

SCIENCE OF HUMAN OPTIMIZATION CONFERENCE



NOV 7-8 2020
The Westin NYC
Times Square



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 #36



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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.



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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.



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



A coveted Midtown Manhattan location, savvy accommodations and thoughtful amenities combine to create an exceptional hotel experience at The Westin New York at Times Square. Retreat from the city in our beautifully appointed guestrooms and suites, which showcase our signature Westin Heavenly® Bed and Heavenly® Bath. Dynamic dining awaits at Foundry Kitchen and Bar, where creative cuisine receives a healthy twist. And with an assortment of inspiring event and meeting room spaces, our hotel is a distinctive destination to create, collaborate and celebrate.

Book a room: \$279 Per Night email yulia.samburskaya@westinhotels.com

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 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** ----- 1,350 ☐

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

TOTAL _____

EXHIBIT

3 FT TABLE -----	450
6 FT BOOTH -----	850
8 FT BOOTH -----	1150
10 FT BOOTH -----	1450

PRESENT

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

PROMOTE

QUARTER PAGE AD -----	475
HALF PAGE AD -----	875
FULL PAGE AD -----	1675

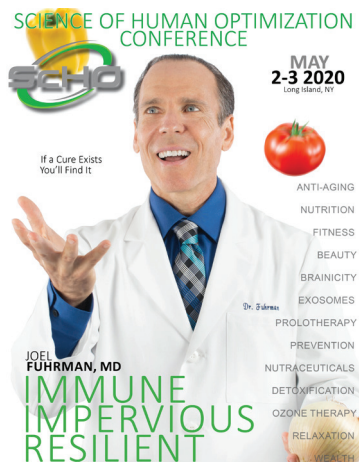
ACCESSORIZE

ELECTRIC -----	225
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If you did not do today
what terrified you yesterday
then tomorrow will be no different
than the day before.

TOTAL _____



SCHO REGISTER

NOV 7-8 2020

The Westin NYC

Times Square



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 November 6th
- 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 \$225.00
- WIFI needs to be ordered from the Westin New York Hotel
- Sleeping Rooms \$279 Per Night email yulia.samburskaya@westinhotels.com

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