

Take a minute to think about what makes customers choose your business.

Is your business black and white, or...

- Do you want people to know how your products smell, feel and taste.
- Do you want people to see that you are honest and passionate about your products and services and that you really care about them as a customer.
- Do you want to hear feedback from consumers to give them what they need which ultimately builds business for you.

In today's economy, any advertising investment has to work. Your business depends on making the right choices that bring return and opportunity to you. How can you reach all the senses of consumers?

The Vermont Women's Expo delivers this opportunity.

As we head into the seventh annual Burlington Vermont Women's Expo, I am very excited to tell you about the momentum of this event. It is a proven event that has experienced steady growth year after year. Last year we grew to two floors of exhibitors and 2800 visitors. Below you will see some statistics on the spending habits of women as consumers and why they are a VERY important demographic for your business to be in front of. On following pages you will find information on sponsorship and exhibiting at the event as well as a description of the complete package which extends your advertising exposure well beyond the day of the event.

- Currently, all by themselves, American women are the 3rd largest "economy" on the planet.
- Over 80% of all household purchases are made by women.
- 82% of women overall and 72% of married women who work full time are the primary shopper.
- About half of married women in the United States are responsible for the savings and investing for their household. 61% of the members of 'investment clubs' in the United States are women.
- The number of women owned businesses is growing at over twice the national rate. Women have accounted for nearly 70% of new business start ups in the last decade.
- Single women between the ages of 25-44 spend over \$200 billion each year.
- Women's income and disposable income has increased 63% in the last few decades.
- Women are earning college degrees at a faster rate than men.

We have heard such positive remarks and comments from both businesses involved and visitors. This enthusiasm is what creates the energy behind bringing this Expo back year after year.

- Vendors report quality contacts that turn into real relationships.
- MOST importantly - Vermont women are great to support on all levels and we are fantastic at networking, proven to be crucial to business growth.

The Sheraton Inn is offering a reduced room rate for those exhibitors interested in staying at the hotel during the weekend of the event. For reservations please call 865-6623 and mention that you are a part of the Vermont Women's Expo to receive the discount.

The following pages outline sponsorship and exhibitor opportunities and all the benefits. Please let me know at your earliest convenience if you would like to participate - our events sell out and have waiting lists. Also if you know of any businesses that would benefit from being part of the expo, please share this info with them.

Thanks

Kate Alberghini, Event Creator/Producer

Vermont Women's Expo

inform enhance inspire

Sponsorship Information

The seventh annual Vermont Women's Expo is an event designed to peak every interest imaginable and bring women together to enjoy all of the fantastic products and services that Vermont has to offer. With women being a top buying and decision making demographic, an event like this highly benefits almost all types of businesses. The expo includes exhibitor and sponsor interaction, guest speakers and demonstrations, door prizes, food and silent auction to benefit local charities. Our last event raised \$1500 for local charities that help women, children and families.

As a sponsor, your business will be recognized everywhere you see the Vermont Women's Expo. We have an advertising budget of \$10,000 and a marketing plan that will pull visitors from all over Vermont, New York and beyond. We also have strong databases built from our past events that have been fantastic for word-of-mouth and viral marketing—not to mention, women are amazing networkers! Media includes print, radio and television, internet & social marketing and other direct advertising. Make sure your business is the one women remember by sponsoring "their" Vermont Women's Expo.

Presenting Sponsor\$2,500.00

- Premier recognition on all advertising including print, radio, television, web - wherever the "Vermont Women's Expo" is seen "presented by your company" will be seen
- An 10x8 booth at the show with prime placement
- 20 complimentary passes to the show
- 1 Key banner placement location at the show
- Verbal mentions over PA system during the show
- Full page ad (size 5"W x 8"H) in show program
- Name on "goody bags" - 1st 500+ guests get one!
- Visual inclusion and live links on 5 unique pages of our website - www.VermontWomensExpo.com

Platinum Level Sponsor\$1,500.00

- Logo on all printed collateral (including 10,000 discount post cards and advertising)
- An 10x8 booth at the show with prime placement
- 10 complimentary passes to the show
- Verbal mentions over PA system during the show
- Half page ad in show program - size 5"W x 4"H
- Visual inclusion and live links on 5 unique pages of our website - www.VermontWomensExpo.com

Silver Level Sponsor\$500.00

- Smaller logo on 10,000 discount post cards
- An 8x8 booth at the show with prime placement
- 5 complimentary passes to the show
- Verbal mentions over PA system during the show
- Quarter page ad in show program - size 2.375"W x 4"H
- Visual inclusion and live links on 5 unique pages of our website - www.VermontWomensExpo.com

