

SCIENCE OF HUMAN OPTIMIZATION CONFERENCE



MAY 2-3 2020
HYATT REGENCY

Hauppauge, NY



LIFE AT ITS PEAK LEVEL OF HEALTH EXPRESSION

Featuring groundbreaking technology, science, and resources for human optimization, the **ScHO Conference** hosts physicians and companies from around the world. The event looks to introduce innovations in lifestyle-medicine to the public and business community interested in a more proactive approach to addressing the underlying cause of chronic conditions. With the current three trillion-dollar healthcare system almost entirely focused on the indefinite management of chronic disease, the **ScHO Conference** brings together the innovators, entrepreneurs and practitioners looking to design a more sustainable, effective, personalized, and affordable approach to results-based medical care.

Since 2005 expo #35



what we do in life
echoes in eternity



The Science of Human Optimization Conference attracts women and men from 35-65 years of age. They are educated, proactive and smart. Most have an interest in an active approach to a healthy lifestyle, medical care that addresses the underlying cause of chronic conditions, as well as nutrition, supplementation, fitness, aesthetics and relaxation. At this event, proactive consumers have a chance to meet and learn from some of the top physicians from around the corner, and around the world.



Vision without action is
merely a dream. Action
without vision just passes
the time. Vision with action
can change the world.



Some 30,000 of our Science of Human Optimization magazines are mailed and distributed to thousands of Lifestyle Medicine and Human Optimization related, practitioners, businesses and consumers. Our digital marketing reaches hundreds of thousands via videos and ads throughout social media. And we've featured commercials on LIVE with Kelly, WABC TV-7, NEWS 12 TV as well as WOR 710, 1010 WINS RADIO, and publications such as the WSJ, NYT Creations Magazine and Natural Awakenings, reaching millions of people within our most desired demographic.



You can start the world's
biggest fire with the
world's smallest spark.



The HYATT REGENCY, a luxury hotel on the North Shore of Long Island NY is designed to please both the business and leisure traveler. Featuring 17,000 square feet of meeting space and 358 guestrooms and suites with panoramic views of the Hamlet Wind Watch Golf Club. Tee it up on our championship golf course. Relax at our sparkling swimming pool. Stick to your fitness routine in our StayFit™ Gym, or soothe achy muscles in our hot tub and sauna. At days end, enjoy cocktails and dinner at the acclaimed NU Restaurant.

Book a room: \$149 Per Night email brielle.deluca@hyattregencylongisland.com

EXHIBIT

3 FT TABLE -----	650	☐
6 FT BOOTH -----	1150	☐
8 FT BOOTH -----	1450	☐
10 FT BOOTH -----	1750	☐

PRESENT

45 MIN ANALOGUE TALK-----	495	☐
18 MIN ScHO VIDEO Keynote -----	895	☐

PROMOTE

QUARTER PAGE AD -----	575	☐
HALF PAGE AD -----	975	☐
FULL PAGE AD -----	1875	☐

ACCESSORIZE

ELECTRIC -----	75	☐
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TOTAL _____



If you did not do today
 what terrified you yesterday
 then tomorrow will be no different
 than the day before.

ScHO **PARTNER** ----- 15,000 ☐

- PRIME 10 FT BOOTH
- 18 MIN ScHO KEYNOTE VIDEO TALK
- 45 MIN ANALOGUE TALK
- TWO PAGE ARTICLE SPREAD
- FULL PAGE DISPLAY AD
- TOP TIER COMPANY LOGO FOCUSED MARKETING
- SIX MONTHS DIGITAL PROMOTION
- **PRIVATE DINNER WITH KEYNOTE SPEAKER**

ScHO **DIAMOND** ----- 7,500 ☐

- PRIME 10 FT BOOTH
- 18 MIN ScHO VIDEO TALK
- 45 MIN ANALOGUE TALK
- FULL PAGE ARTICLE AD
- FULL PAGE DISPLAY AD
- COMPANY LOGO ON ALL MARKETING
- THREE MONTHS DIGITAL PROMOTION
- **PRIVATE DINNER WITH KEYNOTE SPEAKER**

ScHO **PLATINUM** ----- 4,500 ☐

- 8 FT BOOTH
- 18 MIN ScHO VIDEO TALK
- 45 MIN ANALOGUE TALK
- FULL PAGE ARTICLE AD
- COMPANY LOGO ON ALL MARKETING
- **PRIVATE DINNER WITH KEYNOTE SPEAKER**

ScHO **GOLD** ----- 3,500 ☐

- 8 FT BOOTH
- 18 MIN ScHO VIDEO TALK
- 45 MIN ANALOGUE TALK
- FULL PAGE ARTICLE AD
- DIRECTORY LISTING

ScHO **SILVER** ----- 2,500 ☐

- 8 FT BOOTH
- 18 MIN ScHO VIDEO TALK
- 45 MIN ANALOGUE TALK
- HALF PAGE DISPLAY AD
- DIRECTORY LISTING

ScHO **BRONZE** ----- 1,500 ☐

- 6 FT TABLE
- 45 MIN ANALOGUE TALK
- QUARTER PAGE AD
- DIRECTORY LISTING

TOTAL _____



COMPANY NAME _____ CONTACT NAME _____

BILLING ADDRESS _____ CITY _____ STATE _____ ZIP _____

PHONE _____ EMAIL _____

CREDIT CARD _____ EXP _____

SIGNATURE _____ DATE _____

TOTAL _____

- Set up is at 7 am on Saturday MAY 2ND
- Speaker and Exhibitor Badges can be picked up at the registration desk.
- The booth must remain manned from 9:30 am to 6:30 pm.
- Tables and chairs will be available.
- Electric run to the booth needs to be pre-ordered and is \$75.00
- WIFI needs to be ordered from the Hyatt Regency hotel
- Sleeping Rooms \$149 Per Night email brielle.deluca@hyattregencylongisland.com

CHECK PAYABLE TO: Health Media Group, Inc. PO Box 40 Cedarhurst NY 11516