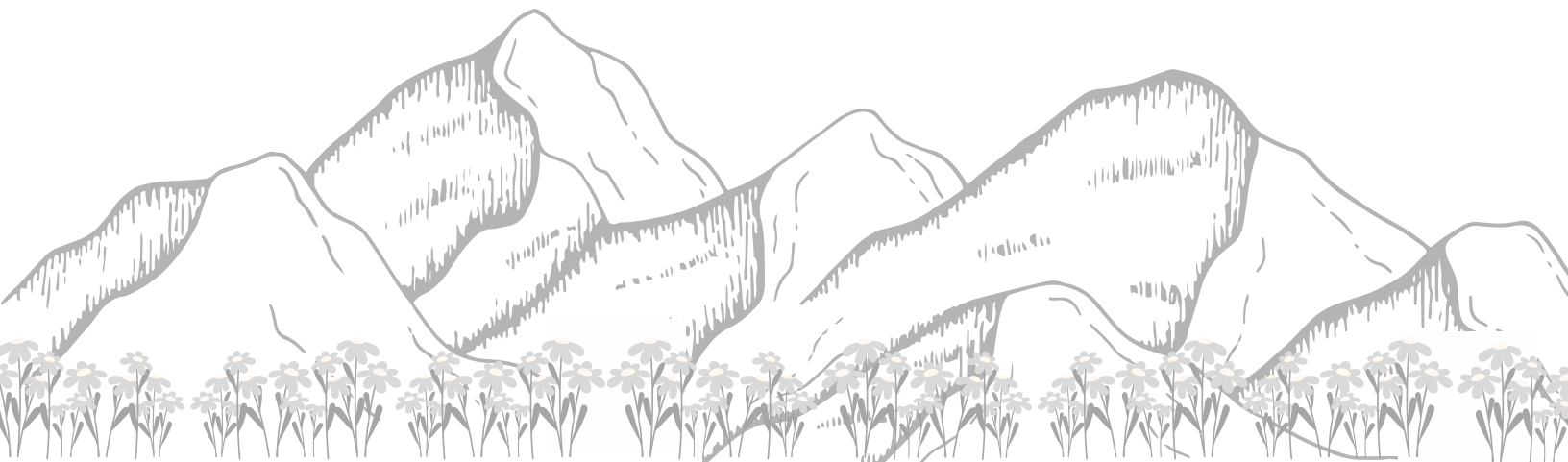




SEPTEMBER 17, 2023

EXHIBITOR PACKAGE



TRAIL & DISTRICT
CHAMBER OF COMMERCE

#201 - 1199 Bay Avenue, Trail, BC V1R 4A4



250.368.3144



info@trailchamber.bc.ca



www.trailchamber.bc.ca





After a pause, I am pleased to announce that the long awaited Kootenay Healthy Living Expo is back!

The Kootenay Healthy Living Expo “Refresh” is making its debut on Sunday, September 17, 2023, from 11 a.m. to 4 p.m.

Our team is working tirelessly to carefully curate this Expo to showcase our local experts within the healthy living sphere across this beautiful region we call home.

[Waneta Plaza](#) has been carefully chosen as the venue the location to ensure that this expo is not weather dependent, and so you have all the comfort you need to joyfully share your expertise and products, meet new customers, and to develop business partnerships.

With the maximum of 30 available spots, the goal is to deliver a superb Expo where the focus is You, the healthy living expert, skirted with additional vendors to complement your offering.

Please review this exhibitor package and fill out your application no later than August 25, 2023. All approved exhibitors will receive a separate exhibitor agreement to review, sign, and submit before the expo.

I look forward to hearing from you!

