



*More Than Just a  
Trade Show for Conscious Retailers!*



**inats**<sup>®</sup>  
the tradeshow for conscious living

**June 7-9, 2019**  
**Friday through Sunday**  
**Pre-show Seminars**  
**Thursday, June 6, 2019**

[inats.com](http://inats.com) | [707.293.9189](tel:707.293.9189) | [andrew@inats.com](mailto:andrew@inats.com)

**EXHIBITOR INFORMATION**



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# Promote Your Product to Conscious Retailers

## ABOUT THE SHOW:

INATS is the only trade event in the country designed specifically for retailers who carry Spiritual, Inspiring, Metaphysical, Magickal, Fair Trade, and Earth Friendly books, music and products for Conscious Living.

Along with the **TRADE SHOW**, featuring the newest products for their stores, Retailers take away solid business knowledge from our **SEMINAR PROGRAM** and enjoy valuable networking opportunities at our **SPECIAL EVENTS**.

Sponsorship opportunities are available.

## MARKETING AND ADVERTISING PLANS:

INATS will be promoted throughout the Conscious Retail Community and beyond.

- Print advertising in trade publications such as Retailing Insight, Leading Edge Review and Tucson Meta Guide.
- Extensive direct mail and email campaigns to thousands of stores in Conscious Living.
- Show Directories with your information will be distributed on-site in sponsored show bags. Reserve your ad space today!
- Personal telephone contact with retailers throughout the country.
- Social media posts and announcements.
- Continual website updates.
- Distribution of show information at other events.

## NEW SHOW LOCATION:

**Crowne Plaza Denver Airport  
Convention Center, Denver, Colorado**

Set at the base of the majestic Rocky Mountains, the mile-high city has hosted INATS from its beginning 24 years ago. In 2016, the show successfully moved to The Crowne Plaza DIA, a spectacular property well suited to the business event that is INATS. Buyers and Exhibitors alike were thrilled by the warmth and welcome they felt. The spacious and well-appointed Convention Center and meeting rooms are steps away from newly remodeled guest rooms, pool, exercise facility, and welcoming lobby. **Easy freeway access, free parking, free airport and area shuttles, friendly in-house services, and special guest room rates provide a superior and attractive setting for INATS.**

The Crowne Plaza is a right-to-work facility which equates to big savings for exhibitors.

## EXHIBIT SPACE PRICES:

Standard 10' x 10' booth	\$1,700
Corner Fee on 10' x 10' booth	\$250
5' x 10' half booth (limited number available)	\$975
6' Tabletop display (available to First-time, self-published authors and artisans)	\$550

## BOOTH PACKAGE:

- 8' back drape, 3' side drape
- One skirted table, chairs, wastebasket,
- Booth identification sign
- Pre-show booth cleaning
- 500 watt electrical outlet
- WiFi connection
- On-site material handling (drayage)

## BOOTH SPACE ASSIGNMENT:

We are excited to honor our returning exhibitors with the first choice in booth assignment based on their former location and seniority. New exhibitor assignments will begin immediately on a space available basis until all booths are full.

## EXHIBITOR OPPORTUNITIES:

Check the INATS website for information on advertising and promotional ideas or call the INATS office for personal assistance.

## HOTELS:

Book rooms with GTA Meetings\* at [www.gtameetings.com](http://www.gtameetings.com) or call 888.524.7285. GTA Meetings is the ONLY authorized booking agent for INATS. If you receive calls from any other agency, please be cautious as you could be scammed.

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## Friday – Sunday Show Days!

### INATS SHOW SCHEDULE

#### PRE-SHOW SEMINARS:

Thursday, June 6, 2019 9 a.m. – 5 p.m.

#### EXHIBITOR MOVE-IN:

Wednesday, June 7, 2019 1 p.m. – 5 p.m.

Thursday, June 8, 2019 8 a.m. – 7 p.m.

Friday, June 9, 2019 8 a.m. – 10 a.m.

#### SHOW HOURS:

Friday, June 7, 2019 10 a.m. – 6 p.m.

Saturday, June 8, 2019 9 a.m. – 6 p.m.

Sunday, June 9, 2019 10 a.m. – 4 p.m.

#### EXHIBITORS MOVE OUT:

Sunday, June 9, 2019 4 p.m. – 10 p.m.

# The Coalition of Visionary Resources (COVR) and Retailing Insight Magazine sponsored a survey in July 2018. *Some fascinating trends emerged.*

- 74%** report moderate to substantial business growth in their MBS business
- 64%** believe the mind body spirit industry is becoming more mainstream
- 54%** report that the mind body spirit industry has an increasingly positive perception
- 56%** report that more customers are seeking information or products about spirituality
- 49%** indicate that more customers are seeking mind body spirit info
- 68%** attend 1 to 5 trade shows per year



Respondents reported important changes to their customer composition, including a growing segment of younger customers, with the largest growth between ages 30 and 49 and an increase of male customers.

**The INATS Seminar Program draws many buyers to the show.  
We are building this year's schedule around the topics  
Mind Body Spirit retailers reported they needed the most.  
Among them are:**

**Marketing and advertising information, social media management, industry trends information, tools for e-commerce, i.e. website development and online shopping carts, event management, fiscal and financial information and inventory acquisition.**

For information about the survey, please contact [Info@COVR.org](mailto:Info@COVR.org).

## **Early Bird Discounts Available**

**OPTION A:** *Contracts received and paid in full by Dec. 14, 2018 will receive:*

- 10% off their exhibit space fee
- A quarter page black and white advertisement or \$395 toward any advertisement in the Show Directory

**OPTION B:** *Contracts received and paid in full by January 4, 2019 will receive:*

- 10% off their exhibit space fee

**Reserve your space today! Contact Team INATS with any questions at 707.293.9189.**

**Produced by Turning Wheel Company**

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Wholesale Only – Not Open to the Public



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per room/night, single or double. Full Breakfast included!\*



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HOTELS & RESORTS



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*Relax in the comfort of your own on-site hotel room*

**Crowne Plaza Denver Airport Convention Center**

Book your rooms with GTA Meetings at [www.gtameetings.com](http://www.gtameetings.com) or call 888.524.7285.



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