CALM 2027
Event Creative

Extend the approved CALM creative across the event materials, with shared layouts for related pieces. Design and handoff are included within the page counts, formats and version limits below.

Prepared for

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Engagement structure

Design and handoff

Core design package

$4,300

Six optional design items

$1,250

Core plus all six design options: $5,550. Implementation and regional adaptations are separate selections below. All prices are USD.

Previously approved work

The CALM social templates and 4 x 6 in postcard remain under the previously approved scope and are not charged again. The partner and speaker fees below cover the new email-banner layouts only. The Asset Studio and previously commissioned supplement imagery remain separate workstreams.

Design allowances

Includes two consolidated rounds of revisions per selected item and a final export/preflight pass. nuBioAge supplies approved copy, images, product information and brand assets, with one contact consolidating feedback. Extra pages, versions, sizes, features and revision rounds are quoted separately before work starts.

Fees cover artwork and file handoff. Printing, fabrication, shipping, postage, installation, ticket operations, form/CRM setup, platform administration, bulk production and on-site support are separate. Final physical dimensions, substrates and supplier templates must be approved with the venue and vendors.

01 Website designs

W1 CALM 2027 landing page — $150

Core

Audit and refine the live page using the approved CALM direction. One desktop and mobile design; up to 8 sections. Preserve the existing ticket journey and update approved event content.
To confirm: Confirm page owner, access, final copy and whether a visual update is needed. The September 4 deadline must be reset.

W2 Nucleus Pro landing page — $300

Core

One responsive page with up to 6 sections: offer, audience, benefits, how it works, proof and one CTA. Supply desktop/mobile layouts and editable design files.
To confirm: Approved product name, offer, copy, imagery and CTA destination. Confirm whether the goal is a demo, purchase or lead.

W3 LCC landing page — $300

Core

One responsive page with up to 6 sections. Explain the program, who it is for, curriculum, faculty, format and enrollment CTA. Reuse the Nucleus page framework.
To confirm: Confirm that LCC means Longevity Certification; supply approved program details, enrollment destination and any accreditation wording.

W4 Two fitness signup pages — $200

Core

One shared responsive signup design populated for two activations, with up to 4 sections each. Include schedule, location, host, capacity messaging and a form area.
To confirm: Two activity briefs, day/time, capacity, form fields, waiver wording and confirmation requirements. Client team connects forms and reminders.

W5 CALM 2028 landing page and tickets — $300

Optional

Adapt the CALM framework into one responsive next-year sales page, up to 6 sections. Design ticket CTA and a ticket-tier presentation for an existing provider.
To confirm: Confirmed 2028 dates, venue, ticket tiers, pricing and provider. Payment processing, inventory, checkout configuration and launch operations are separate.

02 Program and attendee materials

P1 Program — $500

Core

5.5 x 8.5 in portrait, 16 pages including covers, saddle stitched. Allow up to 16 speakers and 20 partners. Include agenda, speaker profiles, partners, venue map and three ad pages. Print PDF and linked screen PDF.
To confirm: Final agenda, bios, sponsor tiers/logos, floor plan and ad copy. Suggested stock: 100 lb cover and 80 lb text, matte or satin; printer confirms.

P2 Badge and lanyard — $150

Core

4 x 6 in badge, front/back, with one shared layout and up to 5 role variants. Large name and affiliation; roles shown in text. One 3/4 in lanyard artwork template with repeating event identity.
To confirm: Badge holder/die, role list, name-data schema and lanyard supplier template. Fee covers artwork and sample names, not roster merges or printing.

P3 Three full page ads — $300

Core

Three separate 5.5 x 8.5 in full-page program ads: Progress Pharmacy, nuBioAge and nuHx. One approved headline, offer and CTA per brand. Export individual print PDFs and place into the program.
To confirm: Approved copy, logo, imagery and one CTA per brand. A different publication size or a new ad concept is additional.

P4 Wayfinding signs — $200

Core

One consistent sign system; up to 12 messages/directions, each in 24 x 36 and 11 x 17 in. Use clear arrows and short destination names for sessions, lunch, restrooms and socials. Matte rigid signs or holder inserts.
To confirm: Marked floor plan, sign locations, viewing distances and existing holders. Venue/vendor approve substrate and installation.

P5 QR tabletops — $150

Core

5 x 7 in inserts for reusable holders, same artwork on both faces. Up to 8 destination versions covering Wi-Fi, partners, Nucleus, LCC, optional Mastermind, activations and podcast/resources. One action per card.
To confirm: Approved destinations, holder size and total placements. Use client-owned stable URLs where available; test codes at final size and include a short URL for web CTAs.

02 Catalog and event feature materials

P6 Florida and Texas mailer

Prior scope

Existing scope

Complete the already approved 4 x 6 in two-sided postcard, using selected front A. Use one common FL/TX design unless copy or tracking differs. Export vendor-ready files under the existing postcard scope.
To confirm: Approved offer, QR URL, mailing vendor and address/indicia zones. Last year's CALM_Mailer.pdf is a visual reference; do not reuse its 2026 date or postal permit.

