



## Agenda

### Mission

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. ***We give to women for 1 day and to organizations who give back for a lifetime.***

### Charities – Community Giving

- Goodwill Industries of Michiana
- Cultivate Culinary (Food Rescue)
- The Juice Plus+ Foundation
- Community Wellness Partners
- Charity Angel Awards

### Vendor Deals

- Discounts from Nancy Becher – Coaching
- Discounts from Al Howard Photography
- Donations for Global Feeding Project – FREE advertising

### Exhibitor Contest:

- The person / business who invites the most people who attend wins a prize!
- Each vendor has access to unlimited FREE tickets to give away

### Added Value (white papers):

- How to Improve Your Tradeshow ROI
- Getting the Most from the Expo for Women

### Stage Schedule / Happenings

- Stage presentations all day
- Live DJ music all day
- Pre-Event Presentation – Exhibitors
- Pre-event Shop and Greet
- Event Starts a 2 pm
- Goodwill Industries will have a silent auction

### Event Day

- Set up 10 – 1pm
- Loading doc entrance, side door
- Discovery Ball Room 1<sup>st</sup> Floor
- Take down 9 pm
- Parking after 1 pm you will be charged \$5.00

### Food and beverages all day

- Cocktails

### Advertising this event

- Press Releases (4) (400 outlets)
- Community Calendars
- WSBT - TV
- B100 - Radio
- WNIT-TV – Public Broadcasting
- Fresh Lifestyle Magazine
- Granger Living Magazine
- WSBT weekly Wacky Wednesday BOGO Ticket discount
- Martins Super Markets – Ticket Sales
- Vendor ticket give-a-way

### Bring with you:

- Prize to donate to the event (\$25 value)
- A fun activity to do at your booth (interactive)
- Something to sell that day (show special)
- Brochures, discount coupons business cards for vendor networking
- Appointment book, schedule new customers that day
- Calendar to make appointments with vendors
- Money for food
- Money for shopping

Expo Update Meet-Up 2/15/2018