



Women's EXPO

Mid-Michigan Women's Expo
February 10 - 12, 2023
Lansing Center - Lansing MI

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



The 23rd annual Mid-Michigan Women's Expo is a women-focused community event that creates an opportunity to market your products and services to the most powerful consumer...women. Women shop and purchase for themselves, their families, children, and businesses!

As an exhibitor or sponsor, you will connect with your target audience within this 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

Friday	Feb. 10, 2023	10:00am - 6:00pm
Saturday	Feb. 11, 2023	10:00am - 6:00pm
Sunday	Feb. 12, 2023	11:00am - 4:00pm

EXHIBIT SPACE RATES

\$850	10'x10' Inline Booth
\$950	10'x10' Corner Booth

SPONSORSHIP

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

LOCATION

Lansing Center
333 East Michigan Ave
Lansing, MI 48933

MOVE-IN DATE

Thursday, February 9, 2023
*Move-in times will be assigned

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
- ▶ Discounted Guest Admission Tickets

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 • Local Publications
- Social Media • Press Releases • Website • Constant Contact
- Ticket Promotions • Digital Advertising



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

The 23rd annual Mid-Michigan Women's Expo has strived 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.

SURVEY RESULTS

- ▶ 50% Age 25-54
- ▶ 42% Age 55-64+
- ▶ 51% Married
- ▶ 34% Earn \$25,000 - \$49,000
- ▶ 49% Earn \$50,000 - \$100,000+
- ▶ 71% Primary Decision Makers
- ▶ 80% Made Purchases at the expo
- ▶ Attendees spend on average 2.73 hours at the expo

*2022 Mid-Michigan Women's Expo Survey Results

SPONSORSHIP OPPORTUNITIES *Customized sponsorships available

\$30,000
TITLE SPONSOR
(EXCLUSIVE)

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

\$20,000
MAIN STAGE
SPONSOR (1)

- One TV appearance on a local TV station
- Six Main Stage Presentations (prior approval by show management)
- Logo Inclusion on Print & Digital Ads
- Direct Mail Postcard (10,000) - logo inclusion
- Exhibit Space (10' x 30') includes carpet, electric, table & chairs
- 60 Complimentary Tickets to the expo for your use
- Social Media Post on Show and Event Pages
- Recognition in Press Release and Constant Contact email
- PA Mentions during the Expo
- Expo Program - 1/2 page Ad
- Website Exposure including Logo and Hyperlink

\$5,000
SPOTLIGHT
SPONSOR

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

Reserve Your Space Today! exhibit@kohlerexpo.com or 616-532-8833