

LA
2016
MEDIA
EVENT

organic spa
MAGAZINE

THE PENINSULA

BEVERLY HILLS

OCT 27TH, 2016



EXPERIENCE
WELLNESS
& TRAVEL
MEDIA EVENT



Organic Spa Media, LTD invites you to join us for the 3rd annual 2016 Los Angeles Experience Wellness & Travel Media Event.

Wellness now represents a \$3.4 trillion global consumer-driven market and wellness tourism is growing at a faster rate than any other travel category. As the once alternative green and organic lifestyle becomes the new sustainable mainstream, the time for wellness and eco companies to gain mass-market exposure is more important than ever.

The beautiful The Peninsula, Beverly Hills, will partner with *Organic Spa Magazine* for the 3rd annual event being held on Thursday, October 27, 2016. Vendors will have the opportunity to network with 75 top-level press representatives from the health, wellness, travel and eco-lifestyle sectors, as well as with a select list of “eco” Hollywood celebrities and influencers.

This engaging event allows sponsors to meet and mingle with our press and VIP attendees as well as provide them with branded, on-site wellness treatments. The intimate and unique format of our events provides sponsors with an opportunity to build new relationships and create a strong brand impact among mass market media channels.

Celebrity VIP guests, green celebrities and eco-lifestyle influencers will be among those in attendance.

Philanthropy A percentage of the proceeds from the event will be donated to one of the leading world water foundation charities.



Public Relations Direct media access will benefit companies looking to build their brand awareness and gain mass-market visibility. Our interactive format celebrates the spirited innovation of industry newcomers and pioneers alike.

Press Top press invitees include *Allure, Vogue, Health, Condé Nast Traveler, SELF, Real Simple, Elle, Marie Claire, Travel + Leisure, New York Times, USA Today, Good Morning America, CNN, The Today Show*, and more...



2015 EVENT RECAP

The LA Experience Wellness & Travel Media Event had a total of 72 journalists, bloggers and eco-celebrities in attendance, for a total reach of over 91 Million potential media impressions. Top target outlets included the Associated Press, Condé Naste Traveler, Los Angeles Times, Cosmopolitan, Glamour and more!

Top Influencer & Media Tweets

Romy Ravas @romyravas
RT @MyChelle: @romyravas amazing to connect last night at #OSMLA15! Thanks for saying hello! Nice to connect IRL!

Camille Hoheb @CamilleHoheb
@MyChelle great seeing you #osmla15! Thanks for the goodies!

Kristyn Burt @KristynBurt
Thank you, #OSMLA15! What a fantastic night of spa, food and organic products. <https://t.co/siBAXA0dbR>

Nicole Iizuka @nicolelizuka
All the swag from #osmla15! Super excited to revitalize my morning routine with all these yummy... [Instagram.com/p/9bW41RSbNR/](https://www.instagram.com/p/9bW41RSbNR/)

The Blender Girl @theblendergirl
Discovering your amazing skincare was definitely the highlight of #OSMLA15 Thanks @OrganicSpaMag @VashSpa @la_spa twitter.com/VashSpa/status...

