

2017 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

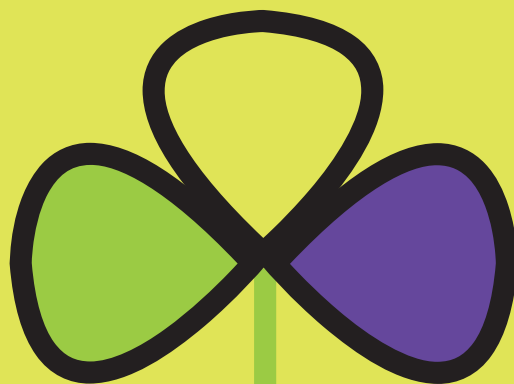
Brought to you by:
POLP EVENTS

Hosted by:
BUSINESSWoman and  magazine



"This was an awesome **women's expo** and I really enjoyed the crowd plus had a great event! The crowd was steady, and I found the women seemed very engaged in the products and supported our efforts! Great **expo!**"

— Jodie S.
Silpada



"Thank you so much for having me at the expo. It was so much fun and met so many different people. I was excited to have so many contacts. One of the best parts was when people stopped by my booth and said, oh this is where the great smell is coming from and everyone enjoying it. I don't have any complaints.

I think it was a huge success and it looked like everyone was having a great time."

— Jacky Haldeman
Pink Zebra

"Fantastic show! I think it was a smashing success. I was thrilled to see really good traffic. I think you and your staff did an exceptional job planning, promoting, and executing everything."

— Tony C.
Marketing Consultant

"We had a great time and we sold two jobs on Monday off of show leads. You randomly emailing me a few months ago is one of the best things that has happened!"

— April L.
ADT

Won't You Join Us?

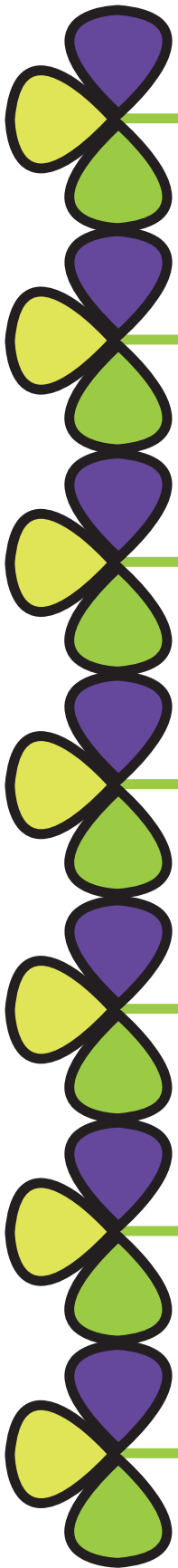
women's expos are excellent venues to reach women of all ages in a fun and relaxing atmosphere. Guests are able to unwind and have fun while shopping, enjoying free spa treatments, watching a fashion show and demonstrations, and relish in "me" time.

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!

aGreatWayToSpendMyDay.com



Women influence 91% of all home purchases

80% of Car sales are influenced by women

Women make 70% of all travel decisions

Single women account for 1 out of 6 home purchases

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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Events Manager
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women's expos bring women of all ages together for a lively 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:**

- Face time with a lot of people in one location
- Great selling opportunity
- Generate sales leads
- Opportunity for guests to 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

2017 women's expo schedule:

Fourth Annual



April 1, 2017
9 a.m. – 2 p.m.

Hershey Lodge
 325 University Drive
 Hershey

Sixth Annual



Oct. 7, 2017
9 a.m. – 2 p.m.

Lebanon Expo Center
 80 Rocherty Road
 Lebanon

Seventh Annual



Oct. 14, 2017
9 a.m. – 2 p.m.

