helps keep the community educated and aware of products and ideas that lead to healthier lifestyles. We believe it is important to educate as many people as possible on alternative, earth-friendly services that are both beneficial and gentle on the body, mind, spirit as well as the environment.

#### **BENEFIT FROM WHOLEEXPO**

The Four Corners market has always been home to many thousands of health motivated and environmentally aware people. These are the people who participate in and attend WholeExpo. Our sponsors, advertisers, and vendors are local, regional, and national businesses that support healthy living. Through your involvement with WholeExpo, you will not only receive priceless promotion and goodwill, but you will also begin to be known as a major supporter of healthy, conscious living by your local community.

**Benefit by Being An Exhibitor!** Meet new prospects interested in your products and services • Distribute your literature • Sell directly to the public • Offer product/service samples • Promote your business • Educate and enlighten • Increase your client base • Expand your mailing list • Network with like-minded people.

**WholeExpo Sponsorship Benefits Your Business!** In this day and age, it is a prudent business decision to be viewed as a leader in the community by being associated with large events that promote healthy living and the ecological importance of sustainability. Receive the attention and positive return that being a supporter of this community event brings to your business.

**Program Advertising Benefits!** Advertising in the Expo program is a benefit to any business, whether or not you are exhibiting, because of affordable pricing for a community interested in healthy lifestyles. Advertising in the program is an effective way to reach this specific demographic. Plus, attendees keep the program for future reference and valuable contact information. Having 26+ years knowledge of our clientele, we can help you determine if advertising in the program is right for you.

#### **GET DETAILS TODAY AND RESERVE YOUR BOOTH SPACE NOW!**

Call us at (970) 903-2342

Visit web www.WholeExpo.com

or write to WholeExpo • 259 Crazy Horse Drive • Durango CO 81301

or e-mail wholeexpodurango@gmail.com





## The Four Corners Showcase of Holistic & Ecological Products, Services & Seminars

September 9 & 10, 2023

## **Exhibitor Space Application/Agreement**

Business Name:		Date:
Name:	Phone:	E-mail:
Mailing Address		
City:	State:	Zip:
		Website:
6' wide x 8' deep: \$235.00 • 6' w 6' wide x 10' deep: \$295.00 (no c 8' wide x 8' deep: \$300.00 • 8' w 10' wide x 8' deep Angle: \$355.00 8' wide x 10' deep: \$375.00 • 8' 10' wide x 10' deep: \$450.00 • 10 20' wide x 8' deep corner angle: \$ Early-Bird Discount. 20% off booth price (only) if FULI If full payment is not made by ear	orners) ride x 8' deep corner: \$330.00  wide x 10' deep corner: \$412.50  wide x 10' deep corner: \$495.00  round you will be a some you will be a s	an fit what you need inside.)
1st choice:	2nd	3rd:
Booth Rental Fee:		
8' x 30" table without cover, quan	tity: x 10.00 =	( \$20 at show)
6' x 20" table without cover (rente	ed from 3rd party), quantity: x 15.00 =	(must be ordered in advance)
Pipe & Drape Sets (1, 8-ft. back +	+ 2, 3-ft. sides), quantity: x 130.00 =	·
Electricity, 110v: is included at no	o charge. Please bring your own extension cord.	
Split payment fee of \$35 (if not page	aid in full by June 1):	
	Subtotal:	:
	Total Due:	:
	Total included with this agreement:	:
	Balance due:	:
☐ Check enclosed ☐ Charge ryour information on this form. No arrangements have been made.	ny credit card. Please call Sharon Hermes, show I te, any balance on a split payment will be automat	Producer at 970-903-2342, with your card information. Do not wri atically charged to this credit card on the final due date unless oth

<u>Default:</u> If payment is not made per this agreement, WholeExpo may cancel this contract and release said space without notice or refund. If payment for verbal or written reserved space is not received within 10 days of the reservation, the space will be released. No exhibitor will be allowed to set up or occupy their space unless payment in full has been received and processed.

