

**Joe Groden**

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# How To Create a Health Fair — and Why You Should

- **A POWERFUL IMAGE BUILDER FOR YOUR BUSINESS.**
- **A SHOWCASE FOR YOUR PRODUCTS AND SERVICES.**
- **GENERATE REFERRALS FROM LOCAL NON-PROFIT AGENCIES.**
- **AN EDUCATIONAL SERVICE TO YOUR COMMUNITY.**
- **SELF-SUPPORTING AFTER THE FIRST YEAR**

## Comprehensive Manual Provides Step-by-Step Guidelines

In 1990, I produced the first health fair in Rochester, NY for a major HME company. Now in its 15th year, the event has become the largest health care exposition in Upstate New York.

**My new Health Care Manual explains how to adapt this proven concept to your business and your market.**

- Full Color Photos
- Convenient, lie-flat binding
- 30 Pages cover such topics as:
  - ✓ First Steps
  - ✓ Sample Timetable
  - ✓ Developing a Budget
  - ✓ Soliciting Exhibitors
  - ✓ Soliciting Sponsors
  - ✓ Arranging Free Programs
  - ✓ Testings and Screenings
  - ✓ Staffing
  - ✓ Publicity
  - ✓ Sample forms, letters and flyers.

**ORDER YOUR HEALTH FAIR MANUAL NOW!**

Option 1: \$49.95 Includes first-class postage.

Option 2: \$150.00 Manual, plus 1-hour question and answer session after manual is received.

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