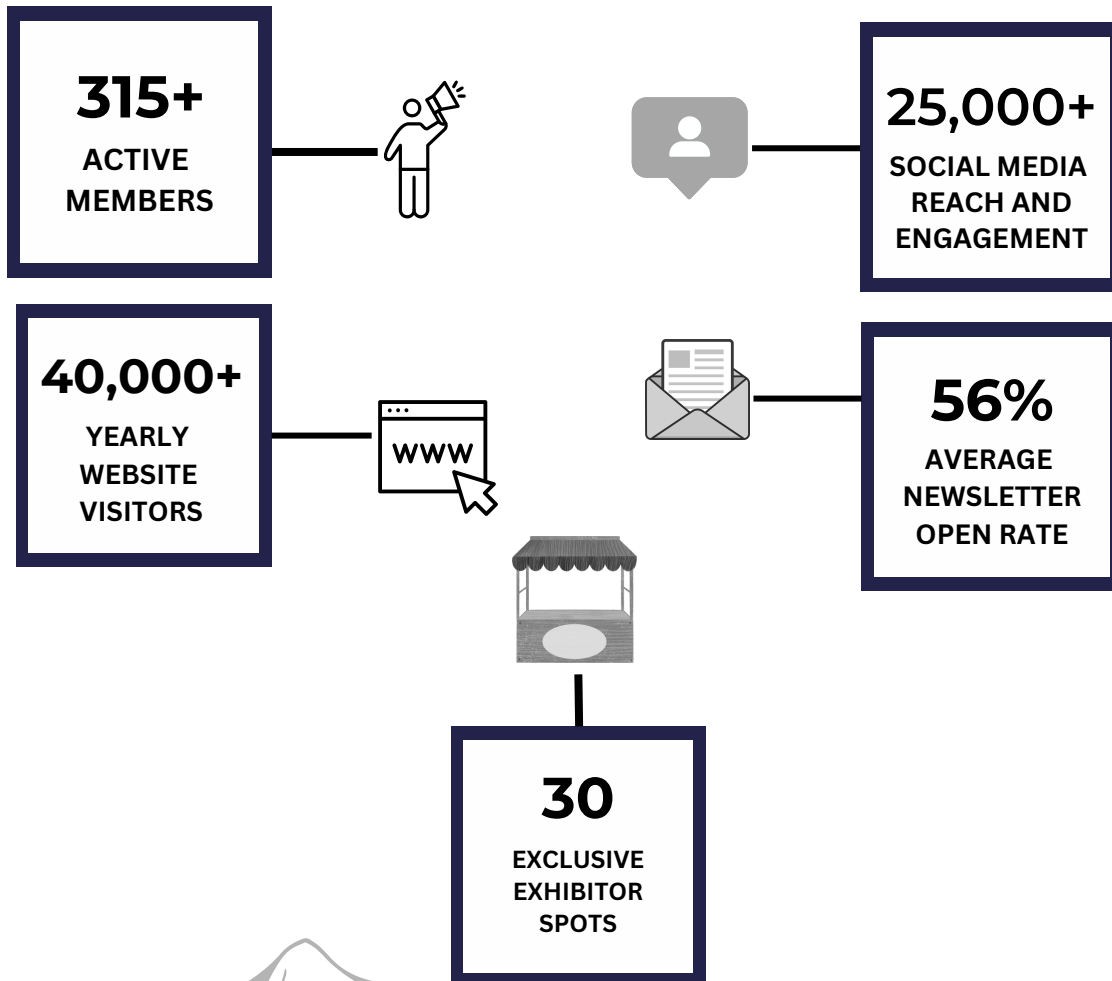
A handwritten signature in black ink, appearing to read "Erika Krest".

Erika Krest
Executive Director
Trail & District Chamber of Commerce



Photo Credit: Charlotte Truant
(Lota Love Photography)

ENGAGEMENT



EXPERT PROFILES



**Wendy
Robertsen**

Wendy Robertsen is an experienced Yoga Therapy / Ayurveda professional. She knows how important fitness is for long-term happiness and has invested her career in helping people implement wellness strategies into their lives.

Wendy was driven to pursue fitness and well being from an early age from her passion for helping people during life-altering times, and a keen interest in the mind-body connection. She's been working in the fitness industry for 15 years and in that time has owned a yoga studio, a fitness retail store and coordinated wellness retreats.

She was educated at BCIT / Delta Yoga Institute and California College of Ayurveda. Initially with a bachelor's in business management, she worked for Vancouver Magazine and Western Living Magazine in their sales and Marketing department. She's worked the last 15 years mainly in the yoga and Ayurveda Field, but currently is also the Marketing coordinator for Earthy Organics Farm.

Wendy grew up in Fruitvale, moved away for 30 odd years, and then moved back to the area 2 years ago.

Wendy loves the culture of the Kootenays (slow paced and outdoor focused). She enjoys spending her free time exploring towns around the Kootenays, as well as hiking and gardening.