		rom our web site (a reciprocal link is appreciated). This inf a contact web site, e-mail and/or phone. Your description	
If possible, PLEASE E-MAIL YOUR DESCRIPTION. If y Indicate if you are. You might wish to include a phone		or description, it must be received before this agreement car for website. 40 WORD MAXIMUM ONLY!	n be approved.
Booth Title/Name for Program & Web:			
<u>Damage:</u> Exhibitors are liable for any damage caused attach anything to anything not belonging to the Exhib		oors, walls, provided booth equipment, etc. Duct tape shall	not be used to
<u>Booth Cancellation:</u> Booth rentals cancelled by June	1 will receive a 50% i	refund. No refund will be issued for booths cancelled after	June 1.
of the show. All booths must be set up, and exhibitor s	shall be ready for the	w and (with Producer's approval) 8:00 am to 9:30 am on Sat doors to open by 9:30 am on Saturday of the show. Any boo nay be re-rented by WholeExpo without compensation to Ex	oth unoccupied
packing prior to 5:00 pm on Sunday. Exhibitor shall re	emove all of its property that is not remove	Sunday, at show conclusion. <b>Exhibitors may not begin boo</b> therty by 8:00 pm on Sunday of the show. After this time, Who and Irom La Plata County Fairground premises, and Exhibitoroposal.	leExpo has the
<u>Sales tax</u> : Exhibitors agree to be responsible and to h any product or service sales made by the exhibitor.	old WholeExpo harm	nless for any sales or use taxes imposed by any governmer	it agency upon
Other: Any matter not specifically covered in this agree	eement or associated	exhibition rules shall be subject solely to the decision of W	/holeExpo.
<u>Violation of the Exhibitor rules</u> shall be cause either Exhibitor's expense. WholeExpo reserves the right to		ilsion of Exhibitor without recompense, or rectification by both rental application without explanation.	WholeExpo at
and regulations of the City of Durango. In any action of Colorado shall govern. The parties agree that any	, suit or legal disput action or suit arising	licable federal and state laws and regulations, and all ord e arising from this Agreement, Exhibitor agrees that the law g from this Agreement shall be commenced in a federal of Any action or suit commenced in the courts of the State of	ws of the State r state court of
Amendment: This Agreement shall not be altered, cha	anged or amended e	xcept by an amendment in writing executed by the parties h	nereto.
<u>Binding Effect:</u> This Agreement shall be binding upor assigns and is specifically enforceable.	n and inure to the be	enefit of the parties hereto and their respective successors	and permitted
WholeExpo's failure to perform any of its obligations in reasonable control, including without limitation, strik governmental authorities in connection with a national	the Agreement if the test or other labor ditesting, state, or local emerg	or shall have no claim or action against WholeExpo therefor failure is due to unforeseen occurrences or to reasons beyon fficulties, war, riot, terrorism, civil insurrection, accidents, gency. In such event, Exhibitor's sole remedy shall be limited required to cover expenditures already made up to such o	d WholeExpo's acts of God or to cancellation
I have read the terms and conditions of WholeExpo o and conditions and understand that they will be enfor		form as well as the exhibitor rules. I understand and agree subject to approval.	to these terms
Signature, Exhibitor	Date	Signature, WholeExpo	Date
		Booth(s) assigned:	

Booth Description: Provide a 40-word booth description of your booth. Include services you will be providing, major items to be sold or activity to

Durango Th

September 9 & 10, 2023

## The Four Corners Showcase of Holistic & **Ecological Products, Services & Seminars**

6'w x 8'd \$235 add 10% for corner (see early bird special below)

6'w x 10'd \$295 (no corners) (see early bird special below)

8'w x 8'd \$300 add 10% for corner (see early bird special below)

10'w x 8'd Angle \$355 (see early bird special below)

