

# NEW VISIONS HOLISTIC EXPO



**NV HOLISTIC EXPO...SINCE 2001**

New Visions Books & Gifts , Sponsor  
2594 Eastern Blvd., York, PA 17402-2915  
Phone: (717) 843-8067 or 1-800-843-8067 Fax: (717) 845-3287  
E-mail: [Newvisionsbooks@aol.com](mailto:Newvisionsbooks@aol.com)  
Rev. Bob Hall, Expo Host

Visit our website at [www.newvisionsbooks.com](http://www.newvisionsbooks.com)

## Now Celebrating Our 18th Year!

Dear Holistic Professional

New Visions Books & Gifts as sponsor, is now accepting contractual reservations for booth spaces at our 18th Annual New Visions Holistic Expo

The dates for the Expo are Saturday and Sunday, August 11 & 12, 2018. The hours are from 10am-6pm on Saturday and 10am-5pm on Sunday, with set-up on Friday, August 10 (see info about set-up times on Policies, Procedures and Information pages.) Our expo is held at the York Fairgrounds Expo Center, 334 Carlisle Ave., York, PA. The Expo Center offers name recognition, is easy to find and centrally located with plenty of free parking.

We encourage you to PLEASE READ EVERYTHING that is enclosed in this vendor packet as we have recently made some updates. If you have any questions at all, please call us before you fill out your contract and return payment. **Please put this vendor packet in a safe place for easy access. There will be a \$10.00 charge to replace lost vendor packets. Please make a note of the payment due dates. This is YOUR responsibility.**

Also, call us to confirm your booth space BEFORE you return anything and we will put a temporary hold on that space until we receive your paperwork and payment. Returning vendors always get first choice at renewing and picking a booth space. We have a very high percentage of returning vendors. Dates for deposits and payments in full are listed in your contract.

We now live in a new world which has a better appreciation for holistic living. Folks need and want your products and services more than ever before to enhance the quality of their lives. Our desire is to expose you and your goods and services to exactly the right audience who is searching for what you offer. Our attendance continues to grow year after year, especially by word of mouth from very satisfied attendees who choose to return with new folks year after year.

If you have worked with us in the past, we are looking forward to working with you once again. If you are new to us, we welcome you with open arms. We have an incredible knack for detail and organization, as well as integrity and service. We will endeavor to make this a most positive experience for you! It is our goal to present the New Visions Holistic Expo as one of the finest of it's kind anywhere.

Again, please read everything. Call us to discuss what booth spaces are available and will best suit your needs, or to answer any of your questions. We hope to hear from you soon.

Please Note: For all interaction about the Expo, we prefer to speak with you in person or by telephone. Please limit your emails to things such as lecture proposals, nametags, etc.

Also note, that while you see my name on everything as the soul proprietor, since Bill has passed. I am not doing this alone, I wish to acknowledge all the volunteers who are helping to make this event a great success.

With Much Love,  
Yours In Service,  
Rev. Bob Hall  
New Visions Books & Gifts

**NEW VISIONS  
BOOKS & GIFTS**



**...SINCE 1987**

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## **Liability Insurance/Proof of Massage Certification**

All health practitioners who offer bodywork type services are required to carry liability insurance for your own practice to be part of the New Visions Holistic Expo. This includes all forms of massage, chiropractic, or anyone offering some form of body manipulation. This liability insurance must be current through the dates of the expo. You will need to include a copy of your policy with your contract. This is becoming an industry standard to protect all parties involved. The New Visions Holistic Expo is required to have overall insurance on the event, but in the event that someone is in any way injured at your booth due to a service you provide, you must carry insurance to cover that. Your insurance must cover you at the expo, not at just your place of business. Also, anyone wishing to offer massage at the expo must now be certified by the State of Pennsylvania to offer this service. This is a state law and we have no control over this. We are required to have a photo copy of your certificate as proof of Pennsylvania certification.

If you have any questions on these matters, please call us.

