



WEST MICHIGAN WOMEN'S EXPO

MARCH 15-17, 2024

Hours: Fri 10am-6pm, Sat 10am-6pm, Sun 11am-4pm
DeVos Place – Grand Rapids, Michigan

www.KohlerExpo.com

For Immediate Release

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Get ready, Michigan! The West Michigan Women's Expo is coming! *Event celebrating Your Health, Your Home, Your Style, Shopping & Fun runs March 15-17*

Grand Rapids, Michigan, February 19, 2024 – The 2024 West Michigan Women's Expo will be held the weekend of March 15-17 at the DeVos Place, making it the largest consumer event for women in West Michigan this year. The three-day expo will feature hundreds of women-focused businesses offering products, services, food samples, main stage entertainment, gardening, book authors, DIY activities, and so much more.

Michigan women will experience the ultimate weekend of shopping at the West Michigan Women's Expo! Whatever interests you have; women will find the latest products and services geared toward women and their families. Whether they are looking for the latest fashion trends, health and wellness tips, home décor inspiration, or just want to indulge in some retail therapy, it will be a weekend to remember.

"We're delighted to bring our successful Women's Expo to Grand Rapids by hosting an expo that truly offers something for every woman, from fashion to health and fitness to home décor and more," said Pam Glass, President of Kohler Expos, Inc. "We look forward to our March expo in Grand Rapids, which promises a weekend of enjoyment, education and entertainment for women of all ages."

Women will gather with their friends and pick out some matching bling with onsite permanent jewelry, hairstyling, make-n-take a pair of wooden earrings, self-defense tips, play BLINGO, meet and greet local book authors in the Great Lakes Writers Area, and have the opportunity to give blood at the Community Blood Drive. Versiti Blood Center of Michigan is partnering with the expo to host a series of blood drives to boost the blood supply. On-site walk-ins are welcome during all hours of the expo.

Attendees will be able to relax and sit in the garden landscaped rest area designed and created by Everett's Landscape Management, Inc. with flowers and greenery for their enjoyment.

While shopping, attendees may sample food of various show favorites including pickles, dips, cakes, fudge, truffle bars, pan candies, cookies, bread, donuts, pies, cinnamon rolls, wine slushy mix, jerky, beef sticks, salsa, granola, seasonings, honey, teas, and licorice.

The Main Stage Entertainment will feature the **Floral Universe Fashion Show**, featuring models aged 8-28 modeling extravagant headpieces and custom floral wings. Mentoring girls and young women giving them the tools and resources that lead to paths of success, presented by **Thelma Clarke Organization for Youth Advancement**.

PRIZES! Feeling lucky? Join us for speed BINGO, or we like to call it *BLINGO!* With exciting prizes and fast-paced action, it's the perfect opportunity to try your luck at winning a variety of exhibitor prizes.

No purchase necessary. *BLINGO* is located at the main stage and is the first stage time each day.

This year's expo will feature a variety of main stage presentations that focus on gardening education & tips, furniture painting, fashion show, caregiver resources, fitness, meals made easy, bra replacement, and casino fun with the Lucky Day Game Show. Also, you may win exhibitor prizes each day by playing *BLINGO*, no purchase necessary. Main stage schedule at <https://www.kohlerexpo.com/wm-schedule>.

The first three hundred attendees, per day, will receive a complimentary tote bag. The expo will also feature a concessions and specialty drink area where attendees can relax and recharge.

The expo is slated to run 10 a.m. to 6 p.m. Friday, March 15, 10 a.m. to 6 p.m. on Saturday, March 16, and 11 a.m. to 4 p.m. on Sunday, March 17. Admission at the door or online is \$13 for adults, \$6 for children ages 3-14 and free for children two and younger.

About West Michigan Women's Expo

Since 1998 the West Michigan Women's Expo offers a balance of wellness, education and entertainment in an event designed to inspire the busy lives of West Michigan women. The Expo gathers the absolute best Michigan has to offer to highlight women-focused products, services, and business opportunities. Top experts in their fields are available throughout the weekend to provide resources ranging from wellness and health to finances, business, and networking opportunities as well as beauty, fashion, and travel.

Website: <https://www.kohlerexpo.com/>

Facebook: <https://www.facebook.com/WestMichiganWomensExpo>

Exhibitor application may be requested at: <https://www.kohlerexpo.com/wm-exhibit>

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