



BODY MIND SPIRIT

Celebration



2023 EXPO REPORT

CONNECT WITH 80,000 HEALTH CONSCIOUS VISITORS ANNUALLY

COLORADO • FLORIDA • TEXAS • NORTH CAROLINA • WISCONSIN • ILLINOIS • OREGON • VIRGINIA • HAWAII • OHIO



OUR BRAND

Body Mind Spirit Expo creates the **USA's leading & biggest** metaphysical, natural health & holistic expos.

Our events balance **local participation** with the inclusion of a selection of the **finest regional & national** names in the **holistic & metaphysical arena**.

THE EXPOS

Keeping abreast of the latest products, speakers and overall trends in the **holistic movement** has allowed our events to remain **relevant and well attended** over the past **three decades**.

BMSE organizes the USA's largest national series of expos in the holistic field with **more than 20 shows a year** and drawing on **1000+** expert exhibitors, psychics, healers and speakers. Covering & reaching an **average of 80,000** health conscious visitors in **10 major states** throughout the United States

BMSE is the USA's largest metaphysical and alternative health expo with 25+ years' experience

70% of visitor are repeat expo goers, choosing to return in the following years

\$30 million of business is generated by the Expos each year

90% of exhibitors and vendors rate the Expos as important to their business

A TARGETED AUDIENCE

Our Expos attract health and metaphysical conscious visitors that are ready to buy

Visitor Product Interests

Spiritual & Personal Development	70%
Healthy Foods & Nutrition	60%
Crystals	60%
Candles & Aromatherapy	55%
Psychic Readings	70%
Natural Remedies	50%
Body Therapies	45%
Meditation & Yoga	50%
Healings	40%
Jewelry	40%
Books & Publications	30%
Skincare & Cosmetics	25%
Vitamins & Supplements	20%
Fitness & Weight-Loss	20%

90% of the visitors will likely attend an Expo the consecutive year

85% of exhibitors are satisfied with the **total number and quality** of visitors at the Expos

90% of visitors will make a purchase during their visit at the Expos

82% are satisfied with the overall Expo and what is offered

72% of visitors are female, aged **24-65** with a strong interest in **holistics and metaphysics**



OUR SHOW CITIES



AVERAGE ATTENDANCE BY CITY 2016-2022

Austin	1,050-1,400
Cincinnati	4,000-6,200
Colorado Springs	1,600-2,400
Columbus	1,150-1,800
Denver	4,500-6,800
Honolulu	900-1,300
Loveland	900-1,100
Milwaukee	1,050-1,200
Minneapolis	950-1,450
Northlake	1,900-2,200
Portland	1,000-1,200
Raleigh	2,900-3,100
Sacramento	900-1,100
Tampa	900-1,200
Tinley Park	1,300-1,500
Virginia Beach	800-1,000



Our attendees pay admission to get into the show (so they really want to be there) and they typically stick around a good portion of the day going back and forth between the lecture rooms and exhibits.

Other Stats to Consider!

- 81% are female
- 61% have one or more college degrees
- 57% have an annual household income in excess of \$58,000 per year
- 74% are between the ages of 35-57





MARKETING TO THE BUYERS

A comprehensive marketing campaign targets and delivers **24-65 year olds** with a strong interest in **natural health and metaphysics** ready to spend. **With 85%** of the target audience identifying **'online'** as their most frequently used media, this proven campaign mix includes **Facebook re-marketing**, profiling, data analytics, display and video advertising along with a **strong social media campaign**. Our regular Expo goers are rewarded and kept up-to-date via our mailing list of over **136,000 active subscribers** and over **54,000 social media followers**.

CAMPAIGN HIGHLIGHTS

Targeted advertising campaign across digital platforms including **Google re-marketing, interest profiling, Facebook & Instagram presence**

Focused electronic **direct mail**, marketing your brand to **136,000+** expos subscribers

Comprehensive **website with over 600,000 visits annually**. Connecting you to your audience with a personalised exhibitor profile

Engaging social marketing to **54,000+** **Facebook followers**

16 page expo guide* keep-sake magazine distributed to over **80,000 visitors**



BodyMindSpirit
expo

EXHIBITORS TESTIMONIALS

Our exhibitors are happy exhibitors!



We have everything that helps people heal, that's why I think people come here & that's why I'm here. I love to be here, it keeps me grounded & it helps me do what I do best...Help People!

- RENU LAL, PRAYERS TO WEAR



This is my 10th year participating in this holistic spiritual fair & what makes it special is that there's a whole lot of people that come together to do healing work.

- NANINA RA, NANINA RA HEALING ARTS



You get to come in to these shows and you get to be healed, find good products & you never even know all the good deeds that you do, how it helps other people & how it affects the world!

- PATRICIA ROBB, GOOD JUJU COMPANY



I feel that everytime I come to this fair I'm connected with my spiritual family, my brothers and sisters. I'm just honored to be in their company. And I just love this fair.

- SONYA SHANNON, SONYA SHANNON VISIONARY ART

CHECK OUT THEIR INTERVIEWS ONLINE



THE RESULTS



Our exhibitors report strong sales after each Expo; **these are the results:**

Join our Family Now!

Interested in boosting your sales and aligning your brand with the USA's leading holistic and well-being expos? We are here to answer your questions and assist with your event participation.

www.bmse.net • 541.482.3722
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90% of exhibitors are satisfied with the **number of visitors we attract**

94% of exhibitors rate the expos as **important for their business**

86% of exhibitors are satisfied with the level of **brand awareness generated**

80% of exhibitors are satisfied with **sales made at the expos**

89% of exhibitors are likely to **exhibit again in another expo**

82% of exhibitors are satisfied with the **overall expo performances**

THE EXTRAS

- Personal Online Profiles
- Web Advertising **\$\$**
- Lead/Data Collection **\$\$**
- Online/Offline Promotions
- Personalized Facebook Posts
- Expo Guide Advertising **\$\$**