Bob  
Expo Host

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## Eight Tips for a Successful Expo Weekend

1. Create an attractive and inviting booth. It would be good to invest in a professionally made sign to either sit on a table or have it made with a pole behind it. Your name and clear service info make a great professional tool.
2. Market yourself in advance, particularly with Social Media, and Facebook is the current number one option. Collect customer emails that you can use particularly to let Guests know that you are coming back the next year. And this way you build up a loyal base that looks forward to seeing you again. Fill out the form for a chance to give a free lecture. We have realigned the times so that more people get the chance to speak.
3. Get to the Expo early on the Friday set-up day (10am-4pm) so that you have the time to survey your space to set up and maximize your booth and to work out any last minute needs. Please stay within your 10'x10' or 10'x20' space not impeding on your neighbors area as they come in to set up.
4. Price your product and/or services reasonably. You may charge whatever you wish, however, you should realize that many folks will want to try many different vendors. And offering small or mini chunks of time may make you more attractive to those who have budgetary restraints. Also remember, you are responsible to have money on hand to make change, etc., not the COL Expo.
5. Dress in the spirit of our Expo. It is family oriented, but you should also consider what type products or services you are offering to make an impact on the Guests. Remember, shoes are required and please wear your nametags at all times.
6. Be on time. All vendors are required to be at their booth and ready to roll by 9:30am (not arriving at 9:30am) both days, so we can do an Opening and work out any last minute glitches.
7. You're right next to many people, so please be a good neighbor. Do not burn incense or candles at the Expo because many people can be allergic to the smell. We prefer you do not play music at your booth. The Expo will be playing music all weekend. But if you do play music, make sure that is at a level that OK with your neighbors. Please ask them. Do not block your neighbor's booth at any time for any reason. And do not solicit someone about your product or service that is standing at your neighbor's booth. You may hand out flyers at your booth, but do not walk through the Expo doing so. It is tacky and simply not allowed.
8. Finally, come to the event with a realistic idea of what you want to manifest. And bring an open and loving heart, realizing that the energy you put out contributes greatly to what manifests for you. Take time both days to stay centered, and above all, be flexible, and seek what is in **your** Highest Good to manifest for **you**.

**Let us make this a Fabulous Experience for ALL!**

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## Policies, Procedures & Information

Please read carefully and feel free to call us with any questions!  
(717) 843-8067 or 1-800-843-8067

To avoid any misunderstandings and hopefully answer most of your questions, please read these sheets front and back **very carefully** before you sign and return your contract or pay for your booth space.

### Vendor and Practitioner Standards

The continued success of our event is dependent in large part on the quality of the experience that our guests have with all vendors, but particularly with the readers and healers. As much as possible, we want guests to leave healthy, happy and hopeful. A satisfied client will spread the word about their positive experience, and return the next time with their friends. Therefore we have high standards for our exhibitors. We may require demonstrations from first time readers or holistic practitioners. References are appreciated. All exhibitors are considered independent contractors (within the specifications listed here) and all necessary permits, licenses, insurance, credentials, and taxes are the sole responsibility of all participants.

### Liability Insurance/Proof of Massage Certification

All bodywork/health practitioners are required to carry liability insurance on your own practice that will also cover you at the expo. To be accepted as a vendor at the Celebration of Life Expo, we must have on file a copy of proof of your liability insurance that will be current during our expo in August of 2018. We have our own liability coverage as is required by the York Expo Center. Vendors choosing to offer massage services must be certified by the state of Pennsylvania. Please enclose proof of certification with your contract.

### Return of Contract/Tally Sheet

The completed filled out and SIGNED on the back Contract MUST be returned to us at once! The booth space that you have reserved is not officially being held for you until we receive this very important paperwork along with your deposit. The contract MUST be paid in full by the due date or you will forfeit your space and all monies paid. Questions? Call us before you sign your contract. We are also enclosing a duplicate copy of the contract for you to keep for your records. If you are receiving this Vendor Packet via email in PDF form, a duplicate copy is automatically enclosed for your records. **Please keep the duplicate and return the original to us ASAP.**

### Booth Space Sizes and Booth Sharing

We offer two sizes, a 10'X10" booth or a 10'X20' booth.

One 10'X10' Space: Includes one 8'X30" table and 2 chairs.

One 10'X20' Space: Includes up to two 8'X30" tables and up to 4 chairs.

