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# WOMEN'S ENTED BY MOXIE

### YOU'RE IN THE RIGHT PLACE IF...

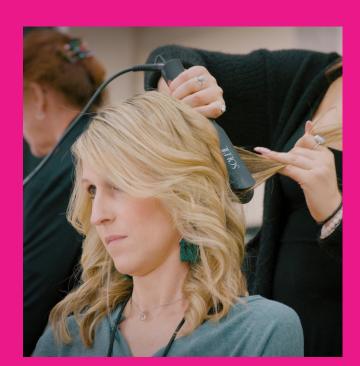
- You are looking to meet face-to-face with a large, targeted audience of decision makers.
- You are looking to generate new business by explaining your products and services to prospective customers in person.
- You are looking to proactively build relationships with new and loyal clients.
- You are ready to grow your business beyond online traffic.



## tanget audience

### WOMEN

Women are the ulitimate consumers, shopping for themselves, thier family, household and their business.







### MEN

While we are the Women's Lifestyle Expo, our event has numerous opportunites and activities for the men in our lives.



### FAMILIES

Mid-March in Michigan is the perfect time for families get out and enjoy indoor activities.

From our petting zoo to our face painters, we have plenty of fun for the entire family.

### BUSINESSES

While our primary audience is consumers, the Women's Lifestyle Expo offers a very unique opportunity to network and do business with other business owners.



## Solistics

EVENT DEMOGRAPHICS 52% AGE 25 - 55

70% PRIMARY DECISION MAKERS

79% MADE PURCHASES AT THE EXPO

83% REQUESTED ADDITIONAL INFORMATION FROM VENDORS

85%

FEMALE

Women control over 85% of all consumer spending.

### PRESENTING SPONSOR \$5,000

- Exclusive logo on all expo advertising.
- Premium quad booth (40x40) space
- Logo on all print and digital ads.
- Company name mentioned in radio event ads & promos.
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- 100 event tickets
- Promo material in 2,000 gift bags.

### SILVER SPONSOR

\$ 2 5 0 0

- Logo on all expo advertising.
- Premium double booth (20x10) space
- Logo on all print and digital ads.
- 50 event tickets
- Promo material in 2,000 gift bags.

## BRONZE SPONSOR \$1,500

- Logo on all expo advertising.
- Double Booth (20X10) space
- 25 event tickets
- Promo materials in 2,000 gift bags.

### BAG SPONSOR

\$ 7 5 0

Logo on 2,000 guest bags.

Promo materials in 2,000 gift bags.

10 event tickets

#### DOUBLE BOOTH

\$800

- 20'x10' Booth Space
- Pipe & Drape, Table Skirting, Linens
- 8' Table, 4 Chairs, Wastebasket
- Free Internet, Electricity is Available for Small Fee

### DOUBLE CORNER BOOTH \$900

- 20'x10' Booth Space in Premium Corner
- Location
- Pipe & Drape, Table Skirting, Linens
- 8' Table, 4 Chairs, Wastebasket
- Free Internet, Electricity is Available for Small Fee

#### SINGLE BOOTH

\$500

- 10'x10' Booth Space
- Pipe & Drape, Table Skirting, Linens
- 8' Table, 2 Chairs, Wastebasket
- Free Internet, Electricity is Available for Small Fee

#### SINGLE CORNER BOOTH \$600

- 20'x10' Booth Space in Premium Corner
- Location
- Pipe & Drape, Table Skirting, Linens
- 8' Table, 4 Chairs, Wastebasket
- Free Internet, Electricity is Available for Small Fee

### GIFTBAG PROMO \$150

### VENDOR LOUNGE SPONSOR \$1,000

Your company promo materials included in 2,000 gift bags.

\*Promo Materials must be received no later than March 1st to be included in the gift bags. An excellent B2B opportunity to host the snack and beverage area in our vendor lounge.

STAGE SPONSOR

\$1,000

Your company logo on the Expo Entertainment Stage Banner. We will also announce the stage sponsor every hour. DIY AREA SPONSOR

\$1,000

Your company logo on the Expo DIY Area Banner. We also announce the DIY area sponsor every hour.



1 DEC

2024 Women's Lifestyle Expo Balances Due Early Bird Pricing Ends **8** MAR

Special Request

Deadline - If you need
extra tables, chairs,
linens, etc. let us know
by this deadline.

22 MAR 2024 Women's Lifestyle Expo Day 1 Vendor Hours 9:00 AM - 6:15 PM Show Hours 12:00 PM - 6:00 PM

1 MAR

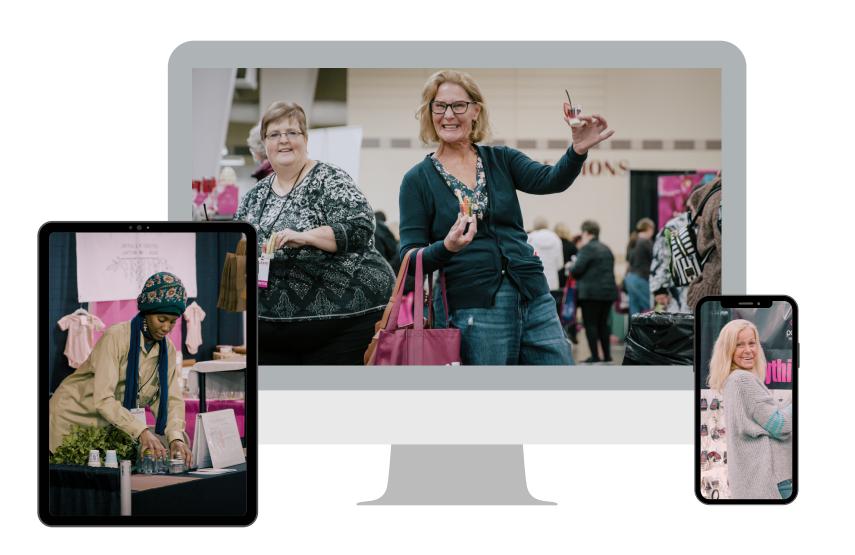
Promo Materials for Gift Bags Due

21 MAR

2024 Women's Lifestyle Expo Vendor Set-up 10:00 AM - 6:30 PM 23 MAR 2023 Women's
Lifestyle Expo Day 2
Vendor Hours
7:30 AM - 5:15 PM
Show Hours
9:00 AM - 4:00 PM

### FAST ACTION BONUSES

REGISTER BEFORE DECEMBER 1ST & RECEIVE...



**10% Discount on Booth Fee** 

FREE Electricity

FREE Promo Materials Placed in 2,000 Gift Bags\*

#### REGISTER TODAY

\*Promo Materials must be received no later than March 1st to be included in the gift bags.



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