THE BEST YOU
EXPO
PERSONAL DEVELOPMENT FOR EVERYONE - EVERYWHERE
4TH - 5TH MARCH 2017
EXCEL, LONDON
ROYAL VICTORIA DOCK,
1 WESTERN GATEWAY,
LONDON, E16 1XL
WWW.THEBESTYOUEXPO.COM

“Arrive with questions and leave with answers.”
Just 18 months ago, The Best You's team, led by CHIEF INSPIRATIONAL OFFICER Bernardo Moya, envisaged its first festival of personal development.

With a vision to bring the greatest minds in personal development together with fantastic coaches, practitioners and companies in the self-improvement industry, the team worked hard to create a show which would inspire, teach and reward those looking for solutions.

The resulting event, held at London's ExCeL on 27-28 February was a golden moment in the UK's personal development industry. More than 3,200 joined the event, with a further 1,500 registering to receive digital content broadcast live from ExCeL.

Many signed up to hear keynote speakers including the personal development industry's biggest names, Barbara De Angelis, Robert Holden and Michael Neill. Others came to hear about sporting excellence from Sir Clive Woodward, nutritional advice from Jason Vale and financial wisdom from Gill Fielding.

The Great Minds Seminar Room was the place of lifechanging moments with amazing advice and insights shared.

Alongside, a series of workshops ran non-stop for 15 hours with each speaker attracting a capacity audience of almost 100 delegates. Insights and advice were shared by speakers across a wide range of subjects enabling delegates to take away ‘golden gems’ to apply to their own lives.

A fantastic range of exhibitors showcased their services and products at the Expo, including coaching for business success, divorce advice and addiction support.

With a live camera crew and reporters, The Best You’s social media team tracked the weekend, with more than 1,500 posts from the event sent every 1.3 minutes.

Our thanks goes to the speakers who helped to change lives over the weekend, the exhibitors who supported the event and we look forward to welcoming you back to THE BEST YOU EXPO 2017!
THE BEST YOU EXPO

WHAT WE HAVE ACHIEVED IN 2016

- **ExCeL London**
  - Exhibition Centre
  - London
  - 4,000 Square meters

- 4,700 Pre-registered delegates

- **3,200+**
  - Attendees

- **14**
  - Inspire Workshops
    - Phobia Cures
    - Circus Acts
    - Silent Disco

- **55**
  - Exhibitors

- **54**
  - Speakers
    - Barbara DeAngelis
    - Sir Clive Woodward
    - Jason Vale

- **15**
  - Hours
    - Non stop workshops

- **1,346**
  - Testimonials

- **1,500**
  - Social media sharing
  - Every minute

- **890,654**
  - Impressions

96% of the speakers have requested to speak in **EXPO 2017**
THE BEST YOU EXPO
2016 EXHIBITORS

THE CATEGORIES
CHARITY
COACHES
HEALTH + WELLBEING
MARKETING & SALES
PERSONAL DEVELOPMENT
PRACTITIONERS
PUBLISHERS
WEALTH
NATHAN DOUGLAS (EXHIBITOR)

“The Best You Expo was a brilliant event. It was nice to meet and speak to like-minded people that truly want to improve themselves and make themselves the very best they can be.”

DR. BARBARA DE ANGELIS

“If you are ready to transform, to learn, to grow, to shift there is no better place than The Best You Exhibition and seminar. You will be so happy that you made the decision to come.”

MICHAEL NEILL (SPEAKER)

“I came to The Best You Exhibition for the first time ever, with genuinely with no idea what to expect and I was actually blown away, for the first time something was done it feels like an event that has been running for years.”

SIR CLIVE WOODWARD (SPEAKER)

“Amazing exhibition, great speakers and I have really enjoyed looking around. Look out for the date in 2017. I recommend everyone to try and get here, it’s really worth while.”

TONY WRIGHTON (SKY SPORTS PRESENTER AND PERSONAL DEVELOPMENT AUTHOR)

“Congratulations on a great event over the weekend. It’s not easy realising a big scale vision for personal development coaching and I’m really impressed at your vision. I think the rest of us in this community are lucky to have you!”

