



Three Women's Expos in three Michigan markets!

## 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. enjoys a 26-year history in producing the largest and most well-attended consumer shows for women in three large Michigan markets – Grand Rapids, Lansing, and Novi/Detroit. These Women's Expos are premier events where thousands of women gather to explore the latest products, services, and emerging brands. Women shop and influence 80% of purchasing decisions for themselves, their family, businesses, and household – making them a vital consumer to connect with!

- ▶ Promote Your Products and Services
- ▶ Increase Your Exposure and Profits
- ▶ Build Brand Loyalty and Awareness
- ▶ Provide Hands-on Demonstrations
- ▶ Build Relationships with Women and their 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!*

### SHOW DATES, HOURS, LOCATION, AND FEE

- ▶ **Michigan Women's Expo**  
September 27-29, 2024  
Fri 10am-6pm, Sat 10am-6pm, and Sun 11am-4pm  
Suburban Collection Showplace – Novi, MI  
10' x 10' Inline Exhibit Space: \$1,225  
10' x 10' Corner Exhibit Space: \$1,325
- ▶ **Mid-Michigan Women's Expo**  
February 7-9, 2025  
Fri 10am-6pm, Sat 10am-6pm, and Sun 11am-4pm  
Lansing Center – Lansing MI  
10' x 10' Inline Exhibit Space: \$925  
10' x 10' Corner Exhibit Space: \$1,025
- ▶ **West Michigan Women's Expo**  
March 7-9, 2025  
Fri 10am-6pm, Sat 10am-6pm, and Sun 11am-4pm  
DeVos Place – Grand Rapids, MI  
10' x 10' Inline Exhibit Space: \$1,025  
10' x 10' Corner Exhibit Space: \$1,125

### DEMOGRAPHIC AND ATTENDEE SURVEY RESULTS

Go to [www.kohlerexpo.com](http://www.kohlerexpo.com), select the Women's Expo interested in, then click on Exhibit tab.

### 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

### 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

### CONTACT

Please contact [exhibit@kohlerexpo.com](mailto:exhibit@kohlerexpo.com) for Exhibitor and Sponsorship information. Thank you.



# Women's EXPO

Three Women's Expos in three Michigan markets!



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

The three **Women's Expos** that Kohler Expos, Inc. produces are the largest and most well-attended consumer shows for women in three of Michigan's largest markets – Grand Rapids, Lansing, and Novi/Detroit. These well-established events feature a wide range of exhibitors, main stage entertainment, health, beauty, food, fitness, fashion, shopping and much more.

The Women's Expos strive to create a powerful and engaging way for established businesses, emerging brands, and Fortune 500 companies to connect face-to-face with their key audience. These uplifting events bring together thousands of women in an entertaining environment, providing the perfect platform for hundreds of businesses to capture new customers, promote brand awareness, and sell their products and services.

### SPONSORSHIP OPPORTUNITIES AND BENEFITS

*\*Customized sponsorships are available. Sponsorship pricing is per Women's Expo.*

**TITLE SPONSOR**  
**\$30,000**

- TV Commercials – logo inclusion
- Prominent Exhibit Space near the front entrance - 20' x 20' exhibit space includes carpet, electric, table and chairs
- 100 Admission Tickets
- Social Media Post on FB Show and Event Pages
- Press Release – Sponsorship recognition
- Constant Contact – Sponsorship recognition
- PA Mentions during the weekend of the Women's Expo
- Expo Program Ad – Full Page
- Website Exposure including Logo and Hyperlink

**STAGE SPONSOR**  
**\$20,000**

- Stage Presentations (prior approval by Show Management)
- Prominent Exhibit Space near the stage - 10' x 30' exhibit space includes carpet, electric, table and chairs
- 50 Admission Tickets
- Social Media Post on FB Show and Event Pages
- Press Release – Sponsorship recognition
- Constant Contact – Sponsorship recognition
- PA Mentions during the weekend of the Women's Expo
- Website Exposure including Logo and Hyperlink

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

- Exhibit Space - 10' x 20' exhibit space includes table and chairs
- 10 Admission Tickets
- Social Media Post on FB Show and Event Pages
- Constant Contact - Sponsorship recognition
- PA Mentions during the weekend of the Women's Expo
- Website Exposure including Logo and Hyperlink

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