P7 Supplement catalog

$500

Core

8.5 x 11 in portrait, 16 pages including covers, saddle stitched; up to 12 product pages/SKUs plus introductory and resource pages. One repeatable product layout with approved packshot, summary, size and CTA. Print and screen PDFs.
To confirm: Final SKU list, approved descriptions, labels, images and any prices. Suggested stock: 100 lb cover / 80 lb text. Larger catalog or new product-image creation is additional.

P8 Three seat drops

$450

Core

Three separate 5.5 x 8.5 in, two-sided cards for Nucleus Pro, Longevity Certification and Mastermind. Front introduces the offer; reverse gives details and one CTA. Suggested 14 pt matte cardstock.
To confirm: Approved copy, offer and URL per card; confirm Mastermind is going ahead. Distribution plan and quantities come from the event team.

P9 Backdrop redesign

$200

Core

One branded fabric-wall artwork using the existing approved CALM identity. Plan at 10 x 8 ft; reuse existing hardware when possible. Keep speaker/photo area clear and sponsor marks readable.
To confirm: Confirm purpose: stage, photo wall or booth. Exact frame size, safe area, sponsor lockups and supplier template govern final output. Hardware/fabrication excluded.

P10 Registration booth

$200

Core

Artwork for one existing 6 ft registration table/counter front and one 24 x 36 in welcome/check-in panel. Lead with check-in directions and readable CALM identity.
To confirm: Photo and measurements of the desk, supplier dieline, check-in process and panel location. Structural booth design and custom hardware are outside this allowance.

02 Signage and agendas

P11 Fitness activation signs — $100

Core

Two 24 x 36 in signs using one shared layout, one per activation. Include activity, time, location, host and signup/reminder QR. Matte sign inserts; outdoor substrate only if needed.
To confirm: Resolve Friday signup versus Saturday signage. Confirm which day each activity occurs and whether signs are indoors or outdoors.

P12 Retractable banners — $150

Optional

One layout with up to 6 partner-logo versions. Plan around a 33.5 x 79.5 in visible graphic with a matte finish; exact bleed and cassette allowance follow the selected stand.
To confirm: Partner count, stage/booth use, sponsor hierarchy and existing hardware. Buy only if fixed backdrop or digital displays do not meet the need.

P13 Agenda layout — $100

Core

One two-sided 8.5 x 11 in quick agenda and accessible text PDF. Reuse the program's approved schedule and type hierarchy. This pays for the separate handout adaptation.
To confirm: One approved agenda source and content owner. The program placement is covered in P1; digital-board adaptation is covered in D4.

P14 Floor decals — $100

Core

Up to 4 designs, planning size 24 in circles or equivalent arrows. Short directional/activation messages on removable floor-rated media with slip-resistant finish.
To confirm: Floor material, venue permission and placement map. Vendor confirms adhesion, removal and slip performance; ordinary sticker stock is unsuitable.

02 Optional finishing pieces

P15 Escalator window cling — $150

Optional

One design, up to 2 size adaptations; planning size 48 x 24 in on static glass beside the escalator. Use a short message and event identity; avoid a scan CTA in moving circulation.
To confirm: Actual glass measurements, viewing direction and venue/install approval. Vendor selects cling or approved removable film; moving steps, handrails and equipment are excluded.

P16 Folder — $150

Optional

One 9 x 12 in two-pocket folder, outside and pocket artwork on an existing supplier die. Suggested 14 pt matte stock. Holds the letter-size catalog and supporting cards.
To confirm: Confirm attendee-kit purpose and contents. Retain only if the handouts need organizing; otherwise omit to reduce cost and material.

P17 Catalog half page sleeve — $100

Optional

Recommend a half-height pocket inside the letter-size catalog's back cover, approximately 8.5 x 5.5 in before glue tabs. One artwork/dieline adaptation to hold a loose insert.
To confirm: Confirm whether sleeve means a glued pocket, wrap or separate insert and what it holds. A printer-supplied die and binding test are required; defer if P16 already solves the need.

03 Digital creative

D1 Partner social and email

$100

Email extension

Reuse the existing exhibitor announcement and company spotlight social templates. Add one email hero template at 1200 x 400 px, displayed at 600 x 200 px, and 2 populated examples. PNG/JPG and editable master.
To confirm: Confirm email-system size and approved participation/spotlight copy. Social templates stay under the prior agreement; bulk partner production and posting are separate.

D2 Speaker social and email

$100

Email extension

Reuse the existing speaker announcement and topic social templates. Add one 1200 x 400 px email hero and 2 populated examples. Keep name, topic and CALM context prominent; omit speaker company logos.
To confirm: Approved headshots, names/credentials and talk titles. Email size must match the sender's template. Bulk speaker production, email HTML and sending are separate.