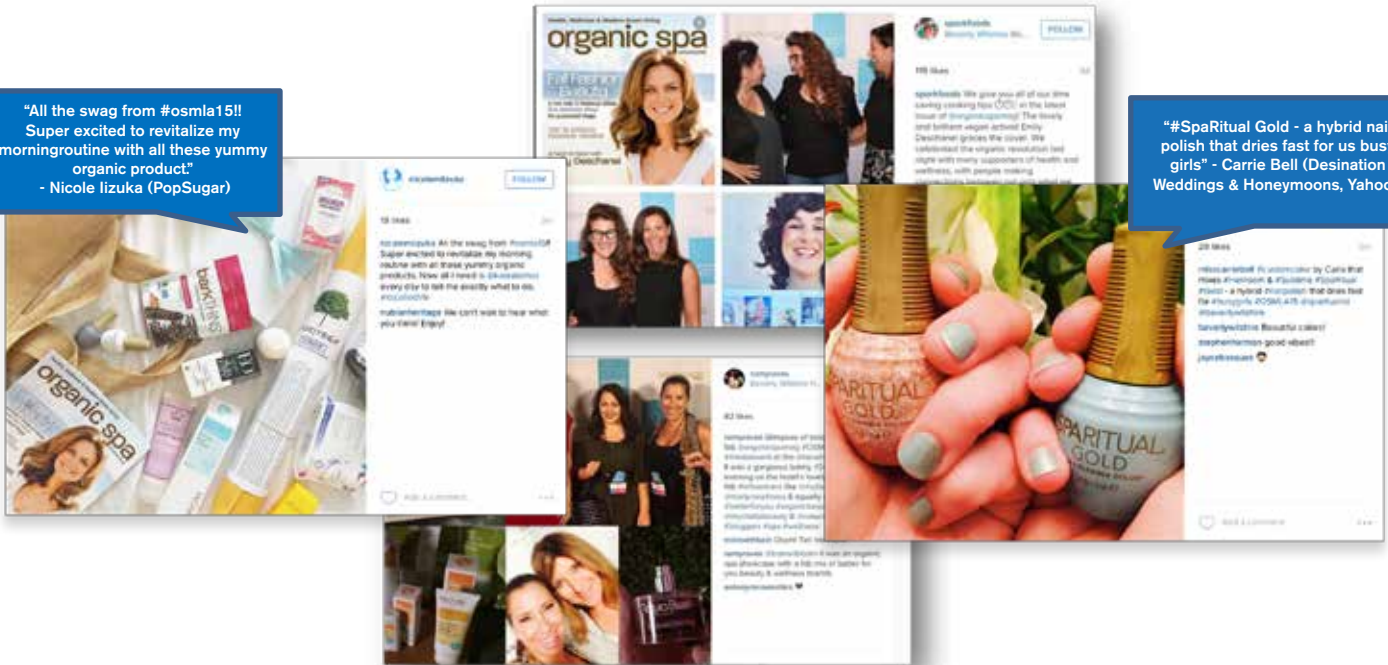
Dana Robinson @DanaRobinSeys
Lavender Prosecco is my new favorite drink. @BeverlyWilshire #OSMLA15

TOTAL POTENTIAL MEDIA REACH
91 MILLION +

Social Media Reach
TWEETS REACHING
192,458 ACCOUNTS
SOCIAL IMPRESSIONS
+ 1.5 MILLION

"All the swag from #osmla15!! Super excited to revitalize my morning routine with all these yummy organic product!" - Nicole Iizuka (PopSugar)

"#SpaRitual Gold - a hybrid nail polish that dries fast for us busy girls" - Carrie Bell (Desination Weddings & Honeymoons, Yahoo!)





2015 EVENT TESTIMONIALS

“It was the best event ever and I am definitely doing both NYC and LA next year!”

– KIMBERLY PARRY (KIMBERLY PARRY ORGANICS)

“We truly enjoyed great acceptance and our booth had almost a line waiting, furthermore we have already received several requests from media to write about Mayan Healing Hands which starts to surpass our expectations...”

– EMMANUEL ARROYO (ROSEWOOD MAYAKOBA, RIVIERA MAYA)

“Kimberly and I both attended the event and were very impressed with the press turnout...our table had a steady flow of interested and engaged writers, bloggers, and editors.” – MAGGIE JOSLYN (MYCHELLE)

“We had a ball!...Looking forward to much continued success for all!” – JAMES WALKER (W3LL PEOPLE)

“The event was amazing!! What a beautiful night it was..... ”

– CARRIE HARMON (DEER LAKE LODGE)

SEE MORE EVENT PHOTOS



LA
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EVENT

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MAGAZINE

PRESS INVITEES

ABC
About.com
Access Hollywood
AisleDash
Allure
American Express Publishing
Angeleno
AOL Health
AOL Travel
APT TV
Associated Press
Association News
Beauty Bender
BeautyNewsLA.com
Better Nutrition
Beverly Hills Courier
BlackBook
Bon Appetit
Bridal Guide
Brides
Buzzfeed
C California Style
California Meetings + Events
California Wedding Day
CBS
CBS Los Angeles
CNN
Coco Eco Magazine
Condé Nast Traveler
Consciouslivingtv.com
Cosmopolitan
DailyMeal.com
DaySpa
Delta Sky
Departures
Details
DuJour Magazine
E!
Eater
Elite Traveler
Elle
Entertainment Tonight
Entertainment Weekly
Esquire
Essence
Every Day with Rachael Ray
Extra
FabFitFun
Fathom
First for Women
Fitness
Foam
Fodor's Travel
Food & Wine
For the Bride
Forbes.com
ForbesLife
FOX Business
Fox News TV
Frommers Travel Guide
Genlux
Glamour
Good Housekeeping
Good Morning America
Goop
GQ
Harper's Bazaar
Haute Living
Health
Hemispheres
HotelChatter.com
Huffington Post
Inside Edition
Inside Weddings
InStyle
InTouch Weekly
JustLuxe.com
Kiwi Magazine
LA Yoga
Ladies Home Journal
Life & Style Weekly
Los Angeles Confidential
Los Angeles Magazine
Los Angeles Times
Marie Claire
Men's Journal
More magazine
Natural Health Magazine
NBC
NBC Los Angeles
New York Times
O, The Oprah Magazine
OK! Weekly
Parade
Parenting
Passport
People
PopSugar
Prevention
PureWow
Q by Equinox
Racked
Radar Online
Real Simple
Redbook
Refinery29
Reuters Television
Robb Report
Saveur
SELF
Shape
Sheknows.com
Star
Starpulse
Sunset
T: The New York Times Magazine
The Chalkboard
The Doctors
The Hollywood Reporter
The Knot
The Today Show
The Zoe Report
Totalbeauty.com
Travel + Leisure
TravelAge West
UrbanDaddy.com
US Weekly
USA Today
Vanity Fair
Vogue
W
Wall Street Journal
Well + Good Los Angeles
WHERE Los Angeles
Who What Wear
Whole Life Magazine
Woman's Day
Women's Health
WWD
Yahoo! Travel
Yoga Journal
Yoga Times



