



GLOBAL WELLNESS SUMMIT 2018

OCTOBER 6-8 | TECHNOGYM | CESENA, ITALY

2018 SPONSORSHIP OPPORTUNITIES

SHAPING THE BUSINESS OF WELLNESS



SHAPING THE BUSINESS OF WELLNESS

This year, the Summit will examine the 10 major sectors that comprise the \$3.7 trillion global wellness economy. Delegates will hear from leading voices on the future of business as well as participate in roundtables designed to elicit conversation and collaboration. And, while the focus is on business, the feeling is one of “La Dolce Vita,” as delegates experience the magic that is Italy.



2018 GLOBAL WELLNESS SUMMIT SPONSORSHIP OPPORTUNITIES

TECHNOGYM VILLAGE, CESENA, ITALY | OCTOBER 6-8

THEME: SHAPING THE BUSINESS OF WELLNESS



SETTING OF THE 2018 SUMMIT

Located in Cesena, Italy, in the heart of Italy’s “Wellness Valley,” the Technogym Village is perfectly situated between the lovely Adriatic coast and the hills of Emilia Romagna. The 37-acre campus is designed to inspire and encourage a wellness lifestyle—not only in terms of physical fitness—but also with a focus on environmental sustainability, architectural wellness and even mental well-being through the beauty of art, music and fashion. Before the word “wellness” permeated the lexicon, Nerio Alessandri, who founded the company in 1983, dubbed Technogym the “wellness company” in the early ’90s. Alessandri’s innovative and integrative approach to the business of wellness, including his insights on technology and the building of a successful, publicly traded company, will inform aspects of the agenda at the 2018 Summit—as will this unique location in the heart of Italy’s “Wellness Valley.”



The Global Wellness Summit (GWS) is the most important global conference on the business of wellness. The wellness economy, currently valued at over \$3.7 trillion, is growing dramatically. The Summit is a platform for leaders from business, government, academia and science to come together and shape this interconnected world of wellness.

At each annual Summit, the GWS looks at the world through a wellness lens, identifying important global trends and investment opportunities. We challenge delegates to look at the way business is done and to create new, collaborative models for the future. We accomplish this by facilitating high-level dialogue among these decision-makers and by exposing our delegates to the very latest innovations in the industry.





2018 SPONSORSHIP OPPORTUNITIES

The Global Wellness Summit (GWS) offers a wide array of sponsorship opportunities, from a Titanium Sponsorship for the final night's Gala Dinner, to sponsored Knowledge Workshops, to Industry Research sponsorships with exposure at both the Summit and a post-Summit press conference in New York City. All sponsorships and benefits are outlined on the following pages. This is a rare and exclusive opportunity to present your company—and network with visionaries, business leaders and influencers who are shaping the business of wellness worldwide. As proprietary research from the nonprofit Global Wellness Institute demonstrates, the wellness industry is now valued at \$3.7 trillion globally. It touches every business in some form, and the wide range of companies that comprise this growing economy are paving the way to a better world. The GWS motto, "Joining Together. Shaping the Future," resonates more today than ever before.

As a sponsor, you will be honored on stage at the Summit, plus receive year-round exposure on our website, in press releases, on the GWS mobile app, on the printed invitation and more.

FOR SPONSORSHIP INQUIRIES, PLEASE CONTACT:

Michelle Gamble, VP of Business Development
 michelle.gamble@globalwellnesssummit.com
 +1.214.578.3768

ALL SPONSORS RECEIVE:

- Logo, company profile and link on globalwellnesssummit.com
- Logo on all GWS email communications
- Premium placement in the mobile app
- Inclusion in GWS sponsor press releases
- Opportunity to bring a third, paid delegate
- Logo featured on 2018 photography backdrop
- Introduction on the main stage during the Summit

**Customized opportunities are available*

TITANIUM

Offered at \$100,000

Exclusive sponsorship of the Gala Dinner on the last night of the Summit with four complimentary registrations, plus:

- Customized boutique space all three days of the Summit
- Opportunity to introduce a speaker on the main stage
- Top placement of logo on invitation and promotional materials
- Press release announcing your company's Titanium sponsorship
- Dedicated email to invitee database*
- Complimentary mailing list of 2018 delegates*
- Two-page ad in the delegate directory

