

# Dallas Yoga Fest 2018



Overview for Vendors

# What is Dallas Yoga Fest?

- ▶ Dallas Yoga Fest is a holistic-health large-scale high visibility regional yoga festival targeting the health-conscious consumers in the Dallas area
- ▶ Supports healthy lifestyle for people of all ages through the science of yoga and complementary health fields
- ▶ Unique and unparalleled event in Dallas
- ▶ Honoring the body, mind & soul connection
- ▶ Celebrating the International Day of Yoga
- ▶ FREE Admission

**FREE Admission**

# Program Content

## Parallel Tracks - Multiple Sessions

- ▶ Themed Yoga Sessions
- ▶ Meditation Sessions
- ▶ Pranayama Sessions
- ▶ Natural Health Workshops
- ▶ Health Fair
- ▶ Keynote Address
- ▶ Kids Programs
- ▶ Market Expo
- ▶ Healthy Food Options



# Event Details

- ▶ Location: Southfork Ranch
- ▶ Date: June 16, 2018 Saturday
- ▶ Event Time: 8 AM to 6 PM
- ▶ Market Expo Time: 9 AM to 6 PM
- ▶ Entry: FREE
- ▶ Sessions: FREE
- ▶ Parking: FREE
- ▶ Attendees (estimate): Total 1500 (250 to 350 at any time)
- ▶ Host: JKYog, a charitable non-profit organization



# Successful Execution in 2017

- ▶ Attendees in 2017: Total 1200
- ▶ Age Profile: All ages starting at 5 year old
- ▶ Volunteers: 100+
- ▶ Community Partner Organizations: Over a dozen
- ▶ Keynote by a world-renowned teacher of yoga
- ▶ Diabetes Health Fair
- ▶ Focused Sessions:
  - ▶ 705 minutes of themed yoga sessions including programs for kids & seniors
  - ▶ 345 minutes of meditation & pranayama
  - ▶ 825 minutes of holistic health workshops
- ▶ Market Expo with 35 vendors

**43 Focused Sessions  
Lasting 1875 Minutes**



# Vendor Booths

- ▶ Indoor Market Expo
- ▶ Share your organization or business in an indoor setting
- ▶ Gain in-person access to hundreds of health conscious consumers
- ▶ All booth spaces are in the Southfork Ranch Atrium (indoor)
- ▶ Booth space comes with a 6 ft. table and two chairs
- ▶ Booth for vendors is \$200
- ▶ Booth for nonprofits is \$100
- ▶ For sponsorship level Silver and above, booth space is complimentary
- ▶ For Bronze, shared booth space is complimentary



# Getting Involved



- ▶ Review our website and facebook page for blogs, testimonials, photos/videos from the prior year
- ▶ Submit an application to reserve a spot for a booth as there are only limited spots
  - ▶ Click "GET INVOLVED" menu option of our website
  - ▶ Submit an application by clicking on the hyperlink shown in the "Be a Vendor" section
  - ▶ Spots are not guaranteed until your application is accepted and full payment is received
  - ▶ Please do not make a payment until your application is approved
- ▶ Provide logo, banner, and other promotional materials as applicable

Website: <https://www.dallasyogafest.org>