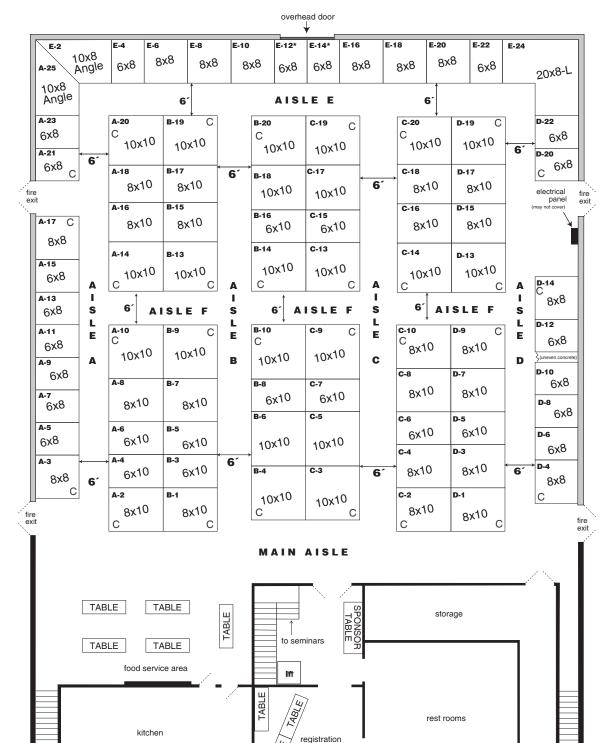
8'w x 10'd \$375 add 10% for corner (see early bird special below)

10'w x 10'd \$450 add 10% for corner (see early bird special below)

20'w x 8'd L-booth \$700 (see early bird special below)

#### **EARLY BIRD SPECIAL**

Prior to 4/1 deduct 20% of your booth rental fee.



\*These booths are impacted by loading during early setup.

← parking.

**EXECUTIVE SPONSOR 1** 

La Plata County Fairgrounds, Exhibit Hall • Durango, CO

ENTRANCE TO HALL

**Patio Events** 

parking →

**EXECUTIVE SPONSOR 2** 

## WholeExpo Exhibition Rules & Additional Information January 1, 2023 These rules form a part of the contractual agreement with the exhibitor.

<u>Free Passes:</u> Each Exhibitor will receive FREE passes to hand out/mail to customers/clients. This helps promote the show and create goodwill amongst your clients. Your staff do not require a free pass. They identify themselves at the registration table and request a badge.

Hours of Event/Hall Access: Show hours are 10:00 am - 5:00 pm Saturday and 10:00 am - 5:00 pm Sunday. Exhibitors with a valid pass may access the hall beginning at 8:00 am Saturday and at 9:00 am Sunday.

<u>Electricity</u>: Electricity will be provided to some corner of your booth, but you must provide the extension cord to get to the other corner, if needed. There is no additional charge for electricity.

<u>Dividers/Pipe & Drape:</u> WholeExpo rents pipe & drape from a third party. Please order in advance. Exhibitors requiring dividers between their adjoining booths may supply their own. Any divider must not show an ugly surface to neighboring booths, either to the side or the back. Since booths do not have a back wall to hang a sign from, be creative.

<u>Booth Properties:</u> No materials that would impede the flow of water from the sprinkler system are allowed to cover the top framework of booths. This includes water proof canopies, shade covers, canvas, etc. Unfortunately, this means no tents.

<u>Decorations:</u> Decorations used by Exhibitors must be of flameproof and/or fire resistant material. Exhibitor shall not use glitter, confetti, hay or straw in any form. Stick-on decals or similar adhesive backed promotional items may not be distributed or used on La Plata County Fairgrounds.

<u>Passageways:</u> Exhibitor shall not obstruct any portion of the aisles, corridors, vestibules, lobbies, fire hose, cabinets, or access to utilities at La Plata County Fairgrounds. All tables, chairs, displays, etc must remain within the Exhibitor's booth area. The Fire Department will inspect to ensure compliance.

<u>Clean-up</u>: At move-in and move-out, exhibitor agrees to clean up and deposit in waste-baskets all trash including, but not limited to boxes, paper, plastic wrap and styrofoam peanuts so that the area may be vacuumed. Exhibitor agrees to pay a \$35.00 cleaning fee if their booth is left with trash.

<u>Hazardous Materials</u>: Exhibitor shall not bring any flammable liquids, gasoline, fuels, oils, machinery, or smoking materials onto La Plata County Fairgrounds premises without the prior written consent of WholeExpo. No open flames, lighted candles or lighted incense/sage sticks are permitted.