DIAMOND KEYNOTE SPEAKER

Offered at \$50,000

Introduce one of the main stage speakers during the Summit. Includes two complimentary registrations, plus:

- Name included in official agenda
- Full-page ad in the delegate directory
- Complimentary mailing list of 2017 delegates*
- Opportunity for product to be included in the tote bag

PLATINUM TOTE BAG

Offered at \$37,500

Exclusive sponsorship of the beautiful tote bags, with the GWS logo on one side and your company logo on the other, distributed to all delegates. Sponsorship includes one registration and one discounted at 50 percent, plus:

- Product inclusion in tote bag
- Name included in official agenda
- Full-page ad in the delegate directory
- Prominent signage as tote bag sponsor during Summit

GOLD REGISTRATION DESK

Offered at \$28,500

Exclusive sponsorship of the registration desk with one Summit registration, plus:

- Prominent signage at the registration desk during all three days of the Summit
- Name included in official agenda
- Opportunity to include a gift in tote bag
- Full-page ad in the delegate directory

**Not to be used for commercial purposes*

“Congratulations on hosting an excellent event. The Canyon Ranch executives and I are so looking forward to being in Italy with the entire GWS team, amongst international industry thought leaders in an inspired setting!”

~ **Susan Docherty**, Chief Executive Officer, Canyon Ranch

GOLD DELEGATE DIRECTORY

Offered at \$28,500

Exclusive sponsor of the delegate directory binder. Includes one Summit registration, plus:

- Back cover ad and full-page, four-color ad in the delegate directory
- Company name on the footer of each page
- Opportunity to include a gift in tote bag

GLOBAL WELLNESS AWARD

Offered at \$19,500

Present one of the prestigious awards on the Main Stage during the Summit. Includes one registration, plus:

- Name in the official agenda
- Prominent identification as an Awards Sponsor
- Full-page ad in the delegate directory
- Opportunity to include product in tote bag

NEW PROPERTY SHOWCASE

Offered at \$19,500

Opportunity to be featured in this year's New Property Showcase, a curated, group exhibit of unique properties that have opened or will open in 2018. This showcase will be limited to 10 developments and be available for delegates to access all three days of the Summit. To qualify for this opportunity, information and materials must be submitted that demonstrate a property's unique features. The qualifying properties will participate in this inaugural showcase at Technogym. In addition to one Summit registration, benefits include:

- Opportunity to display a looping video to introduce your property
- Opportunity to share marketing literature in the Showcase
- An onstage mention of your property
- Prominent identification as part of the New Property Showcase
- Full-page, four-color ad in the delegate directory

KNOWLEDGE WORKSHOP

Offered at \$19,500

Opportunity to lead a 45-minute workshop about a relevant topic. Includes one registration, plus:

- Opportunity to share literature or products with attendees of the workshop
- Presentation included in the agenda and available on the GWS website
- Prominent signage outside of meeting room
- Full-page ad in delegate directory

SILVER INDUSTRY RESEARCH

Offered at \$17,500

Sponsorship of the nonprofit Global Wellness Institute research study that will be presented at the Summit and one registration at 50 percent discount, plus:

- Inclusion of company name and quote in all copies of the study
- Inclusion in press release on research study
- Opportunity to participate in the NY Press Event in January 2019
- Opportunity to include product in the press gift bag for attendees

SILVER STUDENT CHALLENGE “SHARK TANK OF WELLNESS”

Offered at \$14,500

Sponsor the student challenge that takes place during the Summit. Includes one registration at 50 percent discount, plus:

- Opportunity to be a Wellness Shark (judge) for the competition
- Opportunity to provide input for future competitions
- Logo on all signage for the student challenge
- Inclusion in the press release on the Shark Tank of Wellness

SILVER ENERGY BREAK

Offered at \$14,500

Sponsorship of one of the energy breaks during the Summit. Includes one registration at 50 percent discount, plus:

- Display collateral material and product samples for delegates during the break
- Prominent signage as Energy Break sponsor
- Opportunity to provide a gift in tote bag
- Acknowledgement as an Energy Break sponsor in the agenda



THANK YOU TO OUR 2017 SPONSORS



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SUMMIT 2018**

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