These quantities apply whether you have a regular or end space. You are not required to use the tables and chairs. Please let us know on your contract if you do not need them, then we do not have to order them. **WE DO NOT OFFER BOOTH SHARING.**

### Extra Tables, Chairs and Tablecloths

An extra 8'table is \$19.00. If you need only extra chairs, they are only \$3.00 each. We can also supply you with a basic white plastic tablecloth at our cost of \$1.00 per table. Please Note: **You must order the extra tables and/or chairs now.** We must pre-order them for you and they cannot be added later!

### Pipe & Drape

**WE DO NOT USE PIPE AND DRAPE.** We intentionally want to create a certain display effect that pipe and drape inhibits. If you are not clear on exactly what pipe and drape is, please call us. You supply your own table covering.

## **Electricity**

The cost for electricity is \$68 for the weekend, over and beyond your booth space price. The price is for **ONE plug only** and you must supply a 110v 20 amp UAL approved power strip. We will not have any extras. Also, it's very important to note for those not having a booth located around the perimeter, but in the center of the building, the electric will be "dropped" from the ceiling. We are required to preorder this service, therefore you cannot add or delete service 60 days before the expo. We cannot change it once it has been ordered. If you are interested in having electricity, there is space on your contract to order it.

## **Products & Services**

Please read carefully. You may, if you like, use your booth space solely as a promotional tool for your business. You may give away services and products and provide information and networking. You may charge full price or offer Expo discounts for mini services, that's up to you. We would suggest, particularly to those of you offering services, to be mindful of the economics of the area when setting prices. While we fully embrace the Laws of Attraction and Prosperity, this area is not Philadelphia or New York, we suggest smaller chunks of time and smaller prices work better for people to "try" your services. Again, this is up to you. The York Expo Center has an exclusive food contract and prohibits the sale of food or drink in the building. However, you may give free food/drink samples out, but only in small portions. The selling of multi-level marketing programs is strictly prohibited. However, you may sell the actual product and educate as long as there are no strings attached. Weapons, alcohol, political promotions and investment programs are prohibited. We wish to make this event as successful as possible for each and every vendor by limiting the amount of booths offering the same or similar products and services. This policy includes, but is not limited to brand name products such as Noni, Xango and Young Living Oils just as an example. If you are selling or recommending such a brand name product, you **MUST** clearly tell us **BEFORE** you sign on with us. We, as event sponsors, will only permit one booth to offer such type of a product. Vendors already with us have first priority on this policy. Anyone who misrepresents what they are offering will be uninvited back next year. We, as event sponsors, reserve the right to reject ANY product or service that we feel is incongruent with the policies or the spirit of the event. If you have questions on ANY product or service, please call now before you proceed. And finally, please note: you are solely responsible for collecting any sales tax that is applicable for any goods or services as required by Pennsylvania state law and the subsequent filing of legal paperwork, etc.

## **Cancellations, Refunds & Dates, Including Credit Card Payment, Late Registration**

We are going to be as clear and direct as possible. We are ready to talk with you and to answer ANY questions before you sign on the dotted line. Note: "Booth Space" refers to your 10'X10" or 10'X20' space, plus tables, chairs, electric and advertising.

## **Non-Refundable Deposits**

We would prefer you to pay in full upon signing up, but we are willing to work with Returning Vendors and those taking advantage of the Early Bird Specials. If you cannot pay all at once, we will accept a non-refundable deposit of \$100 minimum. This deposit is absolutely non-refundable for any reason unless we, the sponsors, cancel the event. We are investing your payment as we receive it. A substantial deposit goes to the York Expo Center to secure the building, and we have to pay insurance premiums, advertising, printing, promoting and other expenses that need to be paid for prior to the show.

## **Cancellation of Booth/Refunds, Balance Due & Late Fees**

The **ABSOLUTE** final day to cancel your booth and receive a partial refund is March 31, 2018. After that date there are no exceptions for **anyone** for **any reason**. If you cancel by this date you will receive a refund of whatever you have paid up to this time less the \$100.00 non-refundable deposit. But to do so, you must have contacted us during regular business hours of 10am-5pm East Coast Time either in person or by phone (not by answering machine or email), you must talk to us live on the phone so that there are no misunderstandings. If you have questions, call us ASAP. When you sign your contract you are signing that you understand and agree to this policy.