<u>Parking:</u> All Exhibitors may park near the loading areas during set up hours only. On Saturday and Sunday, exhibitors and their staff must park in the parking lot on the south side of the building by the high school. This lot is accessed at the light at 24th street. The gate will be open on the weekend.

Animals: Exhibitor shall not allow any animals on La Plata County Fairgrounds premises without the prior written consent of WholeExpo.

<u>Security and Insurance</u>: There is no special on-site security, so valuable items should be secured. WholeExpo LLC, show sponsors and La Plata County Fairgrounds are not liable for theft or damage to exhibitor products or materials. Fire and theft insurance, if desired, must be acquired by the exhibitor at exhibitor's expense. Exhibitor shall be responsible for insuring any property brought on La Plata County Fairgrounds premises. WholeExpo shall not be required to furnish content insurance for Exhibitor's property, or for any other person brought on La Plata County Fairground premises in conjunction with WholeExpo.

<u>Concessionaire</u>: Sales of prepared foods and drinks are permitted only by the food service vendor and must be within the food service area. Food service vendor agrees to leave the kitchen area, floors, fixtures and equipment/appliances clean per Fairgrounds requirements.

Smoking Restrictions: In compliance with City of Durango policy, smoking is prohibited in all areas of La Plata County Fairground premises.

Booth Staffing: Booths should be staffed at all times during the show hours.

Booth Tear-down: Booth tear-down shall not begin prior to 5:00 pm on Sunday.

Booth Flooring: Carpet is not available through WholeExpo. Exhibitors desiring carpet must provide their own.

Activities: No illegal activities may take place in any booth. All activities, including literature distribution, must occur within the Exhibitor's booth area.

Sound Equipment: Sound equipment may not project sound beyond the confines of the booth area. Provide headphones as appropriate.

Exhibitor Badges: Exhibitor badges will be provided for each exhibitor and their staff. These badges are your pass into the exhibit area, and must be displayed to gain access. If a badge is lost, a new one will be provided at the registration desk.

## Increase Your Exposure! • Improve Your Show Results!

Market yourself with a display ad in the official WholeExpo show program!



The Four Corners Showcase of Holistic & Ecological Products, Services & Seminars



Connect with Other Consciously Aware Individuals, Enjoy a Variety of More Than 50 Exhibitors, 20 Seminars/Workshops, Music, Food and More!

WEEKEND AFTER LABOR DAY
SATURDAY, SEPT. 10 10:00 AM-5:00 PM SUNDAY, SEPT. 11 10:00-5:00 PM

LA PLATA COUNTY FAIRGROUNDS MAIN EXHIBIT HALL 2500 N. MAIN AVE DURANGO, COLORADO Exhibitor List, Speaker Schedule & Event Info at WholeExpo.com Facebook.com/WholeExpo

Admission \$5 Adults, Childrern 12 & under Free

Sponsored by:

















by how many service men and women were struggling with this simple daily activity. In charge of creating a traumatic brain injury

## <u>ks</u>hops

in an Army clinic, she set arn the art of mastering rough cognitive behavioral Her newfound passion for sulted in the creation of a she called Sleep Gym, then later shared with VA and DoD providers. In the program's success, invited and sat on the nical Recommendations o Post-Concussion work awar continues to learn eep mastery and finds ble activity to be highly and attainable.

:00
A Hopi Shaman's
Wisdom: The
4 Virtues to
Enlightenment with
De Alva Ward

ople are known as aceful People". Their stem is based on the and sacredness of universal connection. Sacredness evolves from the four virtues of universal laws. Understanding this connection opens the gateway to understanding your connection with the world and your environment. By implementing these virtues you will attain a deeper meaning to life, bringing you closer to a higher power and gaining wisdom to your own enlightenment.