- Activities
- Acupuncture
- Adoption
- Alternative Medicine
- Antiques
- Appraisers
- Automotive
- Beauty
- Business
- Career Consulting
- Catering
- Classes/Interests
- Classes/Education
- Chiropractic
- Crafts
- Computers
- Dating Services
- Dentistry
- Electrolysis
- Eye care
- Fashion
- Feng Shui
- Financial
- Fitness
- Florists
- Garden
- Gifts
- Health
- Hearing
- Herbs
- Help
- Home Décor
- Insurance
- Jewelry
- Landscaping
- Marriage Counseling
- Massage
- Media
- Medical/OB/Gyn
- Meditation
- Motherhood
- Nutrition
- Party Supplies & Planning
- Photography
- Psychology
- Real Estate
- Retirement Planning
- Security
- Senior Living
- Services
- Skincare
- Support
- Therapy
- Travel
- Women's Health
- Yoga

Join us today for this very special event! Sheraton Conference Center, Burlington, Vermont
 Show Date: Saturday, March 12, 2011 • 10:00 am - 4:30 pm

802-229-2163 P/F
VermontWomensExpo.com
info@VermontWomensExpo.com
 44 Zdon Road, Middlesex, VT 05602

Become An Exhibitor

The Vermont Women's Expo offers a taste of it all! Education, financial, beauty, health, fitness, home décor, gardening, fashion, and we continue to add more interests every year. With women being the top buying and decision making demographic, putting your business or products in front of them will supply you with the wonderful hands-on opportunity to develop new customers, generate sales, introduce new products and nurture existing customers. Our last show drew over 2800 visitors and many new businesses interested in exhibiting.

Along with an array of wonderful exhibitors, we have a fabulous line up of keynote speakers and demonstrations throughout the day, a silent auction that will benefit local charities, door prizes and give-a-ways. These "extras" provide incentive for women to come and enjoy our event. Our last event raised \$1500 for local charities and foundations that help women, children and families.

With the help of local sponsorship we advertise the expo very thoroughly using television, print, radio, direct mail, road signage, viral internet (facebook, email blasts, online calendar posts, etc.), and of course, word of mouth. As an exhibitor you will also be promoted on our website - VermontWomensExpo.com. We believe getting the word out is well worth the investment and that it will provide exhibitors a positive and very beneficial experience. Our goal is to make this an annual event for everyone.

Exhibitor Package - *all various booth sizes include the following*

- 8.5 x 11 company identification sign
- 6' table with linen and 2 chairs
- Listing in show program
- 2 badges for booth attendants
- Visual inclusion and live link to your site on www.VermontWomensExpo.com for a whole year
- Discount admission postcards to distribute before the show

Main Exhibition Hall

- o 6' wide x 8' deep booth (very limited quantity)\$265
- o 8' wide x 8' deep booth\$300
- o 10' wide x 8' deep booth (limited quantity)\$335

NEW - Diamond Ballroom (upstairs) - MORNING SET UP ONLY.

- o 6' wide x 6' deep booth (limited quantity)\$200

Show Details -

- Saturday, March 12, 2011 • 10:00 am - 4:30 pm
- Sheraton Conference Center, Burlington, Vermont
- \$5.00 per person admission will be charged at the door - 10,000 discount admission postcards will be pre-circulated
- "Goody Bag" give-a-ways to the first 500 visitors - **let me know if you want to add something from your business.**
- Door prizes - **you are welcome to donate a door prize for added exposure announced over the PA and in the program**
- Silent auction to benefit local charities
- Keynote speakers and demonstrations throughout the day
- Plenty of FREE parking
- On-site concessions by the Sheraton

Why Exhibit?

Vermont Women's Expo will provide you with the opportunity to exhibit and sell your products and services to ready-to-buy consumers on a face-to-face basis. It gives you a chance to be passionate about what you offer new and existing customers and make an impression that will last much longer than conventional advertising. When you compare the cost of one small ad in a daily newspaper to the cost of participating in our expo, there is no question that the return on your investment will be well worth it because it is target market.

We urge to you sign up soon. Space for exhibitors is limited and we retain the right to limit the number of participants per category to respect the benefits of the exhibitors. There are also opportunities for sponsorship and additional advertising. We are available to answer any questions you may have and to work with you to fulfill your individual needs.

