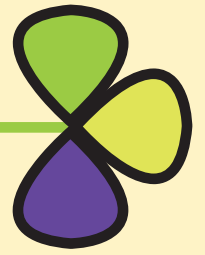


# 2024 Women's Expo



Please, join us for these exciting in-person events!

Women's Interests Include:

**Health & Wellness • Finance • Home Shopping • Technology • Beauty Nutrition • Fashion**  
and more!

Enriching women's lives through events in:

- Cumberland County
- Dauphin County
- Lancaster County (Spring)
- Lancaster County (Fall)
- Lebanon County
- York County

**aGreatWayToSpendMyDay.com**



"[The Women's Expo] went well! We were able to scan several people and got a few new patients from it. The setup worked out very well — we had everything we needed."

— Abby W.  
*Advanced Vein & Laser Center*

"Fantastic event. Excellent traffic flow with an interested and engaged crowd. Thank you for the phenomenal job with your advertising. It was wonderfully promoted, and I will be back next year."

— Judy M.  
*Signature HomeStyles*

"We will definitely look into future events! We had a great turnout at the Women's Expo!"

— Kim B.  
*Country Meadows*

"[The Women's Expo] was a fun and exciting event where I had the opportunity to meet a lot of interesting ladies and share information about our business. There was a great turnout, and I look forward to working with a number of these women to help them find their best flooring options."

— Kathy B.  
*Heritage Floors*

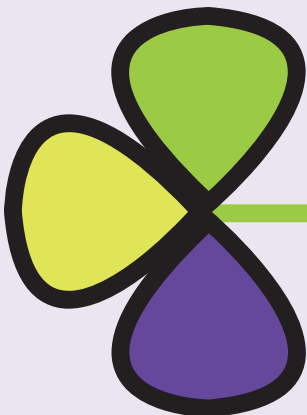
## Won't You Join Us?

Please join us for our popular regional Women's Expos in 2024.

These events allow representatives to be more impactful when speaking with guests. As an exhibitor, you can establish a stronger emotional connection; engage more easily, creating trust; allow guests to see, feel, smell, or touch your products; and network with other exhibitors.

Sponsorships offer an even more expansive marketing opportunity before, during, and after the show. From supporting, seminar, and health & wellness sponsorships to visitor bag, lunch bag, and prize sponsorships and more, you can put your company in the limelight and gain added recognition within the community at large.

You are invited to participate as a Women's Expo sponsor or exhibitor, branding and promoting your products and services to those who make more than 83% of the buying decisions — women!



Women make almost 91% of home-buying decisions.

Women make at least 2/3 of healthcare decisions.

The average U.S. traveler is a 47-year-old woman.

Women are leading the growth in the wine industry.

**Women's Expos** provide an opportune venue to showcase the products and services your organization provides to the community.

### Who Attends?

The show's primary focus is on middle- to upper-income women, with the majority of guests falling between the ages of 25-54. Our guests are homemakers, working women, entrepreneurs, single women, married women, and mothers who are responsible for making the purchasing decisions for their households and businesses. They attend the show for education and enjoyment, to learn about new products, to shop, and to evaluate and make decisions.

### Who Exhibits?

**Women's Expos** welcome a diverse group of exhibitors who greet attendees with interactive booths that provide information, fun, and new experiences. From food to fitness and health, to beauty and fashion, to finance, technology, travel, and home design — **Women's Expos** bring women and the businesses that cater to them face-to-face.



### Contact Us

Kimberly Shaffer  
Events Manager  
717.285.8123  
info@aGreatWayToSpendMyDay.com

**aGreatWayToSpendMyDay.com**

**Women's Expos** bring women of all ages together for an enjoyable experience of shopping, entertainment, inspiration, and relaxation. The show's primary focus is on middle- to upper-income women, with the majority of guests falling between the ages of 25-54.

Women account for more than 83% of all purchasing decisions. Reach out to this large demographic and see your business grow!

