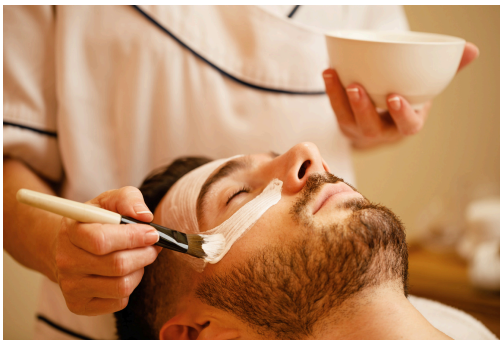


MAN UP

www.manup-chicago.com



JUNE 2025

TIME: 10 AM

This single-day gathering centers around the most current developments in health, wellness, fashion, and lifestyle. Prominent figures and top brands in these industries will have the opportunity to engage with attendees through workshops, demonstrations, and personalized shopping experiences.

www.man-upchicago.com



We are thrilled to welcome you to the "Man Up - Annual Men's Lifestyle Expo," an event dedicated to championing men's health, wellness, and lifestyle during June's Men's Health Month. This Man Up serves as a powerful platform for education, resources, and services designed to address critical health concerns while fostering a supportive community for men of all ages.

Men's health is often a topic overshadowed by hesitation and fear, yet the stakes have never been higher. Rates of prostate and colon cancer—especially among men of color—continue to rise at alarming rates. Early detection and proactive health measures are crucial, and that is why this event is so important.

"Man Up" is more than just an event; it is a call to action for men to take charge of their health and well-being. Through engaging workshops, free health screenings, and educational sessions, we aim to break down the barriers of fear and stigma that prevent men from seeking the care they need. For young men who are uninsured, this event is an invaluable opportunity to access critical resources and learn preventive health practices.

Your partnership in this mission amplifies our ability to provide these life-saving resources and to reach even more men in need. Together, we can inspire attendees to prioritize their health, embrace routine check-ups, and foster a culture of proactive well-being.

We are proud to stand with you in this vital initiative, and we look forward to working together to make this year's "Man Up" a transformative experience for all who attend.

With appreciation and commitment,
Cesar Rolon
Man Up
Annual Men's Lifestyle Expo

www.manupchicago.com

EXPO SEGMENTS

- Fashion Brands
- Barbers
- Male Grooming Products
- Male Skin Care Products
- Men's Health & Wellness
- Fashion Accessories
- Financial Literacy
- Technology
- Lifestyle Brands
- Culinary



EXPO HIGHLIGHTS



Primary Stage Performances

Stage to be used as focal point:

Main Seminar (Sponsored)

Fashion Show (Sponsored)

One Fireside Chat (Sponsored)

Exhibitor's Showcase

Here Brands will have the opportunity to engage with attendees through workshops, demonstrations, and personalized shopping experiences.



Wellness Pavilion

Attendees can take this opportunity in getting clinical services done onsite. No Questions Asked.

EMBRACE THE EXPO EXPERIENCE

Advocate for Men's Health and Wellbeing:

The expo aims to increase awareness regarding the significance of men's health and well-being, while also furnishing information and resources to promote healthy lifestyle choices.

Deliver Knowledge and Supportive Materials:

The expo will offer informative sessions and valuable resources to empower men to make informed choices regarding their health, careers, and personal lives.



Showcase Offerings and Solutions:

The expo will feature groundbreaking products and services designed to meet the diverse needs of men, spanning healthcare, fitness, and technology.

Encourage Business Innovation:

The expo will offer a stage for small businesses and aspiring entrepreneurs to present their offerings and gain visibility among a broader audience.

Ignite and Drive:

The expo will ignite and drive men to proactively manage their health and well-being, follow their passions, and lead their most fulfilling lives.

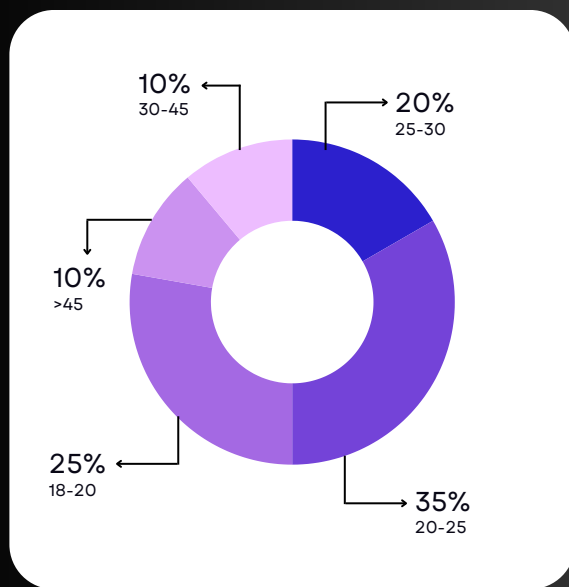
Even More Crucially:

Showcase the rich cultural tapestry and diversity of Chicago while offering a gathering place for men from various backgrounds to unite and commemorate their distinctive viewpoints and life journeys.