Returning Vendors or Early Bird Specials must be paid in full no later than March 31, 2018. As of April 1, 2018 a late fee of \$30.00 will be assessed, and all Early Bird Specials and Discounts disappear and booth spaces are then sold at full price and must be paid in full by April 30, 2018 or you forfeit your space with absolutely no refund. If we, the sponsors, cancel the event, our sole legal responsibility is to reimburse you whatever monies you have paid us up to that moment. We reserve the right to reimburse that or any refund by cash or check, whether you originally paid us by cash, check or credit card. Anyone who cancels after the refund deadline of March 31, 2018 for **any** reason agrees to totally forfeit their booth with rights of usage reverting back to Expo event. Once you cancel, that is final and you cannot change your mind later as the booth space will have already been assigned to someone else on our waiting list. You may not sublease your booth space to anyone else at any time for any reason. When you sign your contract, you are stating that you acknowledge and agree to this policy.

## **Paying For Your Booth On Time**

It is imperative that you pay for your booth in a timely manner. The due date(s) are clearly listed on your contract and elsewhere in

this packet. It is YOUR responsibility to remember when payment is due. Please consider marking a calendar. Late fees apply to EVERYONE. And no one will be permitted to set up if there is any outstanding balance due of any type. Your balance must be paid in full before the day of set-up. Checks should be made payable to New Visions Books & Gifts and please write your booth number on the check.

### **Late Registrants**

Anyone who purchases a booth space after April 30, 2018 must pay for their booth space in full at sign up. Also, once we have taken our promotional materials (brochure, flyers, ads, posters, etc.) for the event to the printer, late registrants will not be able to be listed, however, we will list you on our website.

### **Credit Card Payments**

The credit card companies require us to specifically make you aware in a written form of our cancellation/refund policy, ergo, this information. The following is our policy, and so by using a credit card with us you are stating that you are agreeing to abide by it. The reasons for a cancellation or refund have been stated previously in "Cancellation of Booth/Refund & Balance Due." If we give a refund for any reason, we reserve the right to refund by cash, check or charge, no matter how the money was originally paid. Therefore, a refund to anyone may NOT be returned in the original way it was paid. And if anyone attempts to circumvent this clearly stated policy via a "charge back", please be informed we will pursue any and all legal actions. Since you have been clearly made aware of this policy in advance, and you have signed the back of this contract, which states that you are aware and agree to the policy, you will be charged all costs incurred in this matter. If you have any questions, please call us before you pay for your space. All payments by credit card will have a \$7.00 processing fee included each time you use it.

### **Withdrawal of Offered Booth Space & Withdrawal to Return**

We reserve the right to withdraw a booth space to any vendor that we have signed up if, after the fact, we are made aware of any questionable practices and/or outright illegalities that said vendor has participated in or if they are overly and unnecessarily high maintenance or make unacceptable demands of us, or we feel that their presence may potentially cause problems or disrupt the harmony of the event. This is solely at our discretion. We reserve the right to not invite anyone back for the next year's Expo any vendor who we feel was causing unnecessary problems with us or other vendors or simply "not in sync" with the spirit of our Expo, has violated the products and services policies, or have taken undo advantage of a guest. We have been in business for 31 years and we have built a quality event and have a solid reputation which is on the line and is affected by anything and everything that goes on at the Expo.

### **Why So Early?**

Yes, we know the event isn't until August, but we use the entire month of April to plan and prepare the brochure, ads, posters, website, etc., which includes info about your business. Usually promotional materials are mailed early, which gives us plenty of time to market the event. Also, in the event of booth cancellations, that gives us time to offer Booth Spaces to vendors on the waiting list.

### **Taxes on Booth Rental**

The York Fairgrounds sits within three local taxing authorities and imposes a fee on each booth based on the number of booths and sales. We, as sponsors, absorb that fee as part of your booth cost. We will hand you a form near the end of the Expo for you to fill out. Please note: This fee has nothing to do with the collection of any applicable state sales tax on products and services you sell.

### **Hours of Operation**

The Expo will be open to the public Saturday from 10am-6pm and Sunday from 10am-5pm. We request that you be set up in the building and ready to roll at 9:30am with your booth fully manned both days. Also, tear down may NOT begin until 5pm on Sunday.

### **Set Up Time-Important**

We will have set-up time for the Expo on Friday, August 10, 2018 from 10am-4pm. You will receive a detailed letter on this later. But be aware of the 4pm ending time. This is not negotiable. So if you arrive late and cannot set up your booth on Friday, you can come in as early as 7:30am on Saturday morning to set up and you must be ready by 9:30am.