**Mandi
Lunan**

Mandi Lunan is a Food and Beverage Business Advisor and Coach who is- as of 2020- based in the West Kootenays. Mandi has advised many small food/beverage-based businesses and their events in North America since beginning her consultancy practice in 2016.

Mandi brings 13 years of real-life specialty health / wellness business ownership experience herself, having founded Eastern Ontario's first vegan bakery Auntie Loo's Treats.

Mandi also brings over 20 years of event marketing + architecture experience to the table, having been part of the indie market and event scene since 2002. Her resume includes the Summer Solstice Indigenous Festivals / Indigichef Competition, Ottawa Farmers Markets, Trail's Incredible Farmers Market, Feast of Fields, the Snowsuit Fund's Snowball and Operation Come Home's Poor Chef's Competition.

Fun fact- Mandi was also a health food store cashier for a few years in her younger days at Ottawa's legendary Herb and Spice Shop.

Mandi's strategies, ideas + content are fun, engaging and practical, and she is an expert at facilitating mutually beneficial partnerships with businesses and sponsors. Hope you can join us.



EXHIBITOR BENEFITS & BRAND VISIBILITY

By taking part in the Kootenay Healthy Living Expo, you will be provided:

Location:

- [Weatherproof facility](#) with assured foot traffic and attendance
 - electricity
 - core facilities (washrooms, water)

Marketing:

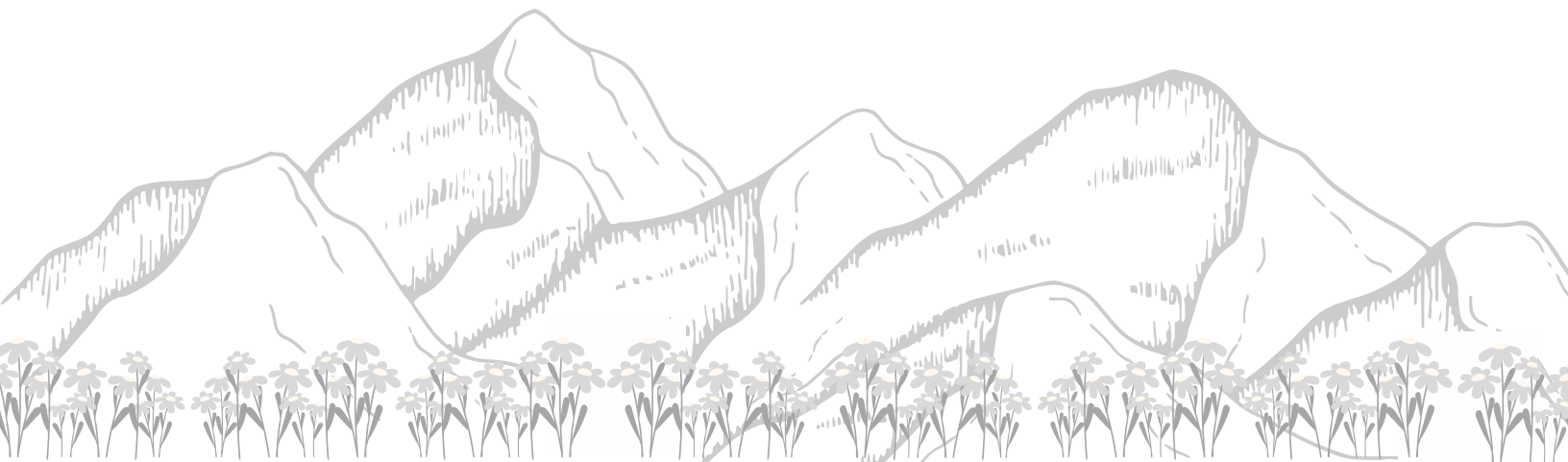
- Included on event BINGO card (more details to follow)
- Access to promotion through the Chamber and community partners
- A comprehensive marketing strategy tailored to you and the expo
- An active communication plan to support you leading up to event day
- Radio promotions, marketing through printed and online local newspapers

Curation:

- Handpicked experts to fulfill each of the carefully curated healthy living categories

Experience:

- Coordinated by a group of experts with over 50 years of combined industry experience