THE DEMOGRAPHICS OF PRODUCT USE

AGE

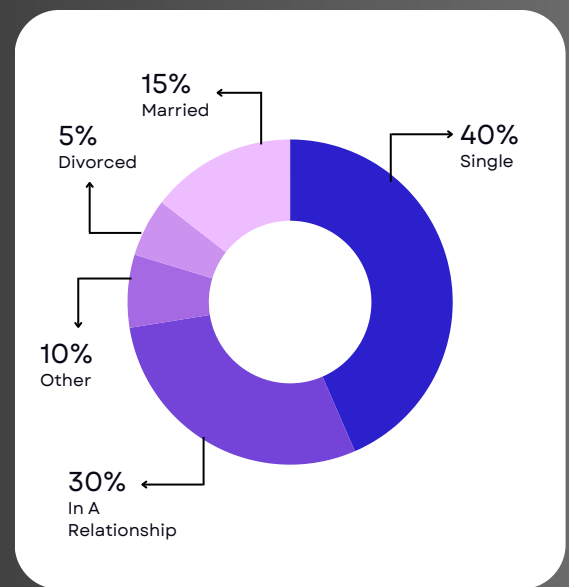


40%
Latinx



60%
Man

MARTIAL STATUS

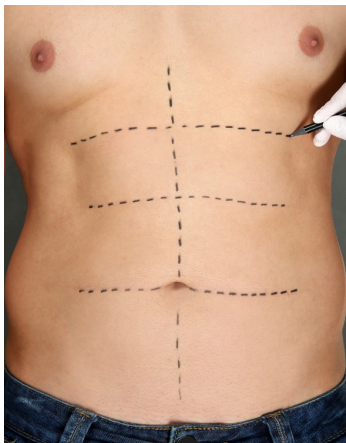


WHY SPONSOR?



Retail Therapy:

“Revenue in the Men's Apparel market amounts to US\$111.00bn in 2023. The market is expected to grow annually by 2.24% (CAGR 2023-2028)”



Under the Knife:

“In 2022, plastic surgery practices across the U.S. performed 21,358 breast reductions (gynecomastia) on men. Gynecomastia was thus the most common cosmetic surgery for American men in 2022. That year, the second most performed plastic surgery procedure among men in the U.S. was liposuction, with 19,593 liposuctions registered.”



Mental Health

“Over 6 million men suffer from depression per year, but male depression often goes underdiagnosed. More than 3 million men in the US have panic disorder, agoraphobia, or any other phobia.”

ADDITIONAL DATA

“In 2022, it was found that 21.2 percent of men in the United States participated in sports, exercise, and recreational activities daily.”

“Over 60 percent of new car buyers in the United States between September 2020 and August 2021 identified as men”

SPONSORSHIP OPPORTUNITIES

CHAMPION OF HEALTH

Sponsor

\$20,000

- 10 x 40 Exhibit Space
- Your logo positioned as "Lounge Presented By" on all event signage, flyers, posters, and print advertisements
- Web banner fixed on home page on the website
- Full page ad in show guide (provided by sponsor)
- Logo cycled on digital screens
- 1 dedicated social media post each week leading up to event on all channels
- Opportunity for Bag Inserts for VIP Bag
- 10 Exhibitor Badges
- 5 VIP Seats To Fashion Show

STRENGTH & RESILIENCE

Sponsor

\$15,000

- 20 x 20 Exhibit Space
- Your logo positioned as "Presented By" on all event signage, flyers, posters, and print advertisements
- Positioned as "Presented By" in all press releases, articles, and media
- Web banner fixed on home page on the website
- Inside front and back cover full page ad in show guide (provided by sponsor)
- Main Stage mention to visit your booth
- Logo cycled on digital screens
- 1 dedicated social media post each week leading up to event on all channels
- Opportunity for Bag Inserts for VIP Bag
- 15 Exhibitor Badges
- 5 VIP Seats To Fashion Show

WELLNESS ADVOCATE

Sponsor

\$10,000

- 10 x 30 Exhibit Space
- Your logo on all event signage, flyers, posters, and print advertisements
- Web banner fixed on home page on website
- 2 full page color ad in show guide (provided by sponsor)
- Main Stage mention to visit your booth
- Logo cycled on digital screens
- 1 dedicated social media post each week leading up to event on all channels
- Opportunity for Bag Inserts for VIP Bag
- 5 Exhibitor Badges
- 2 VIP Seats to Fashion Show

SPONSORSHIP OPPORTUNITIES

EMPOWERMENT PARTNER

Sponsor
\$5,000

- 10 x 20 Exhibit Space
- Your logo on all event signage, flyers, posters, and print advertisements
- Half page color ad in show guide (provided by sponsor)
- Logo cycled on digital screens
- 1 dedicated social media post each week leading up to event on Instagram
- 2 Exhibitor Badges
- 10 General Admission Tickets

FOUNDATION OF WELLNESS

Sponsor
\$2,500

- 10 x 10 Exhibit Space
- 6 ft table and 2 Chairs
- Company listing online and within show guide
- Logo placed on flyer and posted on social media
- Opportunity for Bag Inserts in VIP Bag
- 4 Exhibitor Badges
- 6 General Admission Tickets

BOOTH SPACES

Sizes and Prices

20x20 Booth Space \$600

10x20 Booth Space \$450

10x10 Booth Space \$350

6FT TABLE \$250

SPONSORSHIP LEVELS CAN BE TAILORED TO ALIGN WITH YOUR SPECIFIC REQUIREMENTS.



CONTACT US

crolon@imagenconsultants.com
773-251-3329