



Mid-Michigan Women's Expo  
 February 11 - 13, 2022 - 22 Years  
 Lansing Center - Lansing MI

*Introduce your business to thousands of Women all under one roof!*

For more than 22 years, we have strived to create a powerful and engaging way for you to connect directly with your key audience to help raise awareness of your brand, products and services while also supporting the local community.

Connecting with your target audience within this uplifting and memorable environment amplifies your brand's message in a positive way to elevate your image, capture new customers and establish brand loyalty.

*Our Goal is to educate, enrich and create solutions to the heartbeat of our homes, to our community of WOMEN, in an entertainment setting.*

**Mid-Michigan Women's Expo**

- 43% Age 25-54
- 52% Age 55-64+
- 56% Married
- 34% Earn \$25,000 - \$49,000
- 47% Earn \$50,000 - \$100,000+
- 70% Primary Decision Makers
- 72% Made purchases at the expo
- Attendees spent an average of 3.22 hours at the expo

*\*2020 Mid-Michigan Women's Expo Survey Results*

**How do we achieve these goals to benefit you?**

- More exhibitors! Making it one of the largest vendor represented events in the Mid-Michigan and West Michigan areas.
- By representing a diversity of women in both exhibitors and patrons.
- Providing an opportunity for attendees and exhibitors to meet Face to Face.
- Producing high quality, enjoyable events for attendees and exhibitors.
- By generating engaging publicity through multiple media outlets.
- Establishing a heightened visibility in our community.
- Focusing on our attendees' experience and exhibitors' success.
- Empowering our team to make decisions that benefit our exhibitors, attendees and the expos.
- Our expos are comprised of many exhibitors that are locally and nationally owned businesses.

**How do we create an integrated advertising plan to reach your target audience?**

- TV
- Billboards
- Direct Mail Postcards
- Local Publications
- Social Media
- Press Releases
- Website
- Coupons
- Ticket Promotions
- Constant Contact
- Community Newspapers
- Digital Advertising

*To Be Business Successful We Must Reach Out To Our Consumers Directly To Maintain Demand and Exposure for Our Products and Services.*



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## Sponsorship Opportunities

\*Customized sponsorship available

**\$30,000**  
**TITLE SPONSOR**  
**(EXCLUSIVE)**

- Two TV appearances on local TV station
- Logo Inclusion on TV, Billboards, Print & Digital Ads
- Direct Mail Postcard (10,000) - logo inclusion
- Prominent Exhibit Space (20' x 20') includes flooring, electric, table & chairs
- 100 Complimentary Tickets to the expo for your use
- Social Media Posts on Show and Event Pages
- Recognition in Press Release and Constant Contact emails
- PA Mentions during the Expo (minimum of 10)
- Expo Program - Full Page Ad
- Website Exposure including Logo and Hyperlink

**\$20,000**  
**MAIN STAGE**  
**SPONSOR (1)**

- One TV appearance on local TV station
- Six Main Stage Presentations (prior approval by show management)
- Logo Inclusion on Print & Digital Ads
- Direct Mail Postcard (10,000) - logo inclusion
- Exhibit Space (10' x 30') includes flooring, electric, table & chairs
- 60 Complimentary Tickets to the expo for your use
- Social Media Posts on Show and Event Pages
- Recognition in Press Release and Constant Contact emails
- PA Mentions during the Expo (minimum of 8)
- Expo Program - 1/2 page Ad
- Website Exposure including Logo and Hyperlink

**\$5,000**  
**SPOTLIGHT**  
**SPONSOR**

- Exhibit Space (10' x 20', 1 corner & 1 inline) includes table & chairs
- 20 Complimentary Tickets to the expo for your use
- Social Media Posts on Show and Event Pages
- Recognition in Constant Contact emails
- PA Mentions during the Expo (minimum of 3)
- Expo Program - 1/4 page Ad
- Website Exposure including Logo and Hyperlink

**\$1,750**  
**BRAND**  
**SPONSOR**

- Exhibit Space (10'x10', inline)
- Social Media Post on Show and Event Pages
- Expo Program - 1/4 page ad
- 4 Complimentary Tickets to the expo for your use
- Website Exposure including Logo and Hyperlink