



# 17<sup>TH</sup> ANNUAL

# CONNECTICUT WOMEN'S EXPO

# OCTOBER 21-22, 2017

CT CONVENTION CENTER | HARTFORD



Cooking demonstrations by  
Adam Greenberg,  
Grand Champion of Chopped  
on the Food Network.

## The Original Women's Expo

- Psychic readers
- Casino Games for Charity
- Dance Competition
- Makeovers

SPONSORS



Hartford Courant



## WHY EXHIBIT?

Now in its 17th year, the Connecticut Women's Expo has grown to be the largest event in the Northeast since its inception in 2001. I am now the sole proprietor of the event after serving as sales Manager since the first show. My goal has been to help hundreds of companies maximize their sales and market their products and services in the most cost-effective manner. As you are faced with numerous forms of media to deliver your company's message, keep in mind that face-to-face marketing is still the most effective way to engage women.

Over 20,000 women eagerly look forward to attending the annual Connecticut Women's Expo, making it the perfect opportunity to sell a product, brand your company, gather leads or simply expose a new concept. This is an investment opportunity you can't afford to miss. Our attendees purchase products and services from our exhibiting companies all year long.

The Connecticut Women's Expo is an event women love to attend for shopping, gathering information, meeting celebrities, attending special events, making informed decisions concerning their lifestyles and having fun, all at the same time!

## WHAT THEY'RE SAYING...

“Always a professionally run event!”

**Cathy Bozack, Comcast Infinity**

“A Great opportunity to sell product.”

**Susan, SKM Jewelers**

“This is a great opportunity for our team to meet face to face with existing and potential clients.”

**Nancy Green, Starling Physicians**

*Our attendees purchase products and services from our exhibiting companies all year long.*



## WHO EXHIBITS?

You can't afford to miss the Connecticut Women's Expo if you sell products or provide services in one or more of the following categories:

- Apparel
- Auto Dealers
- Banks
- Beauty & Fragrance
- Bedding & Linens
- Careers
- Confections & Gift Assortments
- Local Women's Sports Teams
- Cooking
- Dating Services
- Educational Institutions
- Electronics
- Fashion Accessories
- Fitness
- Food & Beverage Sampling
- Hand Crafted Arts
- Health & Wellness
- Home Décor
- Home Improvement
- Investments
- Jewelry
- Law Firms
- Medical Services
- Nutrition
- Skin Care Products
- Spas & Salons
- Vacation Planners
- Women's Civic Groups



## ATTENDEE DEMOGRAPHICS

Women make **over 85%** of purchasing decisions for their households



<b>Gender:</b>	99% Female
<b>Age Range:</b>	24 - 65
<b>Marital Status:</b>	68% Married
<b>Income Level:</b>	71% have household incomes > \$65,000
<b>Children:</b>	32% have children living at home
<b>Education:</b>	62% have attended college
<b>Home Ownership:</b>	74% own a home
<b>State Residence:</b>	68% Connecticut, 18% Massachusetts, 8% Rhode Island, 6% other
<b>Expo Satisfaction:</b>	95% of attendees plan to attend the next event

## STAND OUT IN THE CROWD BY BECOMING A SPONSOR AT OUR EVENT.

Sponsorship opportunities are available to help you achieve your sales and marketing objectives.

### Presenting Sponsor - \$25,000

(Call for details)

- **MAIN SPONSOR OF THE EVENT** Your company name added to event name
- **EXCLUSIVE PRODUCT SPONSOR** of the event (we will not accept any other sponsorship within your product category.)
- **UP TO 6 BOOTHS** at the front entrance of the exhibit hall with 4 corners and island display
- Carpeting, standard electrical service, tables and chairs included in booth space
- Company name in all radio and TV advertising
- Company logo in all print advertising with premium placement and largest logo size
- Company logo on all exhibitor badges
- Company logo included in email blasts to past attendees
- Company name included in all public relation campaigns
- Banner advertising space on the ctepos.com website - best placement
- 2,000 Free passes