De Alva Ward is a Hopi Shaman, spiritual teacher, and speaker. She incorporates her techniques based on her cultural and spiritual wisdom into her healing sessions and readings to bring harmony to the mind, body, and spirit. Her lectures are about Native American wisdom that can bring balance to a modern lifestyle and empower individuality for a deeper spiritual path to life.

your kids

locally grown

FAMILY OWNED

EST. 1993

970.247.1988

300 S. Camino del Rio | Durango NaturesOasisMarket.com



ve a healthy life for

e your Divine Calling; site that generates real e traffic and reach a

igh seminar leader on coach. He currently nternet businesses that automatic income. He -Behavioral Psychology, Counseling and a PhD. Psychology.

### sulting

• Coaching • Counseling ommunication ship • Career Business 3764 6-0403 sultgalaya.com

DWN

# Act Today!

# Affordable Prices! Space Is Limited!

See reverse for prices & size

#### 3:00 - 4:00



Self-Healing Immersion with Shannon Van Den Berg

Self-healing is the key to all transformation. It raises your vibration, shifts your consciousness, manifests your desires, and accelerates spiritual growth. Knowing how to start your self-healing path and cultivate an aligned daily practice creates a foundation for deep, powerful life transformation and multidimensional connections. Whether you want to deepen your spirituality, open to the flow of prosperity, heal your body or change the vibration of the planet, self-healing lays the foundation for all growth and expansion. Shannon will give you tools to step firmly into your selfhealing path and will facilitate a shamanic

## SHARE YOUR THOUGHTS. VISION AND VOICE!

Write on topics like: Health & Wellness, Local Business, Food, Lifestyle, Events & more...





for details visit durangodowntown.com/contributors

## Increase Your Exposure! Advertise In The WholeExpo 2023 Durango Program.

1/12 Page: 2 1/4" (W) x 2 1/8"(H) Exhibitors: \$54 B & W Non-Exhibitors: \$97 B & W (color not available)

1/6 Page: 2 1/4"(W) x 4 3/8" (H) Exhibitors: \$97 B & W Non-Exhibitors: \$174 B & W

(color not available)

1/6 Page: 4 3/4"(W) x 2 1/8" (H) Exhibitors: \$97 B & W Non-Exhibitors: \$174 B & W (color not available)

Thousands of programs are distributed and read before, during & after the show. Take advantage of this cost-effective opportunity!

1/3 Page Square: 4 3/4" (W) x 4 3/8" (H)
1/3 Page Vert.: 2 1/4" (W) x 9 1/4 (H)
Exhibitors: \$175 B & W
Non-Exhibitors: \$313 B & W
(color not available)

1/2 page: 7 1/4" (W) x 4 3/8" (H)
Exhibitors: \$234 B & W, \$384 Full Color
Non-Exhibitors: \$421 B & W, \$690 Full Color
1/2 Page Full Color is back cover only—only 1 available.

Full page: 7 1/4" (W) x 9 1/4" (H)
Exhibitors: \$421 B & W, \$690 Full Color
Non-Exhibitors: \$758 B & W, \$1,243 Full Color
Full Page Color is inside only.

# Increase Traffic To Your Booth! Call 970-903-2342 To Reserve Your Ad Today! Ad deadline: Space Reservation with payment 6/15. Finished ads due 6/30.

Organization Name:				Date:		
Contact Person:		Phone:	Email: .			
Address:		City:		State:	Zip:	
I want you to build m	y ad, please call.1	My ad is enclosed	as a digital file.2	Reserve my space	ce. My ad will be forwarded to you.	
Size of Exhibitor ad purchased	d: 🗍 1/12 pg (\$54) 📋	1/6 pg horiz. (\$97)	1/6 pg vert. (\$97) 🔳 1	/3 pg square (\$175)	1/3 pg vert. (\$175)	
	<b>1</b> /2 pg b&w (\$234)	<b>1</b> /2 pg color (\$384)	<b>[]</b> full pg b&w (\$421)	full pg color (\$	690)	
Non-exhibitor Ad purchased:	<b>1</b> /12 pg (\$97)	1/6 pg horiz. (\$174)	1/6 pg vert. (\$174)	] 1/3 pg square (\$31	3) 1/3 pg vert. (\$313)	
	<b>1</b> /2 pg b&w (\$421)	<b>1</b> /2 pg color (\$690)	<b>[]</b> full pg b&w (\$758)	full pg color (\$	1,243)	
Check enclosed	Charge my credit	card. Please call Sha	ron Hermes, show pr	oducer. at 970-903	3-2342 with your card infromation	

