

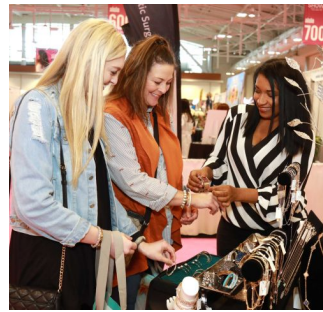
# BENEFITS OF PARTICIPATION

## BENEFITS YOU CAN COUNT ON:

- **A Quality Production**, created by consumer show professionals in business since 1960.
- **Pre-Qualified Audience.** They purchase a ticket for this event. We bring you serious shoppers and decision-makers.
- **Marketing, Advertising, and Promotions** that are current, extensive, and deliver the right message to the ideal target audience.
- **Research.** Custom surveys show the average age of women attending this event is 35 years, with a range from 25 to 64. At least 58% of show guests have college degrees. They are educated shoppers, eager to compare, evaluate and buy.
- **Exhibitor Service.** Show teams are trained to guide beginning exhibitors, and assist veterans with the goal to make you look good, sell well, and get the most benefits from your participation.



## BENEFITS THAT SPEAK FOR THEMSELVES:



This event continues year after year to have a great turn out. The people come, and come to shop. This is biggest thing we do each year, and we would not miss it.

*Sam's Club*

## BENEFITS YOU CAN GENERATE:

- **Face-to-Face Advantage** with qualified customers and prospects.
- **Database Building.** Build a database to expand your email and social media connections.
- **Across-the-Counter Sales.** Retail your products and market your business at the same time.
- **Customer Relations.** Build confidence and spark word-of-mouth marketing.
- **Test Marketing.** Sample products and get honest, real-time feedback.
- **Recruiting, Educating.** Nothing beats being there. Face-to-face is still the best teacher and best sales tool.



Thank you for the opportunity. I really appreciate the support the Women's Show offered me for my first experience. I made lots of contacts and made sales. The feedback was good from customers and fellow vendors. I plan to work with you in the future.

*Foxx Skynz by Design*



We set daily goals for each person who staffed our exhibit. Everyone surpassed their overall goal for the entire show THE VERY FIRST DAY!

*Belle Grace Guest House*

*Our promise to you:* WE'LL DELIVER THE BENEFITS, THE AUDIENCE, AND THE SERVICE.