### **Name Tags/Staffing of Your Booth/Entrance to Expo**

For security reasons EVERYONE who is part of the Expo is required to wear a name tag. We will provide them for you and your staff. Nametags are found in your vendor envelope at your booth. Plastic holders are located at the registration table. All staff must be part of your booth only and are not here to offer or promote any other business, product or services that we have not agreed upon in advance. There is limit of **four** persons per booth per day. All others must pay regular admission charges. Also, while we are open to the public, anyone needing to exit from the building must do so ONLY through the front entrance, again for security reasons.

### **Entrance & Exit of Building During Show Hours**

On Friday, the set up day of the expo, you may use any of the regular doors to go in and out to set up. On Saturday & Sunday from open to close you may ONLY enter or exit the building through the front entrance. All other doors will be clearly marked as emergency exits only. ANYONE who violates this rule and goes in and out one of these doors will be subject to expulsion and will not be allowed to return the next year. We are not trying to be harsh, building and public safety and security is at risk. The front door is not that far to walk, PLEASE DO NOT TEST US ON THIS.

### **Pets At The Expo**

Pets are prohibited at the Expo, not only for safety and hygiene, but also insurance requirements. The only exception is service animals. Fairies, Angels and other invisible elementals are welcome.

### **Sound/Noise Levels/Instruments**

The acoustics of the building do not lend them themselves well to certain sounds/noises. If you wish to bring musical instruments, singing bowls, etc., please speak with us first before you sign your contract. Also, no microphones may be used at an individual's booth.

### **ATM/Change/Bank**

You are solely responsible for your methods of collecting payment for your products and services. Please make sure you have extra cash to "make change." The NV Holistic Expo does not provide change. There are banks close by, but with limited hours on the weekends. There should be an ATM in the lobby of Memorial Hall. Just ask us and we will tell you where they are.

### **Dress Code**

We really don't have a formal dress code, however, we ask that you dress appropriately for the type of expo we are having. It is a family oriented event. Also, due to insurance requirements, you must wear shoes while walking onto the public floor area. Some people feel the air conditioning is a bit chilly, so you **will** want to bring a sweater or shawl.

### **Floor Plan Layout**

We reserve the right to change the floor plan layout at the Expo at any time.

### **Hotel Accommodations**

If you will be staying in a hotel over the weekend, you can find hotel accommodations on our website. Go to our website and click on the NV Holistic Expo drop down, click "Accommodations" and then click on the link. This will give you links to many local hotels.

### **Websites and Social Media**

Social media is a very important marketing tool. If you have a website and/or a Facebook page, we urge you to link with us and keep your site updated on the event. For vendors who have a website, we have links to their website on our Vendor List page of our website. We are very proactive in using social media and internet technology to promote our event. We will also contact you about doing Facebook postings together.

### **Drama-Free Zone**

Please don't misunderstand us. We are actually great to work with and quite flexible. We are not trying to be nit-picky, but in this ever litigious world, we need to be clear and spell everything out to cover our bases, mutually. It's hard to believe even in the holistic/spiritual community, misunderstandings can occur. That is why our policies become lengthier every year. Every year, the Expo teaches us lessons to create an even better experience for all of us. We are, after all, human.

We provide a great event. We are very attentive and cooperative to your needs, perhaps more than most expo sponsors. In some cases, we even bend over backwards. Each year we find what works and what doesn't work, and in our effort to provide and exceptional Expo, we adjust accordingly. We prefer to do business in the "Drama-Free" Zone.

Please feel free to call us for any reason, we are always willing to work with you.

Namaste,

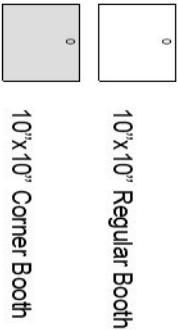
**Rev. Bob Hall**

**New Visions Holistic Expo Host**

P. S. It is imperative that you keep us informed if any of your contact information changes, especially your phone number (s).