BRIAN J. BYRNE (ATTENDEE)

“I attended the Expo 2016 in the ExCeL centre with an access all areas ticket. I had a fun time and really enjoyed myself and found the speaker sessions tremendously useful and informative. The work and dedication and energy you put forth really showed – I had an excellent time and will be back next time – Job well done!”

SUHKI WAHIWALA (SPEAKER)

“Wow what a great event for us, we thoroughly enjoyed each day and we have a had a great response from the show.”

TONY MCKENZIE (ATTENDEE)

“Hello! Big thank you for hosting the Expo. I enjoyed the day and I thought you had some stella speakers so really big thumbs up for securing some great self-development heroes. I enjoyed the speakers and will keep an eye for the next one.”

WATKINS PUBLISHING (EXHIBITOR)

“We had a wonderful experience exhibiting at The Best You! The organisers were lovely, helpful, and efficient, and made the experience run smoothly.”
**THE BEST YOU EXPO**

**WHAT TO EXPECT IN 2017**

<table>
<thead>
<tr>
<th><strong>ExCeL London</strong></th>
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<td><strong>Exhibition Centre London</strong></td>
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- 6,000 Square metres of hall space
- 5,000 Square metres of carpet!
- 9 Seminar rooms

<table>
<thead>
<tr>
<th><strong>WHAT TO EXPECT IN 2017</strong></th>
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<tr>
<td>1,200 Seminar room chairs</td>
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<td>150+ Free giveaways at the EXPO</td>
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<td>£200,000 Investment to include: carpets / chairs / AV / Stands / branding / security / electric / AV Sound engineers</td>
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<tr>
<td><strong>10,000</strong> Pre-registered delegates</td>
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<td><strong>12</strong></td>
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<tr>
<td><strong>6,000+</strong> To attend</td>
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<tr>
<td><strong>14</strong> Inspire Workshops</td>
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<tr>
<td><strong>120+</strong> Talks</td>
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<tr>
<td><strong>160</strong> Exhibitors</td>
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| **3** Mailshots per exhibitor & speaker |
| **7,200,000** Emails sent inviting and informing people of the expo |
| **20,000** Average size database of exhibitors / speakers |
| **2,400,000** Total databases of exhibitors / speakers |

| **44,000** Tweets about the EXPO |
| **£100,000** In advertising Google adwords / facebook |
| **£600K - £1M** Estimated business exchanging hands during the weekend 4th 5th of March |

| **5,200** Man hours to make the EXPO happen |
| **300** Print pages promoting the EXPO |
| **6,000** EXPO show guides printed |
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WHAT'S NEXT?
THE BEST YOU EXPO
BRANDS CONFIRMED FOR 2017

THE CATEGORIES
CHARITY
COACHES
HEALTH + WELLBEING
MARKETING & SALES
PERSONAL DEVELOPMENT
PRACTITIONERS
PUBLISHERS
WEALTH
THE BEST YOU EXPO

SPEAKERS CONFIRMED

MAIN STAGE

Doctor

Sharon Lechter

Hilary Devey

Sandy C. Newbigging

List of Speakers

Agnes Major
Ajay Shesh
Alison Trethewey-Smith
Allen Rudder
Allison Ward
Alpa Pandya
Andrea Watts
Andrew and Diane Nicholson
Anna Logan Riversby
Blanca Ortiz
Brian Muldoon
Camilla Nutall
Caroline Heward
Christine McGroty
Chuma (Ronney) Ramsar
Darren Stanton
David Capperauld
Dr Stephen Simpson
Elaine Batho
Elizabeth Hancock

Elliot Kay
Enekpen Eke
Eszter Molnar
Fil Ace Biggs
Fiona Harrold
Francine Kaye
Gabriel Dayan
Garry Jones
Ivan Faes
Jane Jackson
Janey Lee Grace
Jessica Barker
Jimmy Petruzzi
Julia Keller
Karen Meager
Kate Tojeiro
Lottie Moore
Louise Presley Turner
Maria Adesoye
Max Tuck