### Corporate Sponsorships - \$8,000

- **UP TO 4 BOOTHS** at the front of an aisle in the exhibit hall, including 2 corners
- Carpeting, standard electrical service, tables and chairs included in booth space
- Exclusive product sponsor of the event (we will not accept any other sponsorship within your product category.)
- Company logo included in email blasts to past attendees
- Company name in all radio and TV advertising
- Company logo in all print advertising with premium placement and largest logo size
- Company logo included in email blast to past attendees
- Logo inclusion on website - premium placement
- 1,000 Free Admission VIP Passes

### Gold Sponsorships - \$5,000

- **UP TO 2 BOOTHS** in prime location including 1 corner, carpeting, standard electrical service, tables and chairs included in booth space
- Company name in all TV advertising
- Company logo in all print advertising
- Company logo included in email blast to past attendees
- Company logo on website
- 500 Free Admission VIP Passes

### Silver Sponsorships - \$3,000

- **1 BOOTH** in prime location
- Carpeting, standard electrical service, tables and chairs included in booth space
- Company logo in most print advertising
- Company logo on website
- 200 Free Admission VIP Passes

# CONNECTICUT WOMEN'S

# EXPO

# OCTOBER 21-22, 2017

CONNECTICUT CONVENTION CENTER, HARTFORD, CT



BOOTH RATES: ■ \$850 ■ \$650 ■ \$500 ▴ Corner fee: \$100

SPONSORS

TO LEARN MORE ABOUT CONNECTICUT WOMEN'S EXPO SPONSORSHIP OPPORTUNITIES CALL 860-916-6343 OR EMAIL GAGNEAP@GMAIL.COM

## 2016 EXHIBITORS

A New Dawn With Yaye  
Abbie Patient Advocate Program  
Adam Quenneville Roofing & Siding  
AdvoCare  
Aegis Wealth Partners  
Alternative Health, Inc.  
Arbonne - Morin  
Arthur Murray Dance Studio  
Aruba Tourism Authority  
Arya's Handmade Silver Jewelry  
Astrology Booth, LLC  
Bakery On Main  
Bath Planet of Connecticut  
Bay Path University  
Bay Path University-The American Women's  
College & One Day A Week College  
Beachbody/CatieG Fitness  
Beauty 911 Skin Lounge  
Beth Carter Enterprises  
Better Built Basements  
Bricks and Minifigs  
Call A Doctor Plus  
Center for Human Development  
Center For Vein Restoration  
Chiromark  
CHR  
Community Health Services Inc.  
Conn. Council On Problem Gambling  
ConnectiCare  
Connecticut Drug Card  
Connecticut Eye Center, PC  
Connecticut Science Center  
Connecticut State Dept of Education  
CT AI-Anon Family Groups  
Cutco Cutlery  
DBA Jeannie's Hair Art  
DiaPhani Collection  
Dolphin Organics  
Domino Foods Inc.  
DP Collection, The  
dressbarn Inc.  
Eat Natural, LLC

Edge Fitness Club, The  
Emfs Protect  
Enovative Technologies  
Flower Mart, The  
Foresters Financial  
Forever Boards  
Fred Astaire Franchised Dance Studios  
Glastonbury Hills Country Club  
Great Green Ideas  
Gutter Topper / Casanova Remodeling  
Hartford Courant  
Hartford Renewal Service  
Hartford Stage  
Health & Fitness With Vanessa  
HiDow Professional  
Himalayan Salt Co.  
Inmotion Brand Strategies/ The Spa at  
Norwich Inn  
It Works! Global  
Jafra Cosmetics Intl Inc.  
Jasler LLC  
JC Swain Ent  
Jefferson Radiology  
John Casablanclas Modeling & Acting  
Agency  
Jordan Essentials  
Journey Found Inc.  
JY Kern, Inc.  
Kannaway, The Hemp Lifestyle Company  
Kathy & Co  
Kathy Faber Designs LLC  
Kathy's Urgent Care  
Kayem Foods  
Kitchen Magic  
KWC Marketing, LLC  
Lady Divine Delights  
LarMar Foods  
Lasik Vision Institute  
Lavish Lux  
LeafFilter North of Connecticut, Inc  
Le-Vel Thrive  
Live Big

