

# 2019 Women's Expo



Health & Wellness   Finance   Home  
Shopping   Technology   Beauty  
Nutrition   Fashion  
and more!

Enriching women's lives through events in:

- Cumberland County
- Lancaster County
- Dauphin County
- Lebanon County



Beauty • Home • Health • Shopping • Fashion • Finance • Technology • Nutrition

## aGreatWayToSpendMyDay.com

Brought to you by:  
POLP EVENTS

Hosted by:  
BUSINESS Woman and 50+ LIFE



“(The Women’s Expo) was a fun and exciting event where I had the opportunity to meet a lot of interesting ladies and share information about our business. There was a great turnout, and I look forward to working with a number of these women to help them find their best flooring options.”

— Kathy B.  
*Heritage Floors*

“I’d like to extend my sincere gratitude in providing Nūborn Skin the opportunity to participate in the Women’s Expo. It was an honor to be part of such a wonderful event. Not only was it well organized and perfectly structured, but it also provided us the opportunity to reach a wider demographic outside the proximity of what we would’ve been able to accomplish without the help of this/these event(s). This is our second Expo and we are looking forward to attending MANY more!”

— Cebrum G.  
*NuBorn Skin*

“Fantastic event. Excellent traffic flow with an interested and engaged crowd. Thank you for the phenomenal job with your advertising. It was wonderfully promoted, and I will be back next year.”

— Judy M.  
*Signature HomeStyles*

“[The Women’s Expo] went well! We were able to scan several people and got a few new patients from it. The setup worked out very well — we had everything we needed.”

— Abby W.  
*Advanced Vein & Laser Center*

## Won't You Join Us?

**Women’s Expos** are excellent venues to reach women of all ages in a fun and relaxing atmosphere. Guests are able to unwind and have fun while shopping, enjoying free spa treatments, watching a fashion show and demonstrations, and relishing some “me” time.

You are invited to participate as a sponsor or exhibitor, branding and promoting your products and services to those who make more than 80% of the buying decisions — women! Their interests are varied and include:

**Health & Wellness • Finance • Home Shopping • Technology • Beauty Nutrition • Fashion**  
and more!

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Women make almost 80% of home-buying decisions.

Women make at least 2/3 of healthcare decisions.

Women make 70% of all travel decisions.

Women buy 54% of cars.

**Women's Expos** provide an opportune venue to showcase the products and services your organization provides to the community.

### Who Attends?

The show's primary focus is on middle- to upper-income women, with the majority of guests falling between the ages of 25-54. Our guests are homemakers, working women, entrepreneurs, single women, married women, and mothers who are responsible for making the purchasing decisions for their households and businesses. They attend the show for education and enjoyment, to learn about new products, to shop, and to evaluate and make decisions.

### Who Exhibits?

**Women's Expos** welcome a diverse group of exhibitors who greet attendees with interactive booths that provide information, fun, and new experiences. From food to fitness and health, to beauty and fashion, to finance, technology, travel, and home design — **Women's Expos** bring women and the businesses that cater to them face-to-face.

### Contact Us

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**Women's Expos** bring women of all ages together for an enjoyable experience of shopping, entertainment, inspiration, and relaxation. The show's primary focus is on middle- to upper-income women, with the majority of guests falling between the ages of 25-54.

As a vendor at the **Women's Expo**, you have the opportunity to sell products, promote services, book appointments, grow your customer base, and build your brand within the community.

Women account for more than 83 percent of all purchasing decisions. Reach out to this large demographic and see your business grow!

**Sponsorship opportunities  
 and exhibitor spaces  
 are available.**

**Reasons to  
 exhibit at a  
 Women's Expo:**

- Greet visitors face-to-face
- Foster/build relationships
- Generate sales leads
- Guests can get a "sense" of your products or services — touch, taste, see, feel, or try them
- Good bang for your buck

**SPONSOR/  
 EXHIBITOR  
 INFORMATION**

**Sponsorship Opportunities**

Excellent packages to meet your marketing objectives

**Exhibitor Opportunities – \$795**

(\$100 OFF early-bird registration)

Exhibit booth space includes:

- Rear and side standard drapes
- Covered table and two chairs
- Identification sign
- Exhibitor listing in **Women's Expo** guide
- Exhibitor listing on **Women's Expo** website

**2019 Women's Expo schedule:**



**Feb. 23, 2019**  
**9 a.m. – 2 p.m.**

Hershey Lodge  
 325 University Drive  
 Hershey



**Oct. 5, 2019**  
**9 a.m. – 2 p.m.**

Lebanon Expo Center  
 80 Rocherty Road  
 Lebanon



**Oct. 12, 2019**  
**9 a.m. – 2 p.m.**

Spooky Nook Sports  
 2913 Spooky Nook Road  
 Manheim



**Nov. 9, 2019**  
**9 a.m. – 2 p.m.**

Carlisle Expo Center  
 100 K St.  
 Carlisle

**Please call for sponsor or exhibitor information!**