

27TH ANNUAL EXPO FOR WOMEN



March 2016

2017 Expo For Women Healthy. Wealthy. Wise.



The Expo For Women Healthy. Wealthy. Wise. Ladies Day Celebration is a first-of-its-kind, large scale community event that brings women from all walks of life together in a fun, open environment to discover, shop and support local designers, artists, specialty retailers and area nonprofits. Attendees will treat themselves and their girlfriends to a fabulous day of shopping, food, beverage and product sampling, fashion shows, art, health and wellness demonstrations, rejuvenation services and more. The social impact of the Expo for Women is in improved quality of life for women and families in our community along with increased utilization of community social programs.

27TH ANNUAL EXPO FOR WOMEN

2017 EXPO FOR WOMEN HEALTHY. WEALTHY. WISE.

We Invite You to Our Mission

The Expo for Women LLC mission is to help women from all walks of life to be healthy, wealthy and wise. To rebuild, rejuvenate, educate and empower women in our community to improve their quality of life.

History of Expo for Women – Women’s Show

For 27 years the Expo for Women has been ongoing without interruption with varying degrees of success. During the years preceding 2007 this event experienced declining exhibitor and attendee participation. The promoters of the Expo for Women during these years were WSBT, Healthy Communities Initiative, Women’s Alliance of St. Joseph County and Memorial Health Systems. C2 Your Health LLC was contracted in 2007 as the lead promoter by Healthy Communities Initiative. Beginning 2008 the Expo for Women and the years following the Expo for Women experienced continued growth even during a slowed economy. In 2010 C2 Your Health LLC became the sole promoter for Expo For Women LLC.

Year	# of Exhibitors
2005	?
2006	?
2007	50
2008	134
2009	111
2010	100
2011	122
2012	134
2013	157

Introduction of the Expo for Women Ladies Day Out Celebration

The promoters of Expo for Women introduced a new one day event in the fall of 2013 a women only interest event supporting women’s everyday challenges to creating the life they deserve. This event was presented to the Michiana community in the fall (Nov.) 2013 Mishawaka, IN, 2014 South Bend, IN. The 2016 event was moved back to the spring of the year downtown South Bend. The goal was to create a smaller, women focused with a more intimate event promoting shopping local encouraging

our attendees to support our community with their dollars and connect to social services to increase community impact. The goal continues to present a personal more intimate event for women of all walks of life focusing on professional women, stay at home moms and working women, their unique needs specifically health, wellness and beauty.

Year	# of Exhibitors	Year	# of Exhibitors
2013	50	2015	55
2014	54	2016	65

Theme/Goal

The Expo for Women Healthy. Wealthy. Wise. is a first-of-its-kind, longest running, large scale community event that brings women from all walks of life together in a fun, open environment to discover, shop and support local designers, artists, specialty retailers and area nonprofits. Attendees will treat themselves and their girlfriends to a fabulous day of shopping, food, beverage and product sampling, fashion shows, art, health and wellness demonstrations, rejuvenation services and more. This year's theme Ladies Day Out Celebration is "A Day of Beauty Inside and Out."

Happenings

Hours of Operation: 2 – 9 pm main expo event – 5 – 9 pm Ladies Day Out Happy Hour with cash bar

Location: Century Center Convention Center Downtown South Bend, IN – Discovery Ball Room

Booth Activities: Exhibitors were encouraged to provide demonstrations, play games, have merchandise to sell, set appointments and/or establish a mechanism for future business.

Seminars: Education, workshops, fashion shows, fitness, music and dance performances.

Entertainment: DJ entertainment all day, live musicians for Ladies Day Out Happy Hours

Door Prizes: Provided by the exhibitors, sponsors and community donations equal to approximately \$10,000 to encourage market survey participation

Advertising Methods (2016)

Expo for Women Website: www.expoforwomensouthbend.org

Web directory – exhibitors listed, sponsors logo presented

Internet: Community/event Calendars. Craig's List, Event Promoters

Engagement: Social media, email marketing, direct mail, internet directory and radio

Community Websites/Banner Ads

Television: ABC News57, WNIT

Radio: B100 Country Radio, WVPE Public Radio

Magazine: Michiana Life, Small Biz Forward

Social Media find us Expo for Women #ExpoForWomen2016 #expoforwomen #ladiesdayout

YouTube.com Channel: ExpoForWomenSB - 9 videos

Community Giving

Over the years 10% of the event proceeds goes to community giving plus donated booth space to local smaller charities. These organizations include to American Heart Association BetterU, Hello Gorgeous of Hope, Santa's Pantry, Hannah's House, YWCA, Talent's for Giving, Face Painting, Memorial Foundation, La Casa Amestade, Better World Books, Saint Mary's Spark WEI program, Girls on the Run, Girl Scouts of America, Paw's N Purr's, Saint Joseph Humane Society and Allies for Greyhounds of Michigan.