Spooky Nook Sports
 2913 Spooky Nook Road
 Manheim

Seventh Annual



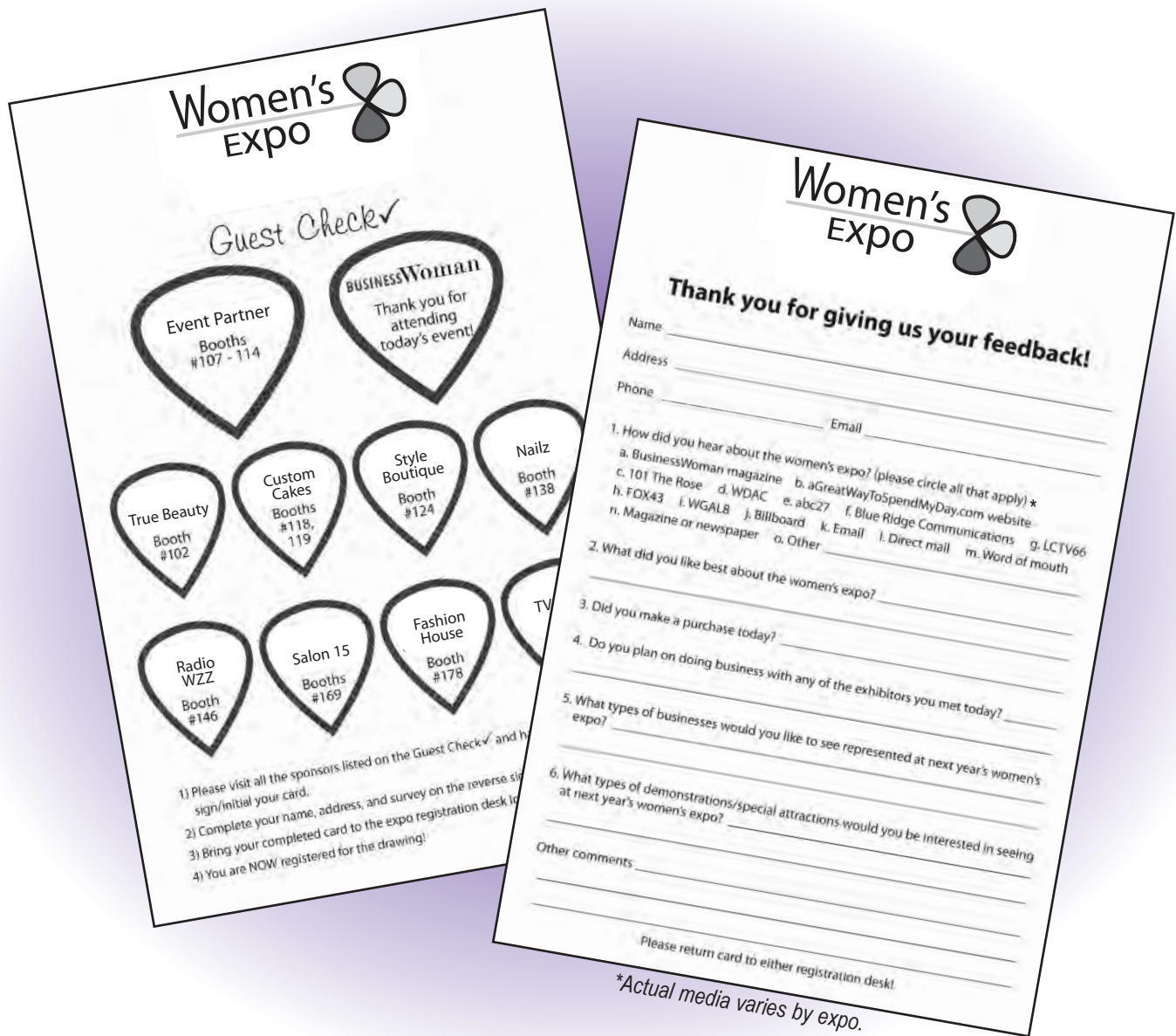
Nov. 11, 2017
9 a.m. – 2 p.m.

Carlisle Expo Center
 100 K St.
 Carlisle

Please call for sponsor or exhibitor information!

2017 Women's Expo

Very popular with our visitors is the **Guest Check card.**



Every attendee who completes the Guest Check card by visiting our sponsors has the opportunity to win prizes.

This sponsor benefit means just about every attendee will visit your booth, giving you an opportunity to share information with them about your company and collect contact information for follow-up communication.

Contact your account representative for more information on becoming a sponsor of the **women's expo** today!



2017

Serving the following counties:

DAUPHIN – April 1, 2017
LANCASTER – Oct. 14, 2017

LEBANON – Oct. 7, 2017
CUMBERLAND – Nov. 11, 2017

Marketing Strategy

Radio

Nielsen ratings are reviewed to determine stations to be selected for placement. Primary demographic is 25- to 54-year-old women in South-Central Pennsylvania.

Television

Ads are placed on strategic stations and cable stations with primary emphasis on programming targeted to 25- to 54-year-old women.

