

The GUY Expo presented by Urology Partners

February 1, 2014 Bradenton Convention Center in Palmetto

Who knew taking care of your health could be this much fun!

How do you get guys to go to a health fair??? Call it an expo, pack it full of things guys love and at the same time offer all the simple health screenings guys should do each year to stay healthy....And make it FREE

This is the solution arrived at by Dr. Sean Castellucci of Urology Partners, a division of 21st century oncology, and the team at Physician Marketing and Management (PMM) a local marketing firm representing doctors' practices around the Manasota counties.

Each vendor will bring something interactive and fun: batting cages, race simulators, real Harley Davidsons that you can ride on a simulation trailer, huge TVs that you can play video games on, tons of cars, trucks, boats and motorcycles to look at, poker tournaments, a virtual reality gun range, etc... We will pair each fun vendor with a local medical doctor or practice who will offer guys the simple health screenings they should get done: eye exams, hearing tests, glucose checks, skin cancer screenings, blood pressure, BMI, etc.

"I would get those screenings done if they were in one place and I could have a ton of fun all day. Why not??" says Dane Trask, a co-founder of Physicians Marketing and Management Inc.

"This expo is shaping up to be a blast. Suncoast Porsche is bringing some awesome cars. The Tampa Bay Lightning is bringing Phil Esposito, NHL Hall of Famer, and Dave Andreychuk, captain of the 2004 Stanley Cup champion Tampa Bay Lightning, to sign autographs and give inspirational talks during the breakout sessions. Lamborghini Sarasota is bringing some of the most prestigious cars in the US. Manatee River, and Rossiter's Harley Davidson is coming with a bunch of bikes and also their "Jump Start trailer". BullsEye Gun range is bringing a virtual reality gun range. One Eyed Jacks Poker Room is running 1 hour poker tournaments for prizes. Sebring Race way is coming with tickets and prizes for the 12 hours of Sebring race. Suncoast Audio Video is bringing the ultimate "MAN CAVE" experience: a 200 inch TV, a sound system, couches, and PS3, so guys can play life-size video games. The Pittsburg Pirates are bringing their pitching cage. Andersen Race Park is bringing shifter carts. Ferkins Chrysler Jeep Dodge is bringing trucks and jeeps, Action Kawasaki Yamaha is bringing dirt bikes and jet skis. There are too many cool things to list, and the vendors just keep coming." says Dane Trask co-founder of Physicians Marketing and Management, Inc.

"How do we run a health fair for guys?" PMM's creative team came up with a concept of combining medical screenings with fun vendors of things men like. The goal is to get the men in Manatee and Sarasota counties to take care of themselves. The preventative screenings are there to catch issues and illnesses early when they can be treated and cured. "Catching illnesses early means all the difference in the world when treating diseases. If we find one illness or condition in one man, that otherwise would not be caught, then all of this is worthwhile. That is one more father, husband or son who is alive and can be a productive citizen in our community." says Sean Castellucci D.O.