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EXHIBITOR APPLICATION

Business Name: _____

Contact Name: _____

Mailing Address: _____

Phone Number: _____ Email: _____

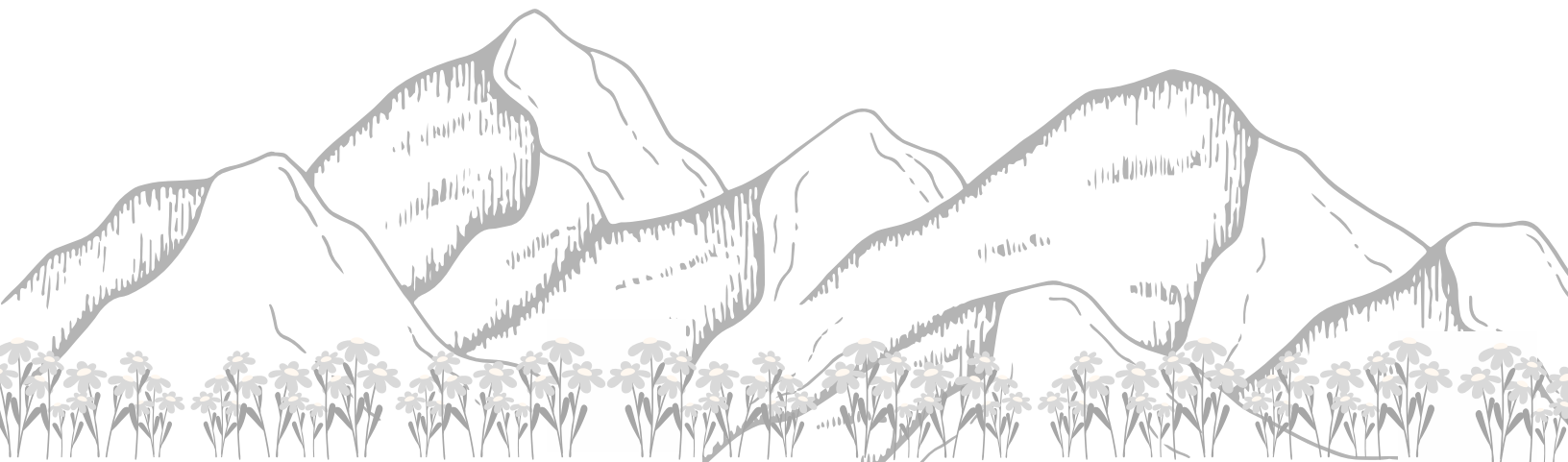
Business Facebook, Instagram, etc. (if applicable): _____

Web Address (include http): _____

PLEASE ATTACH / SEND US A FILE OF YOUR COMPANY'S LOGO WITH YOUR APPLICATION

Which category does your product or service fall under?

- ☐ EAT
- ☐ MOVE
- ☐ THINK
- ☐ THRIVE



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EXHIBITOR APPLICATION

What type of exhibit will you be showcasing?

