

# Experience Michigan's Premier Women's Expos!



• Metro Detroit • Mid-Michigan • West Michigan •

## SHOW DATES & LOCATIONS

### Metro Detroit Women's Expo:

**Sept 26-28, 2025**

Suburban Collection Showplace- Novi, MI

### Mid-Michigan Women's Expo:

**Feb 6-8, 2026**

Lansing Center- Lansing, MI



### West Michigan Women's Expo:

**March 6-8, 2026**

DeVos Place- Grand Rapids, MI

## WHY EXHIBIT?

- Reach women who drive 80% of household buying decisions
- Showcase products, sell services, and build loyal customers
- Direct face-to-face marketing with 14,000+ shoppers in a weekend



## WHAT'S INCLUDED



- 8' Back Drape + 3' Side Drapes
- Booth ID Signage
- Expo Program Listing
- Robust Marketing Campaign Across TV, Digital, Social, and Print
- Discount Admission Tickets Available for Your Customers
- Exposure to Thousands of Shoppers in a High-Energy, Buying Environment
- Full-Time On-Site Show Office Support
- Pre-Show Exhibitor Handbook & On-Site Check-In Booth
- Dedicated Exhibitor Support Before, During & After the Show

## BOOTH PRICING

### 10' x 10' Inline Booth

- \$1,275 (Metro Detroit)
- \$1,075 (West MI)
- \$975 (Mid-MI)

### 10' x 10' Corner Booth

- \$1,375 (Metro Detroit)
- \$1,175 (West MI)
- \$1,075 (Mid-MI)



## JOIN US AT THE MICHIGAN WOMEN'S EXPOS!

Reply now to [Exhibit@KohlerExpo.com](mailto:Exhibit@KohlerExpo.com) to receive your personalized application and next steps!



# Bridal Shows of West Michigan



## SHOW DATES & LOCATIONS

### Fall Bridal Show

**October 11, 2025**

DeVos Place- Grand Rapids, MI

### Winter Bridal Show

**January 24, 2026**

DeVos Place- Grand Rapids, MI



## WHY EXHIBIT?

- Connect with engaged couples ready to book
- Showcase services to bridal parties and families
- Direct access to thousands of motivated wedding shoppers



## WHAT'S INCLUDED

- 8' Back Drape + 3' Side Drapes
- Booth ID Signage
- Post-Show Registered Bride List (delivered within 10 days)
- Robust Marketing Campaign Across TV, Digital, Social, and Print
- Discount Admission Tickets Available for Your Customers
- Exposure to Thousands of Shoppers in a High-Energy, Buying Environment
- Full-Time On-Site Show Office Support
- Pre-Show Exhibitor Handbook & On-Site Check-In Booth
- Dedicated Exhibitor Support Before, During & After the Show



## BOOTH PRICING

**Applies to Both Fall & Winter Shows:**

- 10' x 10' Inline Booth — \$850
- 10' x 10' Corner Booth — \$950



## JOIN US AT THE BRIDAL SHOWS OF WEST MICHIGAN!

Reply now to [Exhibit@KohlerExpo.com](mailto:Exhibit@KohlerExpo.com) to reserve your booth at the Bridal Shows of West Michigan!





# SPONSORSHIP SNAPSHOT

## MICHIGAN WOMEN'S EXPOS BY KOHLER EXPOS

### OUR AUDIENCE



**73%**

Are primary household decision makers

**35%**

Have household income over \$75,000



Events held in Metro Detroit, Lansing, and Grand Rapids



Over 30,000 attendees across three shows annually. Attending for an average of 3 hours per show.

### AVAILABLE OPPORTUNITIES

- Presenting Sponsor
- InspireHER Stage Sponsor
- Spotlight Sponsor
- Wi-fi Sponsor
- Bag Sponsor
- Growth Partner Packages

### SPONSORSHIP EXPOSURE INCLUDES

- Event Signage
- Digital Exposure (Website, Social Media, etc.)
- Email campaigns
- Expo Program advertising
- Stage and PA mentions
- Booth activations
- Press Visabilty
- Includes Complimentary Tickets

### MARKETING & MEDIA OUTREACH



Email list 20,000+



Social Media following of 21,000



Partnership with local TV, newspapers and digital outlets

### READY TO REACH MICHIGAN'S MOST POWERFUL BUYERS?

Contact Sarah Chave  
Exhibit@KohlerExpo.com

[www.KohlerExpo.com](http://www.KohlerExpo.com)  
616-532-8833, ext 2





# SPONSORSHIP PACKAGES

## Presenting Sponsor \$18,000

- Logo and profile feature on the website for 6 months
- Premium 20' x 20' booth placement near entrance
- Dedicated email blasts to attendees and exhibitors
- Priority time-slot for stage presentations
- Multiple social media spotlights (Reels, Stories, and Posts)
- Pre- and post-show media mentions (press releases, interviews, etc.)
- Full-page ad on the back cover of the printed program
- 30 complimentary tickets

## The InspireHER Stage Sponsor \$13,000

- Website feature: Logo + short blurb + link
- Branded stage signage & sponsor shout-outs
- Sponsor acknowledgment before each session
- Exclusive pre-show promotion in social media, website, and email
- Brand featured in all recordings and livestreams of stage sessions
- Extended video visibility through post-show social media content
- Exclusive on-stage giveaway opportunity
- Premium 10' x 20' booth near the stage
- Half-page interior ad in the program
- 20 complimentary tickets

## Spotlight Sponsor \$7,500

- Website feature: Logo + link
- Exhibitor Lounge sponsor- Private area for exhibitors to take a break. Can have branded marketing materials and signage
- Custom spotlight post on social media
- Logo placement on signage throughout the expo floor
- Mention in pre-event emails and exhibitor communication
- Quarter-page ad in the printed program
- High-traffic 10' x 10' booth placement
- 15 complimentary tickets

## Wi-Fi Sponsor \$5,000

- Website feature: Logo + link
- Social media promotion
- Logo on all signage and materials related to Wi-Fi
- Business card-size ad in the printed program
- 10 complimentary tickets

## Bag Sponsor \$5,000

- Website feature: Logo + link
- Logo featured on tote bags
- Social media promotion
- Logo on all signage and materials related to bag giveaways
- Business card-size ad in the printed program
- 10 complimentary tickets

## Growth Partner \$3,000-\$10,000

- Website feature: Logo
- Business card size ad in the program book
- Custom social media feature (post, Reel, or optional LIVE)
- Strategic placement of branded items or samples
- Premium booth placement

Ready to secure your sponsorship? Contact Sarah at [Exhibit@KohlerExpo.com](mailto:Exhibit@KohlerExpo.com)