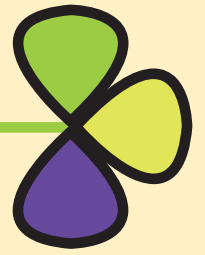


# 2022 Women's Expo



Please, join us for these exciting in-person events!

Women's Interests Include:

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

Enriching women's lives through events in:

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

**aGreatWayToSpendMyDay.com**



"[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*

"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*

"We had a great location ... with a total of 100+ qualified leads, and I'm sure we'll see them again."

— Phil T.  
*Refreshing Mountain Retreat*

"[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*

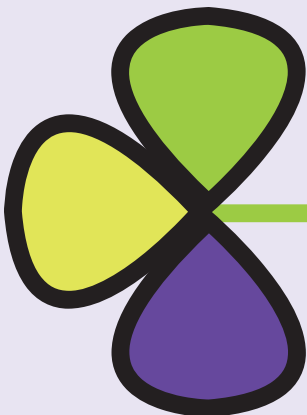
## Won't You Join Us?

We will once again be hosting our popular regional Women's Expos in person in 2022.

In-person events allow representatives to be more impactful when speaking with guests. As an exhibitor, you can establish a stronger emotional connection; engage more easily, creating trust; allow guests to see, feel, smell, or touch your products; and network with other exhibitors.

Sponsorships offer an even more expansive marketing opportunity before, during, and after the show. From supporting, seminar, and health & wellness sponsorships to visitor bag, lunch bag, and prize sponsorships, and more, you can put your company in the limelight and gain added recognition within the community at large.

You are invited to participate as a Women's Expo sponsor or exhibitor, branding and promoting your products and services to those who make more than 83% of the buying decisions — women!



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 (and influence 84% of all vehicle 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

Kimberly Shaffer  
Events Manager  
717.285.8123  
info@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.

Women account for more than 83% 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
- Gain exposure to new clients
- Guests can get a "sense" of your products or services — touch, taste, see, feel, or try them
- Develop mailing lists and generate leads
- Promote your locations and/or online business
- Stay ahead of competitors

**SPONSOR/EXHIBITOR INFORMATION**

**Sponsorship Opportunities**

Excellent packages to meet your marketing objectives

**Exhibitor Opportunities**

Exhibit booth space includes:

- Rear 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 arranged according to CDC guidelines

**2022 Women's Expo Schedule:**

Lancaster County  
**Women's Expo** 

**May 21, 2022**  
**9 a.m. – 2 p.m.**

**Wyndham Resort**  
(Formerly Lancaster Host)  
2300 Lincoln Highway East  
Lancaster

Dauphin County  
**Women's Expo** 

**June 25, 2022**  
**9 a.m. – 2 p.m.**

**Hershey Lodge**  
325 University Drive  
Hershey

Lebanon County  
**Women's Expo** 

**Sept. 17, 2022**  
**9 a.m. – 2 p.m.**

**Lebanon Expo Center**  
80 Rocherty Road  
Lebanon

Lancaster County  
**Women's Expo** 

**Oct. 22, 2022**  
**9 a.m. – 2 p.m.**

**Spooky Nook Sports**  
2913 Spooky Nook Road  
Manheim

Cumberland County  
**Women's Expo** 

**Nov. 12, 2022**  
**9 a.m. – 2 p.m.**


**Carlisle Expo Center**  
100 K St.  
Carlisle

# 2022 Women's Expo



**Very popular with visitors – the Sponsor Guest Check card!**

Lancaster County  
**Women's  
Expo**



*Guest Check* ✓

1) Please visit the sponsor listed on the Guest Check ✓ and have them sign your card.  
2) Complete your contact information below and bring to the welcome tables at the entrance.  
3) You are now registered for the drawing!

Doors & Windows Booth #102	Custom Cakes Booths #118, 119	Pharmacy Zone Booth #124	The Playhouse Booth #138
Radio WZZ Booth #146	Salon 15 Booths #169	Fashionably You Booth #178	TV One Booth #180

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

*Thank you to the following sponsors not listed above: Radio Station, Hospital, and Salon.*

Every attendee who completes the Sponsor 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 tell them about your company and collect contact information for follow-up communication.

Contact your account representative for more details on becoming a sponsor of the **Women's Expo** today!

# Women's Expo



## 2022 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 local 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

Event's Facebook page provides current updates, LinkedIn invitations are sent to groups, and Instagram posts foster pictorial engagement.

### Direct Mail

SAVE-THE-DATE postcards are direct mailed to women throughout 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 **Women's Expo** website. 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.