In 2017 Michiana Shop and Greet is partnering with the Expo for Women to present Cocktail Party for Charity and Charity Auction with net proceeds equally divided between Hello Gorgeous of Hope LLC and Dismas of Michiana. 10% of door proceeds will be donated to The Juice Plus+ Foundation. Booth spaces are also donated based on need and availability. WSBT is the media partner for this event.

Sponsorship Opportunities

Thanks to our community sponsors we are able to participate in community giving increasing social impact though raising awareness, improving lifestyle and empowering women. Over the years the Expo for Women has partnered with Memorial Hospital of South Bend, WSBT, ABC News 57, Sunny 101.5, B100 Country Radio, South Bend Tribune, Key Bank, Martins Supermarkets, Centier Bank, Plastic Surgery Center, Mc Donalds, VPN Marketing Group, Swan Lake Golf Club, Kerri's Hair Salon, South Bend Vein Clinic, The Juice Plus+ Company, Spotlight Media, Lord Marketing and C2 Your Health LLC.

Sponsorship Levels (see attached sponsorship description attached)

Exhibitor Survey Summary (see Exhibitor Application attached)

The total exhibitors were 63 with 65 booth spaces filled (maximum capacity of the Century Center Discovery Ball Room). During the event we checked in frequently with the **63 exhibitors**, most **reporting they were happy**. Following the event we asked the exhibitors to complete an event

evaluation to provide feedback for future events. The survey collected stated the exhibitors were happy with the overall event and would consider coming back next year.

Summary of Market Survey

At our 2016 Expo for Women Healthy. Wealthy. Wise. Ladies Day Out Celebration of the 1080 attendees 286 visitor surveys were collected at admission to the Ladies Day Out – remarkable 29 % return.

How did they hear about the event?

Word of mouth 17%	Website 4%	Social Media 43%
Fliers 4%	Radio 13%	Magazine 1%
Internet 6%	TV 29%	Community Calendar 1%

Who came?

Female – 89 % Male – 1.9% No Response – 8.11%

Age of Attendees

18% Under 13	19% College	52% Mature Adult 36 – 55 yrs.
9% Teen	26% Young Adult 22 – 35 yrs.	19% Seniors 65 yrs. +

Education of Attendees

3% Some HS	17% Some College	22% No Response
31% HS Diploma	12% Undergraduate	
5% Trade / Tech	7% Post Graduate	

Household Composite

17% Empty nesters	11% Single with children	22% No Response
12% Seniors	10% Couples no children	
15% Single no children	20% Couples with children	

Household Ownership 67.34% of respondents

25 – 49 29%	50 – 74 27%	75 – 99 22%	100 – 149 15%	150 – 199 + 7%
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2016 Event Summary

Success!

The 2016 Expo for Women Healthy. Wealthy. Wise. Ladies Day Out Celebration is a growing and thriving exposition type event supporting local business and our Michiana community. Each year the event has experienced a minimum of 10% growth during a woeful “down economy” and was lauded as a wonderful event in 2016 15% growth.

Surveys completed provide statistical data to identify attendee demographics and exhibitor satisfaction. The Ladies Day Out Celebration is a successful event with increasing participation, attendance, and enthusiasm, the Expo for Women Ladies Day Out Celebration is poised to build in future years in our growing economy.

Sponsorship offers the possibility of achieving several goals at once. According to Schmander and Jackson in their book, *Special Events: Inside and Out*, a company can benefit from sponsorship in many ways, such as:

- ✓ *Enhancing image and Shaping Consumer Attitudes – perception is everything.*
- ✓ *Driving Sales – extremely potent promotional tool*
- ✓ *Creating positive publicity/heightening visibility – wide exposure in print, TV, radio, and electronic media.*
- ✓ *Differentiating from competitors – exclusive sponsorships are a significant way to create competitor differentiation.*
- ✓ *Helping with good “Corporate Citizen” role – viewed as a good neighbor.*
- ✓ *Enhancing business, consumer and VIP relations – hospitality opportunities is always very attractive to companies.*

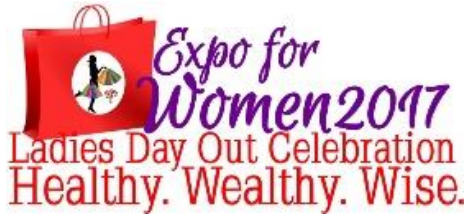
Our community sponsors experienced these benefits along with being instrumental in increasing the social impact by bringing the very best to women in our community to help them to be and provide to their families the best they can be ... healthy, wealthy and wise.

