



# Expo for Women

*Expo for Women is a produced by Cindy Cohen & the team at C2 Your Health LLC*  
**[www.expoforwomen.org](http://www.expoforwomen.org) • [www.CindyCohenRN.com](http://www.CindyCohenRN.com)**  
**p. 800-245-8917 • f. 574-273-1145 • PO Box 565, Warsaw, IN 46582**

# 14<sup>th</sup> Annual Expo for Women

## Healthy. Wealthy. Wise.

### Northern Indiana's Premier Women's Event

In 2012 the Expo for Women corresponds with International Women's Day and Empowerment Week. What else is new? National recognition for participating in the Day of Dance (www.dayofdance.org). for these reasons we are very excited to announce we are expanding our target market to include the wide range of the many facets of a woman's life.

## Why participate in the 2012 Expo for Women?

Here are the top 5 reasons to reserve your booth today.

### 1. Advertising and lots of it!

As soon as you submit your application we will be start advertising your company in press releases, on social media sites such as Facebook and Twitter. The sooner you make a commitment the sooner the advertising for your company will begin.

### 2. Become a Sponsor

Begin today receiving advertising on all forms of communication related to the Expo for Women, fliers, social media, web presence, radio and television along with our current Platinum, Gold, Silver and Bronze sponsors. That is community wide exposure.

### 3. Less Competition

Space is so limited for the you will want to reserve your spot early. You don't want to be left out. The savvy exhibitor plans early to capitalize on every opportunity connected to the expo.

### 4. More Time

With less exhibitors attendees have to see, the more time they have to spend with each exhibitor who is there. This gives you a great window to begin or reinforce your relationship, make an appointment or sale your product or service right at the Expo. Having an extra few minutes can have all the difference in the world.

### 5. Better Prospects

With the cost of attending the show rising people who are attending will be more likely to be serious prospects. Attendees will be more focused on doing business with you.

We look forward to working with you on the 2012 Expo for Women.



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## Event Overview

Every year 1<sup>st</sup> Weekend in March this year

March 2, Friday 4pm – 8pm March 3, Saturday 9am – 6pm

Century Center Convention Center, South Bend, Indiana

Admission: Adults \$7 – Children under 10 free

The goal of the 2012 Expo for Women is to empower women to create the life they are seeking for themselves and their families. The target audiences are women in every phase of their life. This year special guest speaker **Dr. Jennifer Arnold, TLC Little People** reality show. The expected **attendance is 5,000** over two exhibit days. This event is designed to attract **National Recognition** with the Spirit of Women Awards & Day of Dance Celebration. **Kick of National Women's Day and Empowerment Week** with business and professional women, Michiana moms and women business owners.

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## 150 Exhibit Booths Ready to Reserve!

**Health**  
**Health & Wellness**  
Focusing on using traditional and nontraditional methods to live a healthier & a more balanced life style. Health Screenings galore.

**Food**  
**Food & Beverages**  
Featuring food and beverage vendors offering products to sample and sale.

**Be seen**  
**Advertising**  
10 Billboards      3 Digital Ads  
Bus Wraps          Radio  
Posters, fliers      TV  
Internet              Email  
Social Media        Marketing  
Newspaper

**Beauty**  
**Beauty & Style**  
Provides information on cosmetics, skin, hair how to look your personal best. Come to the "Botox Party" too!

**Home**  
**Home Improvements**  
Offering the opportunity to evaluate the latest in home decorating, and home products.

**Awareness**  
**Supporting our community**  
South Bend      Santa's Pantry  
Schools          Food Drive  
  
Girl Scouts      Better World  
Pet Adoptions    Book Drive

### Friday evening – Girls Nite Out!

- Dan Allen - Acoustic Guitarist
- Cash Bar - Food
- Door Prizes
- Inspirational Speakers
- Fashion Show
- Author/Book Signings
- Artists

### Saturday – Full Day Fun!

- TLC Star - Dr. Jennifer Arnold "Little People"**
- Spirit of Women Award
- Day of Dance Celebration
- Pet Show & Adoptions
- Health Screenings
- Children Events
- Beauty contest

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Sponsorship offers the possibility of achieving several goals at once. According to Schmander and Jackson in their book, Special Events: Inside and Out, a company can benefit from sponsorship in many ways, such as:

- Enhancing image and Shaping Consumer Attitudes – perception is everything.
- Driving Sales – extremely potent promotional tool
- Creating positive publicity/heightening visibility – wide exposure in print, TV, radio, and electronic media.
- Differentiating from competitors – exclusive sponsorships are a significant way to create competitor differentiation.
- Helping with good “Corporate Citizen” role – viewed as a good neighbor.
- Enhancing business, consumer and VIP relations – hospitality opportunities is always very attractive to companies.

