



HEALTHY LIVING & LIFESTYLE 2024

Email: ian@barnespublishing.com

Tel: +44 (0) 1534 484649

Mobile: 07797 718 719

December 2023

I have pleasure in including details of the 2024 Healthy Living & Lifestyle event in Jersey. The event is being held at the Radisson Blu Hotel on the Waterfront for the 9th year and if you are involved in Health & Beauty, Fitness & Lifestyle, Body & Nutrition, Sports & Fashion or Environmental products you will be welcome to participate at the event.

Dates and Times for 2024 have now been finalised as follows:

Set up Thursday 26th September, 12pm - 6pm

PREVIEW EVENING Thursday 26th September, 6pm - 9pm (Optional).

Open to Public Friday 27th September, 10am – 6pm

Saturday 28th September, 10am – 6pm

Sunday 29th September, 10am - 5pm

This event promises to be a dynamic platform for showcasing your brand, connecting with a health-conscious audience, and contributing to the vibrant wellness community in Jersey. The show is an annual event with an audience of over 3,000 visitors with an opportunity to sell your products or services to our visiting public, both tourists and locals.

Engage with a highly motivated and health-conscious audience eager to discover the latest products, services, and innovations in the health and wellness industry and showcase your brand to a diverse demographic of attendees, including fitness enthusiasts, nutrition seekers and those actively pursuing a healthier lifestyle.

Network and connect with industry professionals, influencers, and potential collaborators. Build valuable partnerships and expand your network within the thriving wellness community. Introduce and promote your latest products and services directly to a captivated audience. Benefit from the immediate feedback and interest generated at the show from dealing with the public on a face to face basis.

Enhance your brand credibility by participating in our educational sessions. Share your expertise, conduct product demonstrations, and position your brand as a leader in the health and lifestyle space.

Don't miss the opportunity to be a part of the Jersey Healthy Living and Lifestyle Show. Secure your exhibition space by February 1st 2024 to ensure prime placement and maximum exposure.

Rates start at £250 for a 2x1 meter stand for the period, which includes a dressed table(s), chairs, and an electrical & wi-fi connection.

Join us in inspiring a healthier community and positioning your brand at the forefront of the wellness movement in Jersey.

It will again be FREE Admission for our visitors to the event as it definitely helps footfall!

HEALTHY LIVING & LIFESTYLE MARKETING

1. A comprehensive media campaign with Island Media (Jersey Evening Post & Bailiwick Express) both above and below line advertising.
2. A Half Page advert in August's Gallery magazine plus editorial.
3. Radio advertising on Channel 103 during drive time slots.
4. 60 Large Poster Boards around the Island at busy junctions and supermarket exits.
5. Roadside Lampost Posters.
6. 3 Meter Vinyl Banners, Waterfront Railings (at the busy roundabout above the underpass), Springfield Railings, Rouge Bouillon School Roundabout & Radisson Hotel.
7. Social Media, Facebook and Twitter leading up to the event and Instagram with a live feed of the event during the Festival.
8. Local Press Interviews and Press Releases and mentions in BBC, 103 & JEP Diaries of Events.
9. What's On official tourist guide and Gallery Magazine event listings.
10. Enjoy Jersey Magazine advert & What's On Listing.
11. Events page on Visit Jersey's website jersey.com

The aforementioned is a list of what will be booked and planned so far and with the above you should be assured of great footfall at the event.

We look forward to welcoming you as a valued exhibitor at the Jersey Healthy Living and Lifestyle Show!

Should you have any questions please do not hesitate to contact me on +44 07797 718 719 or email ian@barnespublishing.com

Please see the Rate Card and Application Form attached.

Best wishes
Ian Barnes
Barnes Publishing Ltd