Lomac Ltd.  
LuLaRoe w/Jenny L  
Maigami Hair, Inc.  
Makeup Eraser  
Making Strides Against Breast Cancer  
Mark Enterprises, Inc.  
Mary Kay - Arne  
Mary Kay - McNulty  
Massaging Insoles  
Medi Weight Loss  
Middletown Vein & Aesthetic Center  
Naked Wrist, The  
National Restoration LLC  
Nectar of the Vine  
New England Urgent Care  
Nomads Entertainment  
Norwex  
NutraMetrix  
Nutrition Master Foods LLC  
NYR Organic  
Orange Scarf  
Owens Corning/Lux Renovations  
PartyProDJ LLC  
Pearl Stop, The  
Personal Care Physicians  
Phoenix Marketing  
Physicool Canada  
Pink Zebra  
PK Windows LLC  
Power Home Remodeling Group  
Pruvit  
Pure Barre West Hartford  
Pure Haven Essentials Offered By Tess  
Grous  
Pure Romance - Harrison  
Pure Skin  
Renewal by Andersen  
Rescom Exteriors  
Rodan and Fields  
Saint Francis Hospital & Medical Center  
Sales R Us, Inc.  
Scentsy - Dixon

Sears Home Services  
ShelfGenie of CT  
Sherpa Ko Inc.  
Silver Tides Jewelry  
Silverleaf Resorts  
Silverleaf Resorts  
SKM Jewelers  
SolarCity  
Spiritual Readings by Delilah  
Starling Physicians  
Steeped Tea  
Tahir All Natural  
Take Shape for Life/Optivia  
Tanger Outlets  
Tastefully Simple  
Therpoint Massage  
Tommy's Wax Center  
Touchstone Crystal By Swarovski  
Traci Lynn Fashion Jewelry  
Tyra Beauty  
UConn Health  
Vacation Village Resorts & Affiliates  
Vein Clinics Of America  
Veterans Wellness  
Virkler Cabinet  
Walt Jedziniak Photography  
Wearsafe Labs  
West Side Hypnosis  
WillowWORX  
Wisdom Healing  
Wolfspirit Acupuncture  
World Wide Surrogacy Center  
Xfinity  
Yankee Home Improvement  
You and I Healthcare, LLC- Skincare  
Young Living Essential Oils  
Younique  
Zoo Health Club, The

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## ABOUT CONSUMER EXPOS NEW ENGLAND

For over 18 years I have been marketing and managing consumer and trade show events in the Northeast.

I produce events in partnership with our exhibitors and suppliers. My goal is attention to detail and on-site performance to meet and exceed the expectations of our exhibitors and attendees.

I am committed to:

- Producing high-quality, enjoyable events for our attendees
- Meeting the highest standards of customer service and professionalism
- Taking personal interest in your success at our events
- Conducting business with honesty, integrity and flexibility
- Empowering our management team by providing a supportive, and creative work atmosphere through communication and trust

## CONTACT ME TODAY

**Annmarie Gagne**

T: 860 916-6343

E: [gagneap@gmail.com](mailto:gagneap@gmail.com)

B.S. in Communications,  
Newhouse Communications,  
Syracuse University,  
MA, Communications,  
University of Connecticut

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**SHOW HOURS**  
 Saturday  
 10:00am - 4:00pm  
 Sunday  
 11:00am - 3:00pm

**EXHIBIT SPACE / APPLICATION CONTRACT**

Complete ALL sections, sign & email Contract to [gagneap@gmail.com](mailto:gagneap@gmail.com) or Fax Contract to 860 900-0002

Food or Beverage Sampling Allowed with Restrictions

**OCTOBER 21-22, 2017 | CONNECTICUT CONVENTION CENTER | HARTFORD, CT**

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

**1. BOOTH INVESTMENT: 10' x 10' Booth with Side & Back Drapes and Company Identification Sign.**

<input type="checkbox"/> \$850 Per blue booth <input type="checkbox"/> \$650 Per green booth <input type="checkbox"/> \$500 Per yellow cash and carry booth <input type="checkbox"/> \$100 Corner charge  Total # of Booths: _____ Total Booth Fees: \$ _____	<b>Booth#:</b> _____
<p><b>* Move In Time Is 12pm-6pm Friday and 8am-11am Saturday.</b></p>	