Respectfully submitted,

Cindy Cohen RN
 Owner, C2 Your Health LLC
 26th Annual Expo for Women
 Healthy. Wealthy. Wise. Ladies Day Out Celebration





Cindy Cohen RN, BS BA Promoter of the Expo for Women Copyright 2016© C2 Your Health LLC
www.CindyCohenRN.com www.ExpoforWomenSouthBend.org 800-245-8917





Michiana Shop & Greet
Brings to the Expo for Women
Ladies Day Out Celebration

**COCKTAIL PARTY
FOR CHARITY**

COMMUNITY & CHARITY
SPONSORSHIP OPPORTUNITIES

Thursday  March 2, 2017  2 pm – 9 pm
Century Center Convention Center, South Bend, IN

 **60+ exhibitors & over 3,000 attendees \$10,000 in prizes** 

Sponsor Application  Marketing Opportunities

The Ultimate Ladies Day Celebration is a first-of-its-kind, large scale community event that brings women from all walks of life together in a fun, open environment to discover, shop and support local designers, artists, specialty retailers and area nonprofits.

Sponsorship Descriptions

Presenting Sponsor

Sponsorship Opportunity | \$10,000

As a Presenting Sponsor, you will receive the highest sponsorship recognition along with the opportunity to speak at the event. Your company name and logo will appear next to the event name and logo. Customized benefits available in to the ones listed in the Benefit Description. .

Gold Sponsor

Sponsorship Opportunity | \$7,000

As a Gold Sponsor, you will receive the premium sponsorship recognition along with the opportunity to speak at the event. Customized benefits available in addition to the ones listed in the Benefit Description.

Silver Sponsor

Sponsorship Opportunity | \$3,000

As a Silver Sponsor, you will receive the premium sponsorship recognition along with the opportunity to speak at the event. See the Benefits Description.

Bronze Sponsor

Sponsorship Opportunity | \$1,000

As a Bronze Sponsor, you will receive the premium sponsorship recognition. See the Benefits Description

Community Sponsor

Sponsorship Opportunity | \$200

As a Community Sponsor, you will receive the community sponsorship recognition. This is an opportunity to be a good community citizen by supporting the Expo for Women event. With this sponsorship you have the opportunity to advertise your products and services inside and outside the event. See benefit description.

Charity Sponsor

Sponsorship Opportunity | \$200

As a Charity Sponsor, you will receive the charity sponsorship recognition. This is an opportunity is for non-profit organizations to receive special recognition for their good works in the community. See benefit description.

Gift Bag Sponsor

Sponsorship Opportunity | \$200 shared | \$500 exclusive

Not only will we distribute your product and gift cards to these ladies who attend the show, your Company Name and Logo will be prominently displayed in the program as well as on our website, as a Gift Bag Sponsor. •Sponsors of the Gift Bag, which will be distributed to the first 200 people who arrive to the event, will be sure their products and gift cards reach their target audience

* Special Event Sponsorship Descriptions

Special Event Sponsor

Sponsorship Opportunity | \$200

The Special Event Sponsorship is for those who are seeking additional recognition by holding a special event inside the Expo for Women Event. Your special event will be advertised as an event during the expo. See the Benefits Description.

Media Sponsor

Sponsorship Opportunity | Customized

The Media Sponsorship is for media outlets, such as television, radio, social media, web-platforms and newspaper companies who are seeking additional community recognition by advertising a special event within the Expo for Women. Customized benefits available.

* Tickets

Ticket Price |\$5.00

Individual tickets will be available at Martin's Supermarkets before the event. Group discount tickets are available. Non-profit organizations and associations special event rates available for those you provide services to.

* Charitable Contributions

During 6 months prior to, during and after the Expo for Women, Ladies Day out Celebration fundraising activities that are designed to raise donations for select non-profit organizations. In addition to aggressive fundraising a percentage of the proceeds will go to selected local charities.

Attendees will treat themselves and their girlfriends to a fabulous day of shopping, food, beverage and product sampling, fashion shows, art, health and wellness demonstrations, rejuvenation services and more. Attendees relax, socialize and enjoy tasty delights or a cash bar, kick off their shoes and watch the hottest looks come down the runway during one of our high end fashion shows, or simply shop and take in the very best products and services Michiana has to offer. This event offers attendees everything they need to renew and energize their minds and bodies in a convenient, relaxing environment while supporting outstanding local businesses.

