BENEFITS OF PARTICIPATION

BENEFITS YOU CAN COUNT ON:

- **A Quality Production**, created by consumer show professionals in business since 1960.
- **Pre-Qualified Audience.** They purchase a ticket for this event. We bring you serious shoppers and decision-makers.
- **Marketing, Advertising, and Promotions** that are current, extensive, and deliver the right message to the ideal target audience.
- **Research.** Custom surveys show the average age of women attending this event is 35 years, with a range from 25 to 64. At least 58% of show guests have college degrees. They are educated shoppers, eager to compare, evaluate and buy.
- **Exhibitor Service.** Show teams are trained to guide beginning exhibitors, and assist veterans with the goal to make you look good, sell well, and get the most benefits from your participation.

BENEFITS YOU CAN GENERATE:

- **Face-to-Face Advantage** with qualified customers and prospects.
- **Database Building.** Build a database to expand your email and social media connections.
- **Across-the-Counter Sales.** Retail your products and market your business at the same time.
- **Customer Relations.** Build confidence and spark word-of-mouth marketing.
- **Test Marketing.** Sample products and get honest, real-time feedback.
- **Recruiting, Educating.** Nothing beats being there. Face-to-face is still the best teacher and best sales tool.



BENEFITS THAT SPEAK FOR THEMSELVES:



This event continues year after year to have a great turn out. The people come, and come to shop. This is biggest thing we do each year, and we would not miss it.

Sam's Club



Thank you for the opportunity. I really appreciate the support the Women's Show offered me for my first experience. I made lots of contacts and made sales. The feedback was good from customers and fellow vendors. I plan to work with you in the future.

Foxx Skynz by Design



We set daily goals for each person who staffed our exhibit. Everyone surpassed their overall goal for the entire show THE VERY FIRST DAY!

Belle Grace Guest House

Our promise to you: **WE'LL DELIVER THE BENEFITS, THE AUDIENCE, AND THE SERVICE.**