



2024 Women's Expo



**Be a success in your
home-based business!**

*Meet women of all ages, sell products,
and capture contact information for follow-ups
in a fun and comfortable environment.*



Enriching women's lives through events in:

- Lancaster County (Spring)
- York County
- Dauphin County
- Lebanon County
- Lancaster County (Fall)
- Cumberland County

aGreatWayToSpendMyDay.com

Sell
products
and book
"parties."

Expand
your downline
recruits.

Capture
contact
info for
follow-ups.

Build your
e-marketing
database.

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.

Why should a direct-sale business participate?

All types of direct-sale businesses have participated in the **Women's Expo**, and the list continues to grow as more opportunities evolve. The array of products offered by direct-sale consultants is as varied as the diversity of the women at the expo. You will have the opportunity to share the enthusiasm about the products you sell to hundreds and hundreds of women who could be your next customers and friends. Many representatives have not only sold product while at the expo, but also booked "parties" and expanded their downline recruits. Since much of direct selling is done online now, the **Women's Expo** will give you the chance to capture contact information so that you can build your database and follow up with guests after the expo.

Contact Us

Kimberly Shaffer
Events Manager
717.285.8123
info@aGreatWayToSpendMyDay.com



aGreatWayToSpendMyDay.com

"This was my third event with Women's Expo's "A Great Way to Spend My Day" ... and it truly has been each time! The organizers of these events are top notch! You receive thorough information right from the start and help unloading and carting stuff to your booth, which is beautifully set up in a wonderfully decorated venue. PLUS they do an amazing amount of effective advertising, which is seen by the steady flow of women at every event! I NEVER sit the entire event! I have met wonderful women at these expos—organizers, customers, and fellow vendors—who have become valued customers, hostesses, teammates, and friends! It is worth the investment to experience how a vendor event is supposed to run!"

— Cheryl F.
Ruby Ribbon

"What a great day it was! There was so much for everyone of all ages. The variety of booths, the flow through the layout was easy, the speakers were wonderful, the vendors were friendly and engaged, and the team that put this together was visible and making sure everything went smoothly. From a vendor perspective, the advertising was key, and they delivered, thus the huge crowd. Loved the social media presence this year. The setup and teardown for vendors ran like a well-oiled machine; they are very helpful. So looking forward to the next event!"

— Debbie K.
Tastefully Simple

"What a fantastic day for gals young and old alike to be pampered and spoiled. As vendors, it's a great venue by which to meet new customers, spoil your current customers, and share what makes your products so special and needed. The event coordinators make setup and teardown so easy. I love to work these events. It is not only profitable, but I've made so many lasting customers and friends with other vendors. I highly recommend you join the next event as a vendor or customer. You will be glad you did!"

— Jo Dell S.
Premier Designs Jewelry

"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

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!

aGreatWayToSpendMyDay.com

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 home-based business at the **Women's Expo**, you have the opportunity to provide samples, sell products, capture contact information, book appointments, and talk to potential recruits for your downline.

Direct sales is dominated by women, and you're one of them. Reach out to our guests at the **Women's Expo**!

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

Exhibit booth space includes:

- Back and side standard drapes
- Covered table and two chairs
- Identification sign
- Exhibitor listing on **Women's Expo** At-A-Glance
- Exhibitor listing on **Women's Expo** website
- Booths will be spaced apart

2024 Women's Expo Schedule:

Lancaster County
Women's Expo

April 6

9 a.m. – 2 p.m.

Wyndham Resort
(Formerly Lancaster Host)

2300 Lincoln Highway East, Lancaster

York County
Women's Expo

May 4

9 a.m. – 2 p.m.

York Expo Center
Memorial Hall East

334 Carlisle Ave., York

Dauphin County
Women's Expo

June 1

9 a.m. – 2 p.m.

Hershey Lodge
325 University Drive, Hershey

Lebanon County
Women's Expo

Sept. 21

9 a.m. – 2 p.m.

Lebanon Expo Center
80 Rocherty Road, Lebanon

Lancaster County
Women's Expo

Oct. 12

9 a.m. – 2 p.m.

Wyndham Resort
(Formerly Lancaster Host)

2300 Lincoln Highway East, Lancaster

Cumberland County
Women's Expo

Nov. 9

9 a.m. – 2 p.m.

Carlisle Expo Center
100 K Street, Carlisle