Join us today for this very special event! Sheraton Conference Center, Burlington, Vermont
Show Date: Saturday, March 12, 2011 • 10:00 am - 4:30 pm

Activities
Acupuncture
Adoption
Alternative Medicine
Antiques
Appraisers
Automotive
Beauty
Business
Career Consulting
Catering
Classes/Interests
Classes/Education
Chiropractic
Crafts
Computers
Dating Services
Dentistry
Electrolysis
Eye care
Fashion
Feng Shui
Financial
Fitness
Florists
Garden
Gifts
Health
Hearing
Herbs
Help
Home Décor
Insurance
Jewelry
Landscaping
Marriage Counseling
Massage
Media
Medical/OB/Gyn
Meditation
Motherhood
Nutrition
Party Supplies & Planning
Photography
Psychology
Real Estate
Retirement Planning
Security
Senior Living
Services
Skincare
Support
Therapy
Travel
Women's Health
Yoga

We are committed to providing a well balanced show and will limit the number of participants per category, giving the best benefits to exhibitors. Positions will be filled on a first-come first-serve basis. Don't delay, send your contact as soon as possible to reserve your spot.

Name of Business: _____ Contact: _____

Address: _____ City: _____ State: _____ Zip: _____

Telephone: _____ Email: _____ Website: _____

Description for inclusion on www.VermontWomensExpo.com

I WOULD LIKE TO BE AN EXHIBITOR - All size booths include one 6' table with linen and 2 chairs provided per booth.

Exhibition Hall (Main Floor)

- 6' x 8' Booth — Exhibitors are responsible for providing their own display. (limited quantity) \$265
- 8' x 8' Booth — Exhibitors are responsible for providing their own display. \$300
- 10' x 8' Booth — Exhibitors are responsible for providing their own display. (limited quantity) \$335

NEW - Diamond Ballroom (We're Expanding Upstairs) *Special 1st Year Pricing*** - MORNING SET UP ONLY**

- 6' x 6' Booth — Exhibitors are responsible for providing their own display. (very limited quantity) \$200

Additional Requests **Additional Table \$10** **Chairs** **Other** _____ **Electrical Service \$20**

I would like to add an item to the goody bag. (please send us 500 pieces by March 1, or call for pick up.)

Door Prize _____ \$ Value _____

I WOULD LIKE TO BE A SPONSOR of the Vermont Women's Expo 2011

- Presenting Sponsor \$2,500.00
- Platinum Sponsor \$1,500.00
- Silver Sponsor \$ 500.00

Please send me _____ discount admission postcards to distribute to my customers. (These are provided at no cost and help promote the event.)

Booth set up times are Friday, March 11, 7:00-9:00 pm and Saturday 7:00-9:30 am.
 We require that your booth be ready for the public 1/2 hour before the show opens at 10:00 am.
 Tear down will be immediately following the close of the show on Saturday at 4:30 pm.

Participation Fees

Exhibitors/Sponsors must submit the appropriate fees with the submission of this contract. **Make checks payable to RIGHT IMAGE DESIGN.** Payments must be made in full prior to event date. Cancellation by exhibitor will result in a forfeiture of the total cost of space.

Contract for Exhibit Space

The undersigned (Exhibitor or Sponsor) hereby contracts with Vermont Women's Expo for participation in the 2011 Vermont Women's Expo in Burlington, Vermont produced by Right Image Marketing. All parties have read and agree to be bound by the provisions of this contract and the rules and regulations which are part of this contract.

Signature _____ Date _____ Total Amount Enclosed _____

Additional Option

Place a display ad in the show program for additional exposure

- 1/4 page - 2.25"W x 4"H \$45.00
- 1/2 page - 5"W x 4"H \$75.00
- Full page - 5"W x 8" H \$125.00

Price includes the design of your ad!
 Email logo, image & text for compilation to info@VermontWomensExpo.com
1000 programs will be printed
Please send ads or ad content (logo & copy) by March 1, 2011

Right Image Marketing Office Use Only: Received Date: _____ Deposit Date: _____ Materials: _____
 Check #: _____ Amount: _____ Confirmation Sent: _____ Booth #: _____

Please Sign and Submit Contract with Full Payment

Contract Rules & Regulations

Any organization, entity or individual paying a participation fee and/or occupying booth space as an exhibitor shall be bound by the rules and regulations set forth herein and by such amendments or additional rules and regulations which may be established by show management, Right Image Marketing and the Sheraton Conference Center. Situations not explicitly covered by these rules are subject to determination by Right Image Marketing, in its sole discretion.

