

25th Annual Idaho

HEALTH & fitness fair



OCTOBER 7-8, 2017, EXPO IDAHO

A Fun-filled Event Educating Families on Living a Healthier Lifestyle

The Show

Questions and Answers. That's what the Idaho Health & Fitness Fair is all about. Targeting families, individuals and senior citizens the 25th Annual Idaho Health & Fitness Fair is scheduled October 7-8, 2017 at Expo Idaho. Admission is FREE.

The Health Fair emphasizes information, screenings, samplings, flu shots, organic foods, blood pressure tests, weightloss products, diets, health foods, nutrition, pain management, skin care, medical facilities, fitness centers/programs, boot camps, sleep help, dentists, athletic apparel, assisted living facilities, independent living, senior programs, Medicare-Medicaid, insurance and more from private and government entities.

The Details

Show Times: Fair Open: Oct 7, Sat 10–5pm, Oct 8, Sun 11–4pm
Load in/out: Vendor Move-in: Oct 6, Fri 12-5pm, Vendor Move-out: Oct 8, Sun 4-6pm
Location: Expo Idaho, 5610 Glenwood, Boise, ID 83714 (formerly Western Idaho Fairgrounds)
Booth Fees: 10x10 booth \$595, 6w x10d \$450
Tables/Chairs: Available for rent or exhibitors may provide their own booth furnishings.
Sponsors: Idaho Statesman, IBL Events Inc., NASH 97.9, Express Employment Professionals
Promotion: Radio, TV, Facebook, twitter, newspapers, posters, direct mail, email blasts, magazines.
Website: Website Hotlink \$50 Annually
Admission: Free to the Public

For Sponsorship Opportunities contact Anna Marie Aldinger, 208-376-0464

Reserve a Booth

We bring health conscious Idahoans to you! Meeting face-to-face with health care providers gives families a hands-on experience and opportunity to get to know the people behind the product or service. Profile your company at the Idaho Health and Fitness Fair!

Contact Anna Marie Aldinger or Megann Dopp

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Hours: Saturday 10am-5pm & Sunday 11am-4pm

Statistics

Everyone who comes to the Idaho Health, Beauty & Fitness Fair is a pre-qualified prospect for your business. Apply our Health Fair Guest Survey facts to your marketing strategy and join us.

Attendance: 3,500 plus approx.

Gender: 65% Female, 35% Male

Marital Status: 68% married, 32% single

Hours spent at Health Fair: up to 2 hours 32%, 2 to 3 hours 52%, 4 plus hours 16%

Age: 21-24 = 4%, 25-39 = 27%, 40-55 = 26%, 56-65 = 29%, 66-70+ = 14%

Household Income: 17% between \$41-60K, 44% between 61K - \$150K, and 7% have incomes of 151k+