## 2012 Expo for Women Friday, March 2th “Girls Nite Out” and March 3rd “Family Fun Day”

### Sponsorships include:

- Product or service exclusivity throughout the show.
- Your logo on all media including: print materials, tickets, signage, and all forms of communication with designation of sponsorship level.
- Logo on the official website with Website links
- All participating sponsors agree to cross-promote the event in their in-house publications and on their websites.
- Stage time for your special guest and to promote your company
- Social media such as but not limited to Facebook, Twitter, Plaxo Pulse, LinkedIN repeated exposures

### Gold \$7,500 Sponsorship includes:

- 16 booth spaces in the exhibit hall and 60 complimentary expo passes
- XX ad in the **South Bend Tribune** tabloid Expo guide.
- Name mentions in a minimum of 60 event radio commercials
- Name mention and logo in a minimum of 60 event commercials on television

### Silver \$5,000 Sponsorship includes:

- 10 booth spaces in the exhibit hall and 30 complimentary expo passes
- XX ad in the **South Bend Tribune** tabloid Expo guide.
- Name mentions in a minimum of 40 event radio commercials
- Name mention and logo in a minimum of 40 event commercials on television

### Bronze \$2,500 Sponsorship includes:

- 4 booth spaces in the exhibit hall and 20 complimentary expo passes
- XX ad in the **South Bend Tribune** tabloid Expo guide.
- Name mentions in a minimum of 20 event radio commercials
- Name mention and logo in a minimum of 20 event commercials on television

I agree to the  Gold  Silver  Bronze sponsorship package.  
Full payment is due by February 1, 2012.



Company Name \_\_\_\_\_ Authorized Representative \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_ Check #: \_\_\_\_\_ Date \_\_\_\_\_

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## Exhibit Opportunities

Picture over 5,000 women and 150 exhibitors representing a myriad of interests at Century Center in downtown South Bend, Indiana.

If you vision the "2012 Expo for Women" Girls Nite Out March 2nd from 4pm – 8pm and Family Fun Day March 3rd from 9am – 6pm, you are right on target. This regional event with more than 150 exhibitors will bring a wide range of products and services targeted specifically toward women in their pursuit of a *Healthy Wealthy and Wise* life.

You ask why the event should peak your interest to participate in such a positive fun-filled

week-end—we'll let us count the ways:

- To generate sales and sales leads
- To enhance your image and visibility
- To establish a presence in the marketplace
- To improve the effectiveness of your marketing efforts
- To reach a specific audience
- To practice self-promotion
- To introduce a new product or service
- To recruit distributors or salespeople
- To demonstrate our product or service
- To address issues pertinent to women

## A limited number of booths are still available at special pricing which includes the following:

- Booth Size 10' x 10' with curtain draping
- One 8-foot skirted table with cover and 2 chairs
- Listing in Expo for Women tabloid guide
- Two complimentary Expo tickets
- Electricity, wireless internet
- Social media, press releases and advertising

**Would you like to know more about how to become a sponsor?**

**Ready to reserve your spot? Let us know, we are ready to help you get started!**

*Payment plans available upon request*

**We are looking forward to a very exciting 2012 Expo for Women!**



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## Authors and Artists Fair at the Expo for Women

If you're an artist, author, illustrator, editor or publisher read on...

The Authors and Artists Fair, is to gather artists, illustrators, authors and more all under one roof in order to share your talents with the community-at-large. And, of course, provide a terrific venue for sales of your work.

This will be great exposure as the Expo for Women will be covered by Sunny 101.5, WSBT - TV and The South Bend Tribune. There will be upwards of 5,000 people attending so you are certain to spread word of your work! Your name will appear on advertisement flyers and on the Expo For Women Facebook page. Networking opportunities will be plentiful with the nearly 100 authors and artists expected to be attending!

It would be my pleasure to e-mail you the Authors Pavilion exhibitor registration form or answer any questions you may have. Please feel free to contact me at [cindycohenRN@Yahoo.com](mailto:cindycohenRN@Yahoo.com).

**This pavillion requires a special Expo for Women exhibitor regisration form.**

If you know any other authors, artists or illustrators or even editors or publishers that you would like to see at the Expo, please feel free to let me know, or give them my email address.



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Special Guest Speaker

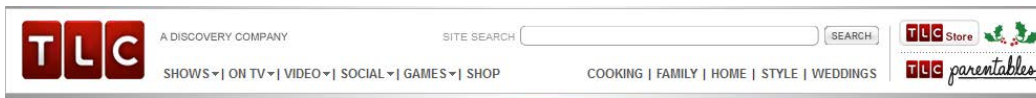
## Dr. Jennifer Arnold , Pediatrician - Reality Star of TLC "The Little People"



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### ALL ABOUT BILL & JEN



Bill & Jen's New Home



Wedding Pictures



Childhood Pictures

### ABOUT THE LITTLE COUPLE

The new season of *The Little Couple* picks up with Bill and Jen's difficult journey to start a family. The couple is also finishing their new house and exploring the possibility of launching a new business—all while balancing their already-hectic schedules!

