



## You are invited!

*Introduce your business,  
sell your products and services,  
and meet face-to-face with  
thousands of WOMEN,  
all under one roof!*



Kohler Expos Inc. has produced Women's Expos for over 25 years. We enjoy creating women-focused community events that promote an opportunity to market your products and services to the most powerful consumer of women. Women shop and make purchasing decisions for themselves, their family, household, and business!

As an exhibitor or sponsor, you will connect with your target audience within an uplifting and memorable environment where you will elevate your image, capture new customers, and establish brand awareness.

- ▶ Promote Your Products and Services
- ▶ Increase Your Exposure and Profits
- ▶ Build Brand Loyalty and Awareness
- ▶ Provide Hands-on Demonstrations
- ▶ Build Relationships with Women and Families
- ▶ Distribute Samples and Promotional Materials
- ▶ Sell Directly to Your Target Market
- ▶ Build Your Database and Expand Your Connections
- ▶ Put You Where Your Competition is
- ▶ Meet Your Key Audience in an Entertainment Setting

*Face-to-Face Marketing is the best way to showcase your business in an entertaining environment and bring you together with thousands of attendees!*

### DATES, HOURS & LOCATION (3 WOMEN'S EXPOS)

- Mid-Michigan Women's Expo  
February 9-11, 2024  
Fri 10am-6pm, Sat 10am-6pm, & Sun 11am-4pm  
Lansing Center, Lansing MI
- West Michigan Women's Expo  
March 15-17, 2024  
Fri 10am-6pm, Sat 10am-6pm, & Sun 11am-4pm  
DeVos Place, Grand Rapids MI
- Michigan Women's Expo  
September 27-29, 2024  
Fri 10am-6pm, Sat 10am-6pm, & Sun 11am-4pm  
Suburban Collection Showplace, Novi MI

### EXHIBIT SPACE RATES

View attached application/contract.

### SPONSORSHIP

Spotlight Sponsor	\$5,000
Main Stage Sponsor	\$20,000
Title Sponsor	\$30,000

### EXHIBIT SPACE INCLUDES:

- ▶ 8' High Back Drape
- ▶ 3' High Side Drape
- ▶ Booth ID Number
- ▶ Exhibitor Badge for your show staff
- ▶ Security Services
- ▶ Expo Program Business Listing
- ▶ Full-time, on-site Show Office
- ▶ Pre-show Exhibitor Handbook
- ▶ On-site Exhibitor Check-In Booth

### DEMOGRAPHICS / ATTENDEE SURVEY RESULTS

View exhibit tab, per Women's Expo at [www.kohlerexpo.com](http://www.kohlerexpo.com)

### ADVERTISING

Kohler Expos creates an integrated advertising plan to ensure the largest attendance for your business success, which may include:

TV • Billboards • Direct Mail Postcards • Social Media  
Digital Advertising • Press Release • Local Publications  
Constant Contact • Ticket Promotions • Website



**Gain exposure in three Michigan markets**  
**Mid-Michigan Women's Expo – Lansing MI**  
**West Michigan Women's Expo – Grand Rapids MI**  
**Michigan Women's Expo – Novi MI**

## *Introduce your business to thousands of Women all under one roof!*

The **Women's Expos** strive to create a powerful and engaging way for you to connect directly with your key audience to help raise awareness of your brand, products, and services while also supporting the local community.

Connecting with your target audience within this uplifting and memorable environment amplifies your brand's message in a positive way to elevate your image, capture new customers, and establish brand loyalty.



### SPONSORSHIP

*\*Customized sponsorships available. Sponsorship pricing reflects one Women's Expo.*

#### **TITLE SPONSOR (EXCLUSIVE) \$30,000**

- (2) TV appearances on a local TV station
- TV Commercial – logo inclusion
- Direct Mail Postcard (10,000) - logo inclusion
- Prominent Exhibit Space (20' x 20') includes carpet, electric, table & chairs
- 100 Complimentary Tickets to the expo
- Social Media Post on Show and Event Pages
- Press Release and Constant Contact email recognition
- PA Mentions during the Expo
- Expo Program Ad – Full Page
- Website Exposure including Logo and Hyperlink

#### **MAIN STAGE SPONSOR (1) \$20,000**

- (6) Main Stage Presentations (prior approval by show management)
- Direct Mail Postcard (10,000) - logo inclusion
- Exhibit Space (10' x 30') includes carpet, electric, table & chairs
- 50 Complimentary Tickets to the expo
- Social Media Post on Show and Event Pages
- Press Release and Constant Contact email recognition
- PA Mentions during the Expo
- Expo Program Ad - 1/2 page
- Website Exposure including Logo and Hyperlink

#### **SPOTLIGHT SPONSOR \$5,000**

- Exhibit Space (10' x 20', 1 corner & 1 inline) includes table & chairs
- 20 Complimentary Tickets to the expo
- Social Media Post on Show and Event Pages
- Constant Contact email recognition
- PA Mentions during the Expo
- Expo Program Ad - 1/4 page
- Website Exposure including Logo and Hyperlink

Please contact [exhibit@kohlerexpo.com](mailto:exhibit@kohlerexpo.com) for exhibit and sponsor information.