Mindy Gibbins-Klein
Mirela Sula
Mohammed Salih
Monica Douglas-Clark
Nerma San Jose
Nina Grunfeld
Pam Lob
Paul Boross
Paul Spencer
Rebecca Nicholls
Rozi Jennings
Sally Baker
Sara Davison
Sarah Naylor
Sharon Callix
Sheena Walker
Shireen Walton
Susan Armstrong
Theresa Cheung
Tom Forster Mayer

Tommy Gentleman
Tracey Smolinski
Vanessa Woozley
Wendy Price

Sandy C. Newbigging is the no.1 bestselling author of six books and the creator of modern-day meditation and coaching techniques that have helped thousands of people worldwide.

Sharon Lechter is an entrepreneur, author, philanthropist, international speaker, licensed CPA, Chartered Global Management Accountant and, most importantly, a mother and grandmother.
There will be 6 additional workshop rooms next year, making 9 in total - plus the main stage. We are offering these expanded opportunities to exhibitors as a direct response to the overwhelming positive feedback from the previous EXPO’s exhibitors, who told us that speaking in the workshops generated huge interest in their product and services. One exhibitor described the experience as “feeling like the Piped Piper”, leading delegates back to his stand after his talk had finished.

**FACT: We have now allocated 90% of workshop spaces!**

Please contact us to book and discuss which workshop room would be right for your talk and to confirm your slot and to connect to the right audience for your business.

**0207 927 6500**

**Wealth and Riches Workshops**
How can Personal Development boost and project business? From mentoring and coaching, through HR applications, leaderships skills, communication and much more, The Best You Business workshop series shows you how.

**The Best Practitioners’ One-Stop Shop**
Complementary practitioners are often brilliant at their specialist skill but struggle to capitalise on it by taking their skills to market. From publishing, through to marketing, plus the practicalities of starting a practice, speakers will expertly take you through the processes, showing the pitfalls and routes to success.

**Passion to Profit Workshops**
Do you have a burning desire to start a business based on your life-long passion? Have ever wondered if it CAN be done? The Passion to Profit workshops show you how. The speakers will tell you their story, giving you tips and inspiration on how to start your journey and follow your dreams.

**Feel and Look Good Workshops**
Whether you want to overcome a phobia, get fitter, lose weight, find ways to beat anxiety or improve your overall well-being, this series of workshops from leading experts will show you how. It will include hypnotic trance workshops, approaches to self-improvement, and all the most innovative techniques for self-improvement.

**Inspiring Youth Workshops**
New for 2017, this workshop is to give teachers, parents and care givers advice and learnings to help them shape and educate our future leaders and entrepreneurs. It will also give teenagers and young adults the opportunity to get on stage and share their ideas. We are looking for young entrepreneurs, budding inspirational speakers, creatives, young marketers and those that want to do good in the world. This is your chance – go for it!

**Body and Soul Workshops**
Again new for 2017, The Body and Soul workshops offer a collection of spiritual leaders, teaching you new ways to live your life authentically, by using meditation, yoga, NLP, mindfulness and much more. This series of workshops shows you how to live the life you truly want and deserve.
**EXPO 2017 PACKAGES & RATES**

***PROMOTIONAL PRICES***
(ALL PRICES ARE VAT INCLUSIVE)

- **(6m x 2m) Premium**
  - Standard: £5,780.00
- **(3m x 2m) Premium**
  - Standard: £2,840.00
- **(2m x 2m) Premium**
  - Standard: SOLD OUT

*The promotional prices are preferential based on the exhibitor agreeing to promote The Best You EXPO 2017 from time of booking until the 5th March 2017.*

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**2017 PACKAGES AND RATES**
(ALL PRICES ARE INCLUSIVE OF VAT)

- **(6M X 2M) PREMIUM STANDARD**
  - £6,240.00
- **(3M X 2M) PREMIUM STANDARD**
  - £3,120.00
- **(2M X 2M) PREMIUM STANDARD**
  - £1,980.00

**Space only stands**
(Price on application)
Contact Details

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