- [Video »](#)
- [Bill's Facebook Chat »](#)
- [Pictures of Bill & Jen's New Home! »](#)
- [Puzzles »](#)

### LITTLE COUPLE PICTURES



Bill & Jen's New Home!

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## What Else is Happening?



**Brett Eastman**  
**Motivational Speaker**  
**Comedian**

**NO BOUNDRIES!**

His latest book "I'm Not Missing Anything"  
Check out his LOCAL TV appearance on his website [www.bretteastbur.com](http://www.bretteastbur.com)

## Singing Contest

Sponsored by



## Photo Contest

Sponsored by



Watch for contest details on our facebook page

[www.facebook.com/expoforwomen](http://www.facebook.com/expoforwomen)

[www.twitter.com/expoforwomen](http://www.twitter.com/expoforwomen)

[www.expoforwomen.org](http://www.expoforwomen.org)

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## Special Events

### Dance to Save a Life

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Since 2005, Memorial Hospital of South Bend has hosted the Spirit of Women at the Expo for Women. This year Memorial Hospital has joined in an exciting national initiative called the [Day of Dance® for Your Health](#) program that seeks to eliminate heart disease in women and their families throughout American communities.



This year, 75 hospitals hosted 78 *Day of Dance* events and united over 70,000 consumers for one cause: to motivate women to TAKE ACTION with their doctors and affiliated



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hospitals to improve their health and the health of their families.

The “killer” part of these events is that they frequently actually SAVE LIVES, with consumers presenting at screenings, before and after dancing, with urgent risk factors for heart attacks and strokes. Each year, we hear reports of people being rushed to emergency rooms, resulting in advanced diagnostics and life-saving interventions, including immediate hospitalization, heart catheterizations, and surgery.

Just think Day of Dance could save your life or the life of someone you know.



“Flash Mobs” are all the rage and have become a social media phenomenon and have inspired groups of people around the world to suddenly come together in a public place to perform show stopping entertainment.

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Thanks to **Launch LLC** the 2012 Expo for Women will be hosing our first “flash mob”. If you would like to participate, watch for details on the Expo for Women Facebook page.

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## Exhibitor Deals and Discounts



### Balloon Specialties

Delivers your balloon order to the Century Center on the day of the event for FREE. Discounts are available on advance orders. Contact Michelle Wireman [balloon\\_specialties@yahoo.com](mailto:balloon_specialties@yahoo.com)  
[www.fb.com/balloonspecialties](http://www.fb.com/balloonspecialties)

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You Think It ... We'll Ink It!

### Artcraft Printers

Printing delivered directly to the Century Center exhibit hall on the day of the event.

Need assistance with copies, note pads, banners or T-Shirts? Let us know you are with the Expo for Women and we'll discount your order all year long! Ask for Julie Dozier [julie@artcraft-printers.com](mailto:julie@artcraft-printers.com)  
574-234-8464



### Sunny 101.5

Special deal. Your name mentioned in the radio add with the Expo for Women. For this deal contact Debra Loskill [dloskill@wsbt.com](mailto:dloskill@wsbt.com)



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### Michiana360

Advertising deals and steals at [www.Michiana360.com](http://www.Michiana360.com)  
Exhibitors will be listed on our community directory. Ad space is available contact Troy [troycadotte@michiana360.com](mailto:troycadotte@michiana360.com) 800-679-2406



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## Exhibitor Advertising Deals



### Burkhart Outdoor Advertising

Advertise your business with the 2012 Expo for Women on 3 of the biggest flat screens in South Bend. Space 1/3 of billboard - 3 Billboards to pick from.  
**Your Price: \$300**

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### See your name and website on the Expo for Women Tote

Advertise your business with the 2012 Expo for Women on this lovely tote bag. Your company name and website will be forever in plain sight for all to see! This tote will be awarded to the first 1000 women who come to the Expo for Women on Friday and Saturday



### Watch the Expo for Women Facebook & Twitter

New "discounts and deals" posted daily!  
[www.fb.com/expoforwomen](http://www.fb.com/expoforwomen)

**WE ARE GRATEFUL FOR THE SUPPORT!**

THANKS TO THESE SPECIAL FRIENDS!



VPN MARKETING GROUP is hosting our site and also developed this new website for us.



The SOUTH BEND TRIBUNE will carry an insert with the complete listing of exhibitors and happenings at the 2012 Expo for Women.

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