Print

Ads are placed in daily newspapers, women's magazines, and general-interest magazines.

Details of the full lineup of activities as well as the layout of exhibitors and sponsors are outlined in the **women's expo** guide distributed at the expo.

Billboards

Ads are placed at high-traffic billboard locations to produce a greater number of impressions.

eMarketing

Flyers and announcements are sent to an established database of professional women. Announcements are sent to networking groups, churches, and civic groups.

Press Releases

A series of press releases is sent to area publications, radio stations, and TV stations prior to the event.

Social Media

Facebook page provides current updates, LinkedIn invitations are sent to groups, ongoing tweets generate curiosity, and Pinterest posts increase exposure.

Direct Mail

SAVE-THE-DATE postcards are direct mailed to women located in that county.

Signage

Posters are circulated and posted throughout the county prior to the expo at grocery stores, pharmacies, restaurants, libraries, hospitals, professional offices, and many other locations.

Website

Continuous updates are made to the website, promoting the **women's expo**. All exhibitors are listed prior to the event, with sponsors receiving special recognition and a link to their website.

Miscellaneous

Flyers are distributed at local networking events and health fairs.



Kimberly Shaffer, Events Manager • 717.285.8123 • info@aGreatWayToSpendMyDay.com



2017 Sponsorship Levels

Serving the following counties:

DAUPHIN – April 1, 2017
LANCASTER – Oct. 14, 2017

LEBANON – Oct. 7, 2017
CUMBERLAND – Nov. 11, 2017

Demonstration Area Sponsor – Exclusive

- Demonstration area named for sponsor
- 2 booth spaces – prime location
- Distinctive-colored booth drapery
- Demonstration area time slots (2)
- Full-page, full-color company ad in **women's expo** guide
- Company name (bold) and location in event guide
- 100 admission tickets
- Company logo on print ads
- Company name on radio ads
- Company name on TV ads
- Social media exposure
- Company banner displayed in demo area
- Company name on guest check card
- Company logo on posters
- Company name in press releases
- Company logo on **women's expo** website's Sponsor/Exhibitor List page with link
- Company logo on **women's expo** website's Sponsor page with link
- 50-word company description on **women's expo** website's Sponsor page
- Display box ad on *BusinessWoman* website – one year
- 3/4-page, full-color ad in *Business Woman* magazine
- 1/2-page, full-color ad in **50plus LIFE**
- First right of renewal for next year's expo

"Name Your Own" Sponsor – Jewelry, spa, finance, etc. (One per industry)

- 1 booth space – choice location
- Distinctive-colored booth drapery
- 1/2-page, full-color company ad in **women's expo** guide
- Company name (bold) and location in event guide
- 75 admission tickets
- Company name on print ads
- Company name mentions in radio ads
- Social media exposure
- Company name on guest check card
- Company name on posters
- Company name on eMarketing
- Company name in press releases
- Company logo on **women's expo** website's Sponsor/Exhibitor List page with link
- Company logo on **women's expo** website's Sponsor page with link
- 50-word company description on **women's expo** website's Sponsor page
- Display box ad on *BusinessWoman* website – one year
- 1/4-page, full-color ad in *BusinessWoman* magazine
- 1/4-page, full-color ad in **50plus LIFE**
- Company name in post-event print ads
- First right of renewal for next year's expo

Supporting Sponsor

- 1 booth space – choice location
- Distinctive-colored booth drapery
- 1/4-page, full-color company ad in **women's expo** guide
- Company name (bold) and location in event guide
- 75 admission tickets
- Company name on print ads
- Company name mentions in radio ads
- Social media exposure
- Company name on guest check card
- Company name on posters
- Company name on eMarketing
- Company name in press releases
- Company logo on **women's expo** website's Sponsor/Exhibitor List page with link
- Company logo on **women's expo** website's Sponsor page with link
- 50-word company description on **women's expo** website's Sponsor page
- Display box ad on *BusinessWoman* website – six months
- 1/8-page, full-color ad in *BusinessWoman* magazine
- Company name in post-event print ads

Exhibitors*

- 1 booth space
- 50 admission tickets
- Company listing in **women's expo** guide

Exhibit booth space includes 8' x 10' booth space with rear and side standard drapes, 6' topped and skirted table and 2 chairs, identification sign, and wastebasket.

*Booth share (maximum 2 businesses) – add \$250 (subject to approval by show management)