D3 PNOE and InBody masterclass

$400

Optional

Treat this as campaign creative: one shared registration-page design, up to 5 sections, with 2 topic/partner versions. Two promotion kits, each with 1080 x 1350 feed, 1080 x 1920 story and 1200 x 400 email art.
To confirm: Confirm live webinar, recorded session or event session; content, hosts, date and CTA. Video production, webinar hosting, form/CRM setup and automated emails are separate.

D4 Digital agenda boards

$200

Core

Up to 6 static slides using one agenda/signage system: welcome, day agenda, current/next session, break/social or closing. One confirmed orientation: 1920 x 1080 landscape or 1080 x 1920 portrait. PNGs and editable master.
To confirm: AV screen orientation/resolution, playback format, room list and approved schedule. Second orientation, live data feed, timed playback and on-site updates are separate.

06 Core cost breakdown

Core services start selected for approval online. Optional services start declined. Review every choice before signing.

W1 CALM 2027 landing page	$150
W2 Nucleus Pro landing page	$300
W3 LCC landing page	$300
W4 Two fitness signup pages	$200
P1 Program	$500
P2 Badge and lanyard	$150
P3 Three full page ads	$300
P4 Wayfinding signs	$200
P5 QR tabletops	$150
P7 Supplement catalog	$500
P8 Three seat drops	$450
P9 Backdrop redesign	$200
P10 Registration booth	$200
P11 Fitness activation signs	$100
P13 Agenda layout	$100
P14 Floor decals	$100
D1 Partner social and email	$100
D2 Speaker social and email	$100
D4 Digital agenda boards	$200

Core design package **$4,300**

The postcard and existing CALM social-template design fees are not included again. Selecting new email layouts does not authorize bulk social production or posting.

06 Optional selections

All six optional design items add $1,250. Core plus all six design options: $5,550. Implementation and regional adaptations are additional.

W5 CALM 2028 landing page and tickets	$300
P12 Retractable banners	$150
P15 Escalator window cling	$150
P16 Folder	$150
P17 Catalog half page sleeve	$100
D3 PNOE and InBody masterclass	$400

All optional design items **$1,250**

The combined design fee is $5,550 when all six optional design items are selected. Artwork counts and scope caps are listed with each item.

04 Implementation and adaptations

Select only the additional handoff or regional services required. These fees are separate from the design package.

A1 Website front-end handoff — $600

Responsive HTML/CSS handoff for the selected W1 to W4 designs: update the existing CALM page and build up to four new static pages. Includes two review rounds and basic browser/mobile checks. Publishing, CMS porting, hosting, forms, CRM and checkout connections remain with the client team.
To confirm: Requires approved layouts and an agreed handoff format.

A2 CALM 2028 front-end handoff — $150

One static responsive page based on the approved W5 design. Ticket inventory, payment processing, provider configuration and publishing remain with the client team.
To confirm: Requires approved CALM 2028 page design and ticket destination.

A3 Masterclass front-end handoff — $200

One shared static responsive registration-page layout with two content versions based on D3. Form processing, CRM connections, webinar hosting and automated emails remain with the client team.
To confirm: Requires approved D3 design and registration destination.

A4 Additional regional mailer version — $75

One additional FL or TX postcard copy/offer version using the already approved design. Reusing identical artwork for both states adds no new design fee.
To confirm: Required only if a genuinely different regional version is needed.

05 Delivery and inputs

Proposed sequence, subject to a confirmed start, timely inputs and approvals, and supplier lead times.

Before work begins	Confirm selected services, editable references, web and print owners, content and one approval contact.
Campaign priority	Prioritize the existing postcard and required landing-page designs. Mailer design is requested by November 1; target release by October 30 or earlier if the mailing vendor requires it.
November and December	Prepare catalog, seat drops, badge and program framework after receiving approved content.
January 8 and 15, 2027	Proposed content lock on January 8; final venue/sign placement map by January 15.
January 22 and 29, 2027	Proposed vendor proofs by January 22 and final event print release by January 29. Custom fabrication may require earlier release.
February 12, 2027	Proposed final static agenda-board exports. Later changes and on-site operation are separately scoped.

Scope boundaries

Includes two consolidated rounds of revisions per selected item and a final export/preflight pass. nuBioAge supplies approved copy, images, product information and brand assets, with one contact consolidating feedback. Extra pages, versions, sizes, features and revision rounds are quoted separately before work starts.

Fees cover artwork and file handoff. Printing, fabrication, shipping, postage, installation, ticket operations, form/CRM setup, platform administration, bulk production and on-site support are separate. Final physical dimensions, substrates and supplier templates must be approved with the venue and vendors.

Invoices on completion and approval of each selected workstream. Payment is due within 30 calendar days of each invoice. No deposit.

Review and sign online

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