Design costs are a \$50 minimum and are billed at \$96 per hour. Provide us with a rough idea of how you wish your ad to look, and we will provide you with an estimate. Provided ads must be as electronic files in EPS, Tiff or PDF formats ONLY as grayscale (or CMYK if full color) with a border. NO MS WORD FILES. All image files must be a minimum of 300 dpi at proper size. All fonts must be rasterized, converted to outlines or embedded. Please call our design department at (970) 903-2342 with questions or for additional details on electronic file requirements.

# Call for Speakers Present a Seminar or Workshop at WholeExpo Speaker submission deadline is May 15

Offering a seminar or workshop at WholeExpo allows you to educate interested individuals in a subject area in which you are knowledgeable and enjoy. This offers great personal satisfaction while allowing attendees to become aware of your expertise. WholeExpo presenters are not paid and offer their time as a service to the community.

Approximately 14 seminars and workshops are provided over the two days of WholeExpo, each 1 hour long. Presentation times are scheduled over the two day period of the show solely at the discretion of WholeExpo. Presenters are selected by our Educational Advisory Committee, a volunteer group of dedicated and knowledgeable individuals. Decisions on speakers are based on reputation, publications, and materials submitted to the committee, as well as offering a diverse program to the attendees.

PLEASE NOTE: Presenters are prohibited from offering a sales or promotional presentation. The presentation should offer value to the attendees without the necessity of purchasing any item.

A white board and flip chart are available. We do not have an overhead or LCD projector but do provide a screen. A projector may be rented from La Plata County Fairgrounds office, 970-382-6467.

In order to be considered for a presenter's position, it is very important to submit the following information utilizing the word maximums outlined below. The preferred method for our committee to receive this is via e-mail. If you do not have access to e-mail, please send via mail the following information legibly written or typed.

- 1. Name
- 2. Phone
- 3. Cell Phone
- 4. e-mail
- 5. Organization (if applicable)
- 6. Mailing Address
- 7. Presentation Title
- 8. Summary of Presentation will be used in program (100 word max).
- 9. Brief Bio will be used in program (75 word max).
- 10. Photo: jpeg or tif of photo at 200+ ppi resolution at approx. 2" size head shot.

The summary information is brief, so please include additional information on your presentation and self that you feel would be beneficial to the Educational Advisory Committee in their selection process.

E-mail your information to: wholeexpodurango@gmail.com.

If you have questions, please feel free to give us a call at (970) 903-2342.

## Entertain or Offer a Demonstration at WholeExpo Submission Deadline is May 15

In 2011 WholeExpo introduced outdoor entertainment and demonstrations. Since then, attendees have enjoyed flute music, crystal bowl healing, drumming circles, tuning fork healing demonstrations, rock readings, past life regressions, perfume making, messages from the other side, Zumba dance, Qigong, Oneness Blessings, and belly dancing, to name a few. We don't mind repeats.

If you have something that would fit into this category that you would like to share with attendees, please submit the information listed below and send it to WholeExpo.

The time frame for this is a 25–45 minute spot as planned in advance. These spots are NOT to be used for selling products. That must take place in exhibitors' booths only.

Presentation times are scheduled over the two-day period of the show solely at the discretion of WholeExpo.

These entertainment / demonstrations are held under cover outside on the patio. Rain is not a problem, though we cannot control wind. Electricity is available.

To be considered, it is very important to submit the following materials:

- 1. Name
- 2. Phone
- 3. Cell
- 4. e-mail
- 5. Organization (if applicable)
- 6. Mailing Address
- 7. Event Title
- 8. Summary of Event will be used in program (25 word max).

The summary information is brief, so please include additional information on your presentation and self that you feel would be beneficial to us in our selection process.

E-mail your information to: wholeexpodurango@gmail.com.

If you have questions, please feel free to give us a call at (970) 903-2342.