



SAFE EXPO PRESENTS

The Wellness Lounge

Why wellness breaks belong on every event and conference agenda...



THE SHIFT

The era of packed agendas, bottomless drip coffee, heavy buffet lunches and eight hours in windowless ballrooms is *officially over*.

Today's event attendees demand experiences that respect their physical and mental energy.



Wellness is an operational strategy, not a soft perk

Integrating wellness into live meetings directly drives three outcomes every organizer is measured on.



Attendee satisfaction

Experiences that respect people's physical and mental energy, from the first keynote to the last session.



Engagement

Focused, energized participants who stay present in session rooms and exhibition halls.



Event ROI

Fewer afternoon drop-offs, stronger networking and a program worth the trip.



Five reasons wellness belongs on your agenda

01 Combats cognitive fatigue and sharpens retention

02 Drives higher net event ROI

03 Sponsorship Opportunity

04 Aligns with modern workplace culture

05 Boosts return attendance



01

Combats cognitive fatigue and sharpens retention

The human brain cannot absorb presentation content continuously for hours without an intentional reset. Step away from the expo noise and into our private wellness suite for a facilitated 10–15 minute Wellness Reset. Each lounge offering utilizes restorative downtime to prevent afternoon burnout and fatigue. By stimulating blood flow and giving your mind an intentional pause, attendee focus sharpens so critical insights and key takeaways stick.

True recovery begins with autonomy. Having the freedom to select your preferred modality ensures your reset is genuinely restorative, rather than a one-size-fits-all wellness exercise



ON THE AGENDA

- Intentional breaks based on the user's schedule
- Autonomy of Choice
- Quiet zones for a mindfulness reset

02

Drives higher net event ROI

When afternoon fatigue sets in, disengaged attendees often check out—retreating to their inboxes or slipping back to their hotel rooms to recharge. Our dedicated Wellness Lounge keeps participants on-site by providing varying customized sessions that provide physical and sensory resets. With personalized access to automatic recovery technology—including targeted foot/calf therapy, neck and shoulder massagers, dynamic compression boots, and Woojer haptic vibration mats—attendees restore their energy on their own terms, staying refreshed, alert, and physically present across session rooms and exhibition halls.



ON THE AGENDA

- Hydration stations
- Wellness Pantry
- Ergonomic room setups

03

Opens a fresh sponsorship category for show producers built around attendee wellness and positive brand association

Show producers can offer sponsors a meaningful way to connect with attendees by funding amenities like quiet lounges, aromatherapy bars or a wellness pantry that make long show days more comfortable. Because these touchpoints meet real needs, sponsoring brands earn goodwill and stay top of mind in a way that traditional signage rarely achieves.



ON THE AGENDA

- Offers naming rights
- Connects sponsors with attendees in a relaxed atmosphere
- Creates a new revenue stream

04

Aligns with the modern event culture

Employees and business leaders prioritize sustainable work habits and mental well-being more than ever. An event that supports personal balance shows a real commitment to employee well-being

WHAT IT SIGNALS

- Organizational empathy
- A stronger brand reputation
- An innovative, forward-thinking host



05

Boosts return attendance

Industry research shows attendees disengage without built-in downtime, and that attendees who have standout experiences are far more likely to return. Wellness programming addresses the first to support the second.

* Hilton/IPSOS 2026 Why We Gather report



ON THE AGENDA

- Quiet decompression zones
- Aromatherapy Bar
- Curated Wellness Receptions

The image shows a modern, indoor lounge space designed for wellness. The room is decorated with lush greenery, including hanging plants and vertical gardens. The walls feature large, illuminated panels with the 'Safe EXPO' logo and the tagline 'WHERE EVENTS & SAFETY MEET'. The floor is made of dark wood planks. In the foreground, there is a large, low-profile wooden sofa with grey cushions. To the left, there are several blue armchairs and a small table. A potted plant sits on the floor near the center. The overall atmosphere is calm and restorative.

INTRODUCING

The Safe Expo Wellness Lounge

A turnkey restorative retreat, built into your event space.

INSIDE THE LOUNGE

A restorative retreat on the show floor

Automatic Massagers

Plush seating with:

- Foot/calf massagers
- Neck/shoulder massagers
- Full leg compression boots
- Woojer mat with haptic vibration technology

Living plants, floral and green walls

Live plants are vital in wellness lounges because they support the calm, restorative atmosphere users desire. This design approach is called biophilic design: bringing elements of nature indoors because people tend to feel better around them.



Relax. Recharge. Renew.

Featuring the **Woojer MAT**, a high-fidelity haptic wellness mat that lets guests *feel the sound*.



Stress & mindfulness

A reset between sessions



Workout recovery

Relief for tired bodies



Energy & vitality

Back on the floor, refreshed



SCENT-LAB BY SAFE EXPO

An interactive scent experience

Guests blend their own aromatherapy from essential oils like lavender, citrus and mint, then take home their calm.

“Let’s make scents of this.”



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13



Wellness doesn't require an agenda overhaul.



Adding a wellness lounge is an easy, high-impact upgrade that fits into your current agenda, with no need to move sessions or speakers. Attendees can stop by between presentations to recharge, and the space itself shows that well-being is built into the event, not just talked about.

LET'S TALK

Bring the Wellness Lounge to your next event

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