**Sponsorship opportunities and exhibitor spaces are available.**

**Reasons to exhibit at a Women's Expo:**

- Greet visitors face-to-face
- Foster/build relationships
- Gain exposure to new clients
- Guests can get a "sense" of your products or services — touch, taste, see, feel, or try them
- Develop mailing lists and generate leads
- Promote your locations and/or online business
- Stay ahead of competitors

**SPONSOR/EXHIBITOR INFORMATION**

**Sponsorship Opportunities**

Excellent packages to meet your marketing objectives

**Exhibitor Opportunities**

Exhibit booth space includes:

- Back and side standard drapes
- Covered table and two chairs
- Identification sign
- Exhibitor listing on event At-A-Glance
- Exhibitor listing on event website
- Booths will be spaced apart

**2024 Women's Expo Schedule:**

Lancaster County  
**Women's Expo** 

**April 6**

**9 a.m. – 2 p.m.**

Wyndham Resort  
(Formerly Lancaster Host)

2300 Lincoln Highway East, Lancaster

York County  
**Women's Expo** 

**May 4**

**9 a.m. – 2 p.m.**

York Expo Center  
Memorial Hall East

334 Carlisle Ave., York

Dauphin County  
**Women's Expo** 

**June 1**

**9 a.m. – 2 p.m.**

Hershey Lodge

325 University Drive, Hershey

Lebanon County  
**Women's Expo** 

**Sept. 21**

**9 a.m. – 2 p.m.**

Lebanon Expo Center  
80 Rocherty Road, Lebanon

Lancaster County  
**Women's Expo** 

**Oct. 12**

**9 a.m. – 2 p.m.**

Wyndham Resort  
(Formerly Lancaster Host)

2300 Lincoln Highway East, Lancaster

Cumberland County  
**Women's Expo** 

**Nov. 9**

**9 a.m. – 2 p.m.**

Carlisle Expo Center  
100 K Street, Carlisle



# Women's Expo



## 2024 Marketing Strategy

### Radio

Nielsen ratings are reviewed to determine stations to be selected for placement. Primary demographic is 25- to 54-year-old women in south-central Pennsylvania.

### Television

Ads are placed on strategic local and cable stations with primary emphasis on programming targeted to 25- to 54-year-old women.

### Print

Ads are placed in daily newspapers, women's magazines, and general-interest magazines.

Details of the full lineup of activities as well as the layout of exhibitors and sponsors are outlined in the **Women's Expo** guide distributed at the expo.

### Billboards

Ads are placed at high-traffic billboard locations to produce a greater number of impressions.

### eMarketing

Flyers and announcements are sent to an established database of professional women. Announcements are sent to networking groups, churches, and civic groups.

### Press Releases

A series of press releases is sent to area publications, radio stations, and TV stations prior to the event.

### Social Media

Event's Facebook page provides current updates, LinkedIn invitations are sent to groups, and Instagram posts foster pictorial engagement.

### Direct Mail

SAVE-THE-DATE postcards are direct mailed to women throughout that county.

### Signage

Posters are circulated and posted throughout the county prior to the expo at grocery stores, pharmacies, restaurants, libraries, hospitals, professional offices, and many other locations.

### Yard Signs

Yard signs are displayed throughout the county prior to the event.

### Website

Continuous updates are made to the **Women's Expo** website. All exhibitors are listed prior to the event, with sponsors receiving special recognition and a link to their website.

### Miscellaneous


Flyers are distributed at local networking events and health fairs.

# 2024 Women's Expo



**Very popular with visitors – the Sponsor Bingo card!**

Lancaster County  
**Women's  
Expo**



Sponsor Bingo

1) Please visit the sponsor listed on the bingo card and have them sign your card.  
2) Complete your contact information below and bring to the welcome tables at the entrance.  
3) You are now registered for the drawing!

Doors & Windows Booth #102	Custom Cakes Booths #118, 119	Pharmacy Zone Booth #124	The Playhouse Booth #138
Radio WZZ Booth #146	Salon 15 Booths #169	Fashionably You Booth #178	TV One Booth #180

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

*Thank you to the following sponsors not listed above: Radio Station, Hospital, and Salon.*

Every attendee who completes the Sponsor Bingo card by visiting our sponsors has the opportunity to win prizes.

This sponsor benefit means just about every attendee will visit your booth, giving you an opportunity to tell them about your company and collect contact information for follow-up communication.

Contact your account representative for more details on becoming a sponsor of the **Women's Expo** today!