- * **The Expo for Women Healthy. Wealthy. Wise. Ladies Day Out Celebration gives to women for a day and to charities who give back to women for a lifetime.**



Sponsor Benefits

Sponsor Benefits	Presenting Sponsor 10,000	Gold Sponsor 7,000	Silver Sponsor 3,000	Bronze Sponsor 1,000	Special Event Sponsor 200	Charity Sponsor 200	Community Sponsor 200
Pre-Event Benefits							
Co-Brand on event collateral	x						
Special Recognition on the Expo for Women Event Page	x						
Include in attendee Market Survey							
Logo and highlights on videos (6)		x					
Logo on video presentations			x	x			
Name highlighted on all event press releases	x	x					
Name on all event press releases		x	x	x			
Logo on all media advertising	x	x	x	x			
Logo & highlights on social media advertising (6 months)	x	x					
Logo & highlights on social media advertising		x	x	x			
Logo on email marketing	x	x	x	x	x	x	x
Logo on all print materials	x	x	x	x	x	x	x
Website link from event page	x	x	x	x			
Logo and highlights on video presentations (3)	x	x					
Logo on video presentations			x	x			
Video interview of presenter	x	x					
Video of special event highlights					x	x	x
Mentions on all TV ads	x	x	x		x	x	x
Mentions on all radio ads	x	x		x	x	x	x
Event Benefits							
Speaking opportunity on stage	x						
Logo on event stage banner	x	x	x	x			
Verbal recognition by emcee	x	x					
Logo on all event signage	x	x	x	x			
Promotional opportunity for first 150 attendees	x	x	x				
Special event marketing					x	x	x
Post-Event Benefits							
Customized social media posting 6 months following the event	x	x					
Mentions on social media 12 months following	x						
Mentions on social media 6 months following	x	x					
Mentions on social media 3 months following			x				
Recognition photos of the event	x	x	x	x			
Provided a contact list of attendees (upon request)	x	x					
Provided a list of exhibitors	x	x	x	x	x	x	x

Sponsor Application

The Expo for Women mission is to help women from all walks of life to be healthy, wealthy and wise. To rebuild, rejuvenate, educate and empower women in our community to improve their quality of life. On the day of the event we take care of women for a day; our long term goal is to connect women to services, programs and organizations who will empower women for a life time where ever their life's journey takes them.

🌸 Expo for Women Sponsor Registration Form

Please complete the information below and mail payment to the address provided.

Check here if you would like booth spaces included in your sponsor package.

Company Name _____

Contact Name _____

Address _____ City _____ State _____ Zip _____

Phone (____) _____ Email _____

Sponsorship Level _____

\$10,000 Presenting Sponsor	\$1,000 Bronze Sponsor	\$200 Special Event Sponsor
\$7,000 Gold Sponsor	\$200 Community Sponsor	Media Special Event Sponsor (customized benefits)
\$3,000 Silver Sponsor	\$200 Charity Sponsor	\$200 / \$500 Gift Bag Sponsor

Circle Payment Plan: Credit Card Check Bill me, please

Make check payable to: C2 Your Health LLC

Please return to: C2 Your Health LLC 19009 Layden South Bend, IN 46637 or fax to 574-273-1145

To hold your sponsorship fax to 574-273-1145 or contact Cindy Cohen, Expo for Women

www.ExpoforWomenSouthBend.org



** As soon as we receive your application and payment advertising will begin.





Michiana Shop & Greet
Brings to the Expo for Women
Ladies Day Out Celebration

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COMMUNITY & CHARITY
SPONSORSHIP OPPORTUNITIES

Thursday  March 2, 2017  2 pm – 9 pm
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60+ exhibitors & over 3,000 attendees \$10,000 in prizes



Exhibitor Event Application

Company Name _____ Contact Name _____

Address _____ City _____ State _____ Zip _____

Phone (____) _____ Email _____

Circle Payment Plan: Credit Card Check Bill me, please – 50% due on reservation – balance due Feb. 20th

Your payment is your reservation. Fax this form to 574-273-1145 to hold your spot.
Please mail to: Cindy Cohen RN 19009 Layden South Bend, IN 46637 or fax to 574-273-1145 or
Call us! 800-245-8917 No refunds will be made on this event.

Early Bird ends December 31st, 2016

Beginning January 1st, 2017

Single booth 8 x 8 \$199
Double booth 20 x 8 \$370

Single booth 8 x 8 \$250
Double booth 8 x 20 \$475

Booth Prices Includes 1- 6 foot table, 2 chairs, 2 exhibitor passes/booth. Electricity additional \$75.00

Will you be doing demonstrations at your booth? If yes, please describe:

Booth size requested _____ Electrical outlet required _____

Booth Includes: 2 chairs, table. Equipment rental available: table cloth \$10.00, Wi-Fi FREE chair \$5.00 electricity \$75.00 Door Prize: All exhibitors are asked to provide one door prize to be given away during the event. We will announce winners; you will be distributing your own prizes.