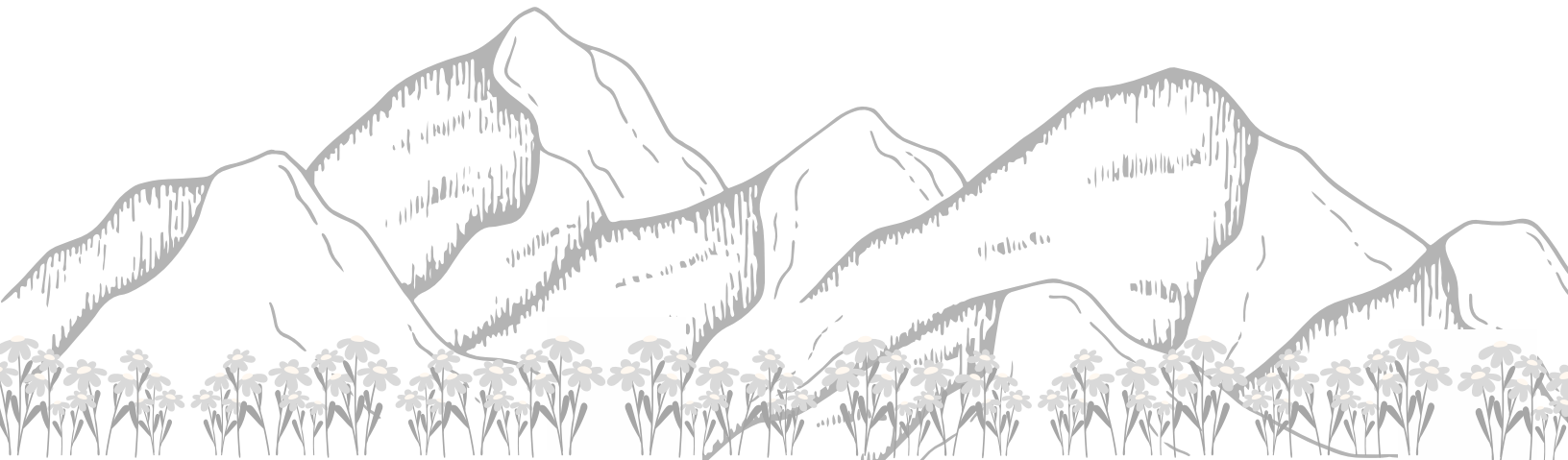
☐ Product ☐ Service ☐ Information

**Describe your exhibit. What will you be showcasing? Do you intend to sell anything?
(Please specify)**

Would you be interested in conducting a demo on the day of the expo?

☐ Yes
☐ No

**If yes, describe your demo. How long will it take? How many times throughout the day?
(Please specify)**



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EXHIBITOR APPLICATION

Does your booth require power?

- ☐ Yes
☐ No

Do you require a table and chairs?

- ☐ Yes
☐ No

Provided at no extra charge, but extremely limited

Do you currently have an insurance plan in place for your business?

- ☐ Yes
☐ No

If yes, please attach your proof of insurance to your vendor application

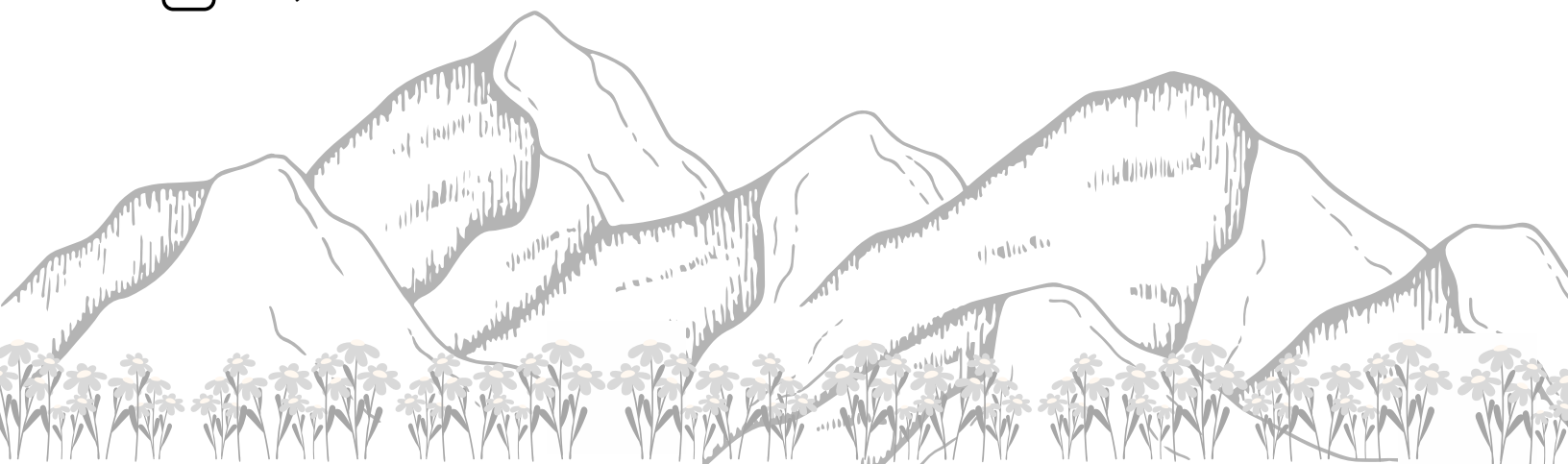
Consent of Content Use:

- ☐ I consent to have my business details posted on the Trail Chamber website and social media.
☐ I consent to allow the Trail Chamber to use any pictures taken of me at the expo on the TDCOC website, social media, etc.
☐ I do not consent.

By initialing this box, I understand that only the exhibitors who are selected by the committee will be contacted and provided with the Exhibitor Agreement Package (to be signed and resubmitted to the Trail & District Chamber of Commerce):

☐ **Yes, I understand**

submit to: info@trailchamber.bc.ca



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