

makeover my heart

Dear Vendors:

The 4th Annual Makeover My Heart – A Heart Healthy Day for Women, will be held February 4, 2012 at the Radisson Hotel and Conference Centre from 8:00 AM to 4:00 PM. Established in 2007, Makeover My Heart is a 501c3 non profit organization whose mission is raising awareness about women and heart disease. Each year, we host a sell-out event that welcomes more than 325 women for a full day of education. From lectures to interactive clinics, to our health and wellness area, Makeover My Heart offers a uniquely interactive learning experience that is also affordable and fun. As a participating Vendor, you're supporting our important mission to provide women with the tools and information necessary to achieve and maintain ideal heart health.

Although our primary focus is education, Vendors also play an integral role in our program. Makeover My Heart has created the casual feel of a "girl's day out" by including some fun and pampering. In addition to lectures and interactive clinics, we offer a Health and Wellness area that is open to guests throughout the day. Here, Vendors provide a variety of complimentary services to guests, including heart healthy information such as nutritional guidance, health assessment screenings, exercise information, as well as makeovers and complimentary spa services. As a Vendor, this is a unique opportunity to showcase your business to hundreds of potential clients in a casual setting.

On the day of the event, Vendors provide:

1. A complimentary service(s) to guests throughout the day such as:
 - a. Health and Wellness information (dietary, nutritional, fitness, etc)
 - b. Health and Wellness screenings (B/P, body fat analysis, cholesterol, etc.)
 - c. Complimentary Spa Services (massage, yoga, reiki, makeovers, etc).
2. Provide a gift certificate of Gift Basket (retail value of \$100 or >) that is given away in your name at the event to one lucky winner.

In return, Makeover My Heart offers a number of incentives that makes participating a great business opportunity. These include:

1. Complimentary display table – (see Vendor contract for details)
2. Complimentary Advertising in our Program Booklet (1/4 page ad)
3. Complimentary advertising on our website at www.makeovermyheart.org
4. Complimentary continental breakfast

5. Complimentary boxed lunch
6. Special recognition as a Vendor on scrolled advertising in the Main Ballroom on the day of the event.

Vendor requirements:

All Vendors must submit a completed application that must be reviewed and approved by The Makeover My Heart Board. Vendors will be notified in writing of their acceptance.

Suggested deadline for applications is December 1, 2011.

Space is limited and offered on a 1st come, 1st serve basis.

As the primary focus of Makeover My Heart is education, we have always maintained a strict **NO SALES** policy for Vendors at the event. Vendors can, however, provide and obtain contact information, offer brochures, samples, coupons, etc.

We appreciate your cooperation in this matter.

Vendors will be located throughout the Radisson's first floor on the day of the event. We aim to provide everyone ample access to potential clients with the least amount of congestion. We do our very best to accommodate your individual needs and place Vendors in the most appropriate space for services being rendered. *Please see the separate Vendor Contract for additional information.

The Radisson opens at 6:30 AM on the day of the event. Set up can begin at that time. The Vendor Area opens promptly at 8:00 AM. Set up must be completed by 7:45 am. Coffee, tea, juice and bagels will be available from 6:30-7:45 AM **only**. A boxed lunch is provided at 11:15 am. The Health and Wellness area will close at 2:30 PM, at which point tear down can begin. Vendors should plan to leave the Radisson no later than 3:30 pm.

Deadline for your complimentary ad information and logo is January 14th, 2011.

Ad material must be formatted. We do not have the ability to create ads for you. Please email or drop off your ad to Adrian Colosimo at acolosimo@sdmg.com

Slocum Dickson Medical Group

1729 Burrstone Road

New Hartford, NY

13413

315-798-1409

Once again, on behalf of the Vendor Committee and everyone at Makeover My Heart, thank you for your interest in our program. To our returning Vendors, we thank you for your continued support. To our new Vendors, welcome. We appreciate your generous donation of time and services. We sincerely look forward to meeting you and working with all of you to make next years' event another huge success.

For more information on Makeover My Heart, please visit our website at www.makeovermyheart.org. To view specific Vendor information including Vendor application forms, click on **About Us** tab and **click Partners and Sponsors**.

Sincerely,

Makeover My Heart Program Committee Members

Linda Iannone- linspj@aol.com

Linda Jones – ljones@sdmg.com

Patricia Wiedmer – patricia.wiedmer@yahoo.com