



MICHIGAN WOMEN'S EXPO September 27 - 29, 2024

Hours: Fri 10am-6pm, Sat 10am-6pm, Sun 11am-4pm
Suburban Collection Showplace – Novi, Michigan
www.KohlerExpo.com

For Immediate Release

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Michigan Women's Expo coming to Novi this September! *Your Health, Your Home, Your Style, Shopping & Fun*

Novi, Michigan, August 8, 2024 – Building on a tradition of excellence in producing women's expos, Kohler Expos Inc. has announced dates for Michigan Women's Expo and is currently accepting exhibitor applications.

The Michigan Women's Expo will be held the weekend of Sept. 27-29 at the Suburban Collection Showplace in Novi, making it the largest consumer event for women in Southeast Michigan this year. The three-day expo will feature hundreds of women-focused businesses offering products, services, samples, and demonstrations.

Kohler Expos is accepting applications for exhibitors in these and other areas:

- Fashion
- Jewelry
- Purses
- Accessories
- Beauty and cosmetics
- Skin care
- Hairstyling
- Hair and nail care
- Home décor
- Home organization
- Kitchen and bath restyling
- Culinary tools
- Cleaning products
- Gardening
- Health and wellness
- Weight loss
- Chiropractic
- Massage therapy
- Pet items
- Travel
- Finance
- Education
- Food
- Beverages
- Books
- Unique gifts

More information and the exhibitor application can be requested [here](#). The expo will have hundreds of booths and is expected to sell out.

"We're delighted to bring our successful Women's Expo to Novi by hosting a show 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. "We've had strong interest from exhibitors locally and around the state who recognize face-to-face marketing continues to be one of the best ways to engage customers.

"Whether you are an established business looking to attract new customers or a startup testing the waters with a new product or service, Michigan Women's Expo provides an affordable way to engage directly with consumers."

Michigan Women's Expo exhibits and entertainment will enhance the attendee experience. A few include:

- Fashion boutiques where women can try on clothes and test out a new look.
- Hair styling demonstrations - trends and tips
- Daily prizes offered during *BLINGO* on the main stage.
- Believe in Miracles Fund through the Novi Police Department – support and sign the Pink Police Car!
- Mitten Authors area – meet and greet Authors, book signings.
- Main Stage – *BLINGO*, line dancing, and casino Lucky Day Game Show with swag giveaway
- Pawject Runway – rescue dogs on the runway featuring canine couture and doggy essentials.

- Health and Wellness Presentations – Weight Loss, Breast Health, Physical Therapy, and Bone Health
- Selfie opportunity in front of the photo wall near the entrance
- Hands-on demonstrations of skin care and beauty techniques

The show will also feature a concessions and specialty drink area where attendees can relax and recharge.

Kohler Expos got its start in Grand Rapids in 1998 producing West Michigan Women’s Expo. The company, which has been recognized as a top woman-owned business, now produces the largest consumer shows for women, including the annual West Michigan Women’s Expo in Grand Rapids and the annual Mid-Michigan Women’s Expo in Lansing, as well as the fall and winter Bridal Shows of West Michigan.

“My team and I are proud of the excellent brand reputation we have built by producing sold-out consumer shows for women for more than two decades,” Glass said. “We look forward to our September show in Novi, which promises a weekend of enjoyment, education and entertainment for women of all ages.”

Michigan Women’s Expo is scheduled 10 a.m. to 6 p.m. Friday, Sept. 27, 10 a.m. to 6 p.m. Saturday, Sept. 28 and 11 a.m. to 4 p.m. Sunday, Sept. 29. Admission is \$13 for adults, \$6 for children ages 3-14 and free for children 2 and younger.

For more information, visit KohlerExpo.com or connect on [Facebook](https://www.facebook.com/KohlerExpo).

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