# New Visions Holistic Expo Floor Plan—Map of Memorial Hall East, York Fair Expo Center



## Celebration City Our Holistic Community





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## Lecture Proposal

If you are interested in presenting a lecture at the New Visions Holistic Expo & Conference, please submit your proposal by returning this form ASAP for consideration. The lectures are free and there is no honorarium, however, they are an excellent way to expose and market yourself to just the right audience. Only Expo booth space holders are considered for lectures. We are looking for topics in the realm of alternative medicine or holistic lifestyles. Our lectures are well attended and are a very popular part of the Expo. We dedicate a hour time slot for each lecture, and the actual lecture is **30 minutes**. And please note, renting a booth space and submitting a lecture proposal does not imply that you will be selected to present. The number one factor in determining the choices are how **interesting** your topic would be to **draw the largest number of visiting guests**. If you intend to do anything involving sound instruments such as singing bowls or musical instruments, clearly let us know about that in advance. If you are doing a presentation that requires audio/visual technology, you must supply your own equipment. We supply a microphone and amplifier.

All lectures are open and people are free to come and go as they please. Meditative, informative, instructional, interactive and just plain fun lectures are encouraged.

If you are chosen as a speaker, we will need a professional promo picture emailed to us, or perhaps you can mail it in or bring it in and we will scan it. If you email it, please attach it as a jpeg. Or perhaps, we can simply just right click it from your website or Facebook page.

Name of Speaker: \_\_\_\_\_

Company Name: \_\_\_\_\_ Booth # \_\_\_\_\_

Phone Number:( \_\_\_\_\_ ) \_\_\_\_\_

Name of Lecture: \_\_\_\_\_

Explanation of Lecture Proposed: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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Email: [Newvisionsbooks@aol.com](mailto:Newvisionsbooks@aol.com)

**Deadline: ASAP or Sooner! ☺**

### Important!

If you want to be considered for a lecture, please fill out this Lecture Proposal sheet and send it along with your contract and payment.

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## Name Tags

For security reasons, everyone who staffs a booth at the New Visions Holistic Expo will be required to wear a nametag. Your name-tags will be available at the registration table, and each staff member will be responsible for acquiring theirs. No badges will be mailed. Please list only those who will be staffing your booth. **You can have up to four people per day, including yourself, to staff your booth. Additional staff will have to pay the daily entrance fee.** All staff must be part of your booth only and are not here to offer or promote any other business, product or services that we have not agreed upon in advance.

**Fax to: (717) 845-3287**

**Mail to: New Visions Books & Gifts**

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**Email: [Newvisionsbooks@aol.com](mailto:Newvisionsbooks@aol.com)**

**Deadline: ASAP or Sooner! ☺**

## Please Print Clearly!

Company Name: \_\_\_\_\_ Booth #: \_\_\_\_\_

Phone Number: ( \_\_\_\_\_ ) \_\_\_\_\_

1. \_\_\_\_\_ (responsible party)

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

**Deadline: July 15, 2018** (or sooner! ☺) mailed, emailed, faxed or phoned soon enough so we can have time to have them pre-printed before the expo. Do not hold your contract up because you don't know who will be staffing your booth!

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## Brochure Advertising Information

We produce a beautiful informative brochure for the New Visions Holistic Expo, which details everything a guest would like to know before, during and after the Expo. Not only does it contain information about the expo, it also has a resource directory listing of all of the vendors who attend, including contact information for later follow-up. Many people claim they keep their brochure as a "phone book" for future reference. We use it, too, a lot at New Visions for easy reference.

## A few years ago we announced a major price reduction on brochure advertising and redesigned our brochure!

A few years ago we redesigned our brochure to a 5.5"x8.5" very popular booklet, and it contains more expo information and room for advertising. By accepting ads to offset the cost of the brochure, we have lowered the cost of the advertising price dramatically. A single ad dropped from **\$99** to only **\$50** and a double ad dropped from **\$195** to only **\$100**. Both vendors and guests really love our brochure and we are pleased that we are able to create it.

Advertising here not only promotes your business or service and gives you name recognition to many people in your market, it helps pay for the brochure and mailing. Ad space is limited and sold on a first come first serve basis, so if you are interested in advertising in our fabulous brochure, please call us ASAP.

Matt will work with you to design an elegant ad at no additional cost to you. He loves doing it. Again, ads are sold on a first come first serve basis, so do not delay! Call us NOW to reserve your space!

The price of the ad is listed on your contract and must be paid for when you send in your contract.

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