



Women's Small Business Expo



Join in the Success!

Wednesday, April 25, 2012 • Ayres Hotel • Los Angeles, California

866-Women-Biz



866-Women Biz

For free reports and updates, go to www.WomensSmallBusinessExpo.com



Part of the proceeds will be donated to Junior Achievement to teach kids entrepreneurship



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EXHIBIT HOURS

Wednesday, April 25, 2012 • 8:00 am - 5:00 pm

“Women in America spend in excess of 4.8 trillion dollars a year. This makes them the largest single spending bloc on the planet. It's just plain STUPID not to cater to them.”

—Tom Peters, National Corporate Management and Branding Expert

SKYROCKET **YOUR BUSINESS** **...Guaranteed!**



Would You Like to Skyrocket Your Business?

Exhibit at the Women's Small Business Expo. The attendees are women entrepreneurs who have tremendous consumer needs and purchasing power.

This dynamic growth community represents 10.6 million people and its rapid growth is nothing short of a national phenomenon.

You'll increase your database and sales by tapping into this pool of hungry and powerful consumers.

Women-owned Businesses are Growing at Breakneck Speed

- Women are starting businesses at twice the rate of men.
- Currently there are over 10.6 million women-owned businesses employing 19.1 million people and generating 2.5 trillion in sales.
- Women make or influence 80% of all purchasing decisions.
- Most women entrepreneurs (86%) say they use the same products and services at home that they do in their business, for familiarity and convenience.
- Women are extremely brand loyal and natural networkers, telling others about their favorite products.



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EXHIBITOR BENEFITS

- Increase your database through brand exposure to entrepreneurial women 25-54 with tremendous consumer needs and purchasing power
- Participate in an event that benefits the community and empowers women
- Option to provide prize giveaway
- Pre-marketing for the Expo will reach 1 million people
- VIP passes to the event
- Branding on national resource list
- All seminars and speakers included
- Company representatives can give presentations at event
- Multi-media promotional campaign will include television, radio, print and internet



Women make or influence 85% of the purchases in America



Demographics

- Women 25-54 years old
- Mostly college educated, some advanced degrees
- Middle and upper income levels
- Women who have emerging businesses from 1-5 years old
- Women who are starting to invest in real estate and securities
- Hispanic, Asian and African American women who are rapidly starting businesses and have tremendous purchasing power

Psychographics - What Makes Women Entrepreneurs Tick

- Women make or influence the purchase of 80% of goods and services in America
- Women are disillusioned with Corporate America and want to strike out on their own
- Women have been downsized and laid off from their jobs
- Single mothers want more flexibility and time with their family
- Women want to live their passionate lives and make a difference



Women's Small Business Expo

13428 Maxella Avenue, Suite 982 • Marina Del Rey, CA 90292

Tel 866-Women-Biz • Fax 310- 641-5823 • Email: Info@WomensSmallBusinessExpo.com

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Background

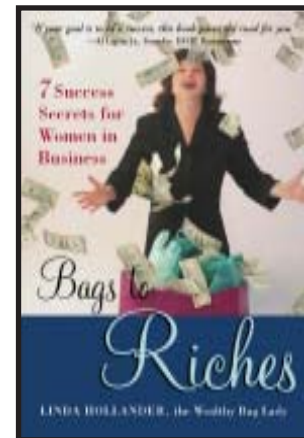
The Women's Small Business Expo has partnered with the National Association of Women Business Owners (NAWBO) that was formed in 1974 and the National Association of Female Executives (NAFE) which was created in 1972. Together, these powerful organizations have over 300,000 members nationwide and over 64 years of experience.



Marketing and Promotions



- Television
- Radio spots and interviews
- National book tour for Bags to Riches
- News releases and features
- Direct mail
- Email marketing
- Tie-ins with Women's Small Business Month
- Point of purchase displays at retail partners
- Coupons and sampling



Bags to Riches Book

Program

- Keynote speeches, breakout sessions and accelerated learning
- Topics include access to capital, sales, marketing, branding, unshakable self-confidence, mentoring and life balance
- Power networking and team building
- Contests for emerging entrepreneurs to win cash and prizes
- Trade show floor will feature outstanding products and services

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Diversity

In order to promote diversity, Congresswoman Loretta Sanchez, Multicultural Associates and Sisterpreneurs have been added to the advisory board to encourage the growth markets of Latina and African-American Women Business Owners.

Corporate partners and supporters

Staples
Citibank
Fed Ex
American Airlines
National Association of Female Executives (NAFE)
National Association of Women Business Owners (NAWBO)

Media sponsors

Pink Magazine
Wright Place Television
NAFE Magazine
Los Angeles Business Journal
Women's Radio
Women's Calendar



As an exhibitor I met 10 new clients at and spoke with hundreds of amazing women. The business I generated more than paid for the cost of the show including the travel costs. The real value for me is that I left with several amazing new relationships with really inspiring and intelligent women that will last a lifetime. I will definitely be back!"

—Kelly O'Neil, UpLevel Strategies



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Fast Forward Your Business

Exhibit at the Women's Small Business Expo

- Increase your database through brand exposure to entrepreneurial women with tremendous consumer needs and purchasing power
- Enhance your cause-related marketing by participating in an event that benefits the community and empowers women
- Branding in program book
- All seminars and speakers included
- Increased credibility and word of mouth referrals

\$500.00 Early Bird Exhibitor Registration

Registration for 2 people in your company which Includes 2 meals and access to all seminars

Name _____ Web Site _____
 Company _____ Type of Business _____
 Address _____ City _____
 State _____ Zip _____ Phone _____ Fax _____
 Email _____
 How did you hear about the Women's Small Business Expo? _____



PAYMENT METHOD

Check Enclosed (payable to Women's Small Business Expo) VISA MASTERCARD AMEX DISCOVER

CREDIT CARD NUMBER _____ EXP. DATE _____

FULL NAME ON CARD _____

CARD HOLDER SIGNATURE (Required) _____

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Call 855-Women-Biz

FREE REPORT on How to Avoid the Top 7 Business Blunders at

www.WomensSmallBusinessExpo.com



Part of the proceeds will be donated to Junior Achievement to teach kids financial literacy and entrepreneurship

Cancellation Policy: Customer will be entitled to a refund of the price minus an administration fee of \$35.00, plus the cost of any consulting, products and services provided prior to the notice of cancellation. If customer requests a transfer, the customer has the option of a one-time transfer to another expo date within 12 months of the cancelled expo dates. A transfer may take place 15 days or more prior to the first day of expo without incurring a fee, 14 days or less requires a \$35.00 administration fee.