Exhibit Space

1. Exhibitor agrees not to sublet or rent all or a portion of space to anyone, nor to promote the interests of any other in any form within their designated booth area.
2. Rights of an Exhibitor shall not be assignable to any other firm or person.
3. Space will be assigned with due consideration to Exhibitor's preference based upon date of receipt of contract along with payment required. If for any reason the floor plan must be changed, Right Image Marketing reserves the right to relocate Exhibitors affected by these changes. If such change is absolutely necessary, every effort will be made to make the most equitable for said Exhibitor.
4. Exhibit shall not obstruct the view, detract from any adjoining exhibit, or be operated in any manner objectionable to other exhibitors. All lighting within the exhibit must be arranged and operated so as not to be distracting to adjacent exhibits. The operation of sound devices operated in an objectionable manner, in the opinion of Right Image Marketing shall be prohibited.
5. Exhibitor's sales activity and literature distribution shall be confined to Exhibitor's own exhibit space.
6. Exhibitor shall not conduct raffles or other promotional measures that require guests to be present at a specified location and time. All unusual promotional plans must be approved in writing by Right Image Marketing prior to the first day of the event.
7. Exhibitor shall have an authorized representative present at the show throughout all exhibit periods and during the installation and dismantling of the exhibit.
8. Right Image Marketing will prohibit the installation or operation of any exhibit not meeting the standard quality and audience involvement as specified herein and may prohibit the conduct of any activity which Right Image Marketing, in its sole discretion, deems detrimental and not in the best interest of the event.

Exhibit Hall

1. Exhibitor agrees to abide by all pertinent City, State and Federal safety and fire codes, laws and ordinances pertaining to honest and fair advertising, health, fire and public safety.
2. Nothing shall be nailed, screwed, stapled, taped, wired or otherwise adhered to walls, floors or any part of the exhibition area. All required measures for such protection of the building shall be at the exhibitor's expense.
3. Installation of booths shall begin on Friday, March 11 at 6:00 pm until 9:00 pm and resume Saturday morning at 7:00 am on the opening day of the show unless indicated otherwise in the show exhibition kit (distributed to all exhibitors prior opening)
4. Removal of booths shall begin immediately after event's close. Removal must be completed by midnight following the event's close. All charges for removal after the final move out shall be paid by exhibitor.
5. Exhibits must be open and staffed during all published event hours.
6. Removal of goods from the event area at any time during the event must be done through a specified entrance determined by Right Image Marketing.
7. Exhibitors MAY NOT pack or remove articles of exhibit prior to closing of the event, without the permission and approval of Right Image Marketing.
8. Any exhibit space, whether contracted and paid or not, which is not occupied within two hours of the published opening hour of the day of the event will become property of Right Image Marketing to dispose of as it deems best, with no refunds or rebates paid to the company which originally contracted that space.

Miscellaneous

1. It is the sole obligation of show management to furnish exhibit space and other services subscribed herein for the duration of the event plus general lighting, heating, aisle cleaning, security, listing in the official Event Guide (according to date requirements) and admission credentials for exhibitors and staff.
2. Exhibitor must not throw refuse on the floor unnecessarily or commit any act which may endanger public safety or inconvenience other exhibitors or the public.
3. Exhibitors are required to wear badges during all event hours.
4. In the event that Right Image Marketing is required to take any action to enforce the terms of this contract, including these rules and regulations, Right Image Marketing shall be reimbursed by exhibitor for all costs and expenses incurred, including reasonable attorneys fees.

Liability

Exhibitor agrees to protect, save and keep Right Image Marketing and their representatives and agents forever harmless from any claims or charges imposed for violation of any law or ordinance, whether occasioned by the negligence of Exhibitor, or those holding under or through exhibitor, and exhibitor shall indemnify and hold Right Image Marketing, the host facility, their respective agents, employees or officers harmless against any and all loss, costs, damage, liabilities, causes of action, debts or expenses arising from or by any reason of any injury to exhibitor, its employees, agents or guests or property, from any cause whatsoever prior, during and subsequent to the period covered by the contract. When, but not limited to, casualty, explosion, fire, lightening, flood, weather, epidemic, earthquake or other acts of God, strikes, war, work stoppages or any other cause not within the control of Right Image Marketing make it impossible for exhibitor to occupy or function in the Event premises, exhibitor shall waive any claim for damages or compensation. In addition, it is the sole responsibility of exhibitor to obtain insurance amounts to fully cover all losses. Right Image Marketing reserves the right to add or amend rules and regulations at any time and to make final interpretation of all rules. Any decision of Right Image Marketing shall be final.

Applicant's Signature

Applicant's Name (please print)

Company

Date