SPONSORSHIP LEVELS

Options For Attending Sponsors

Presenting Sponsor

PRICING: \$25,000 (NET)

SPONSORSHIP INCLUDES:

- Co-branding with Organic Spa Media on all event collateral
- Co-branding with Organic Spa Media on all event advertising and promotions (pre- and post-event)
- Exclusive opportunity to address members of the press
- 20-foot-wide booth space
- Private spa-treatment space for branded experience
- 2-page, 4-color ad in *Organic Spa Magazine*—Premium position (Media Value: \$17,720)
- Customized social media/PR Campaign pre/post event (Value: \$10,000)
- 5 company representatives at event
- Early preview of RSVP list—1 week prior to event
- Promotion of company in all pre- and post-event press releases and social media promotions
- * Private dinner with select media & eco celebrities

Platinum Sponsor

PRICING: \$12,000 (NET)

SPONSORSHIP INCLUDES:

- 20-foot-wide booth space
- Exclusive private-spa treatment space for branded experience
- 1 OSM Social Media campaign (Value: \$5,000)
- 4 company representatives at event
- Early preview of RSVP list—2 days prior to event
- Promotion of company in all pre- and post-event press releases and social media promotions

Gold Sponsor

PRICING: \$8,500 (NET)

SPONSORSHIP INCLUDES:

- 10-foot-wide booth space
- Private spa-treatment space for branded experience
- 3 company representatives at event
- Early preview of RSVP list—1 day prior to event
- Promotion of company in all pre- and post-event press releases and social media promotions

Silver Sponsor

PRICING: \$3,500 (NET)

SPONSORSHIP INCLUDES:

- 10-foot-wide booth space
- Category banner ads on OSM website (Media Value: \$5,000)
- 1 company representative at event
- Early preview of RSVP list—1 day prior to event
- Promotion of company in all pre- and post-event press releases and social media promotions

Wonderful and well-done event! Thank you Organic Spa, we look forward to attending again in the near future! We appreciated all the small beautiful details and the well-organized Media Event. Your event was very elegant and the perfect platform for a brand seeking Media exposure. We fell in love with the Peninsula as well and thought this to be the most perfect venue for the OSMLA event. —Carola May, Dahlia



SPONSORSHIP LEVELS

Options For Sponsors Not Attending

1. Virtual Wellness Booth

PRICING: \$3,000 (NET)

SPONSORSHIP INCLUDES:

- Each sponsor will be designated an Organic Spa Magazine representative to act as the brand's on-site spokesperson.
- Promotional video will be displayed on 24" monitor with headphones.
- Branded signage will be available and sponsors can ship promotional materials.

*** Requirements***

- Video on DVD, automatic loop (minimum length 3 minutes, maximum length 20 minutes)
- EPS logo
- Brand collateral (brochure, business cards, etc.), 200 pieces each

2. Gift Bag Sponsor

PRICING: \$1,250 (NET)

SPONSORSHIP INCLUDES:

- Company name included on all promo
- 75 Full size samples to be included in Organic Spa Magazine Gift Bags for all press attendees
- Company name included in all pre- and post-event press releases and social media promotions

3. Gift Bag & Product Showcase Sponsorship

PRICING: \$2,250 (NET)

SPONSORSHIP INCLUDES:

- This is new option for Gift Bag sponsors who want to provide our media and celebrity guests with the opportunity to experience and sample their products at the event.
 - There will be a special designated section for product "testing and trial", which will also include a selfie/social media station, and where Gift Bag / Product Showcase sponsors can display products for the guests to try at their leisure.
- Representatives from Organic Spa Magazine will be on hand to help guests with sampling and questions.





FOR MORE INFORMATION

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