<p><b>Sponsorship Opportunities - Call Us for Details</b></p> <input type="checkbox"/> \$25,000 Presenting Sponsor <input type="checkbox"/> \$8,000 Corporate Sponsorship <input type="checkbox"/> \$5,000 Gold Sponsorship <input type="checkbox"/> \$3,000 Silver Sponsorship
<p><b>BOOTHS FEES DO NOT INCLUDE:</b> tables, chairs or electricity. You can bring your own or order through an outside decorator.</p>

**2. LIST ALL BRANDS, PRODUCTS, SERVICES YOU WILL BE DISPLAYING:**

**There is ABSOLUTELY NO EXCLUSIVITY Granted On Any Brand, Product or Service**

\_\_\_\_\_

\_\_\_\_\_

**3. PAYMENT METHOD:**

- Check made payable to Consumer Expos New England (\$35.00 fee will be applied for all returned checks)
- Visa  MasterCard  Amex  Discover
- Charge My Credit Card The Full Booth Fee With Signed Contract - Charge will Show as Gagne Consulting
- Charge My Credit Card 50% Now And Remaining 50% On August 20, 2017

Name On Card: \_\_\_\_\_ Billing Zip Code \_\_\_\_\_

Card#: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Exp. Date: \_\_\_\_\_ / \_\_\_\_\_ Security Code: \_\_\_\_\_

Having read and agreed to the terms of this contract, it is understood and agreed that in addition to the express terms and conditions on this contract, the Exhibitor shall be bound by all rules, regulations and requirements as described on the second page of the contract. If Booth Fees are not fully paid by September 20, 2017 or when otherwise due, or if Booth Space is not occupied by October 21, 2017 by 9:30am, then Show Management has the right to move or sell your Selected Booth Location without any recourse, notification or objection. **RETURN / REFUND POLICY - ALL SALES ARE FINAL, CANNOT BE DISPUTED AND THERE ARE NO REFUNDS OR CREDITS FOR ANY REASON.**

Signature (Must Be Handwritten): \_\_\_\_\_ Date: \_\_\_\_\_

Consumer Expos of New England | 155 Duncaster Rd., Bloomfield, CT 06002 | [www.consumerexposne.com](http://www.consumerexposne.com)

Contact: **Anmarie Gagne**, President, Consumer Expos of New England  
 Tel: 860 216-5439 | Fax: 860 900-0002 | Email [gagneap@gmail.com](mailto:gagneap@gmail.com)



# Show Rules Governing the Exhibit

- Show Management.** The term "Show Management" as used herein shall mean Consumer Expos of New England.
- Eligible Exhibits.** Show Management reserves the right to determine the eligibility of any company or product for inclusion in the Show. No exhibitor shall exhibit in the space allocated them any merchandise other than that specified in this application.
- Food & Beverage Sales / Sampling.** Exhibitors are not allowed to sell, distribute and sample food or beverage items in any way whatsoever without the expressed written consent of Show Management. These restrictions are to abide by the rules and regulations set forth by the exhibition venue. If Exhibitor has Show Management written approval to sample, Exhibitor shall be responsible for obtaining any licenses, permits or approvals required under local, state, or federal law applicable to their activity at the Show.
- Limitations of Liability.** The exhibitor should have Liability Insurance for the Show period. The exhibitor hereby agrees to indemnify, defend and protect Show Management and the facility against, and save Show Management and the facility harmless from, any and all claims, demands, suits, liabilities, damage, loss, costs, attorney fees and expenses of whatever kind or nature which might arise out of any action or failure to act of the exhibitor or any of its officers, agents, employees, or other representatives, including but not limited to claims of damage or loss to property or harm or injury to a person or persons. The exhibitor agrees to make no claim for any reason whatsoever, including negligence against Show Management, its members or agents or employees, or the sponsors, or the lessors or owners of the exhibit premises for loss, theft, damage or destruction of property, nor any injury to themselves or employees while in the exhibit area.
- Exhibition Lighting.** Facility lighting may not illuminate all areas evenly and effectively, and Show Management assumes no responsibility for providing additional lighting. If available, an exhibitor may order additional lighting, at its own expense.
- Insurance.** Show Management is not responsible for loss or damage to exhibitor's property; and in the event the exhibitor desires to have goods, samples and other property brought upon the exhibition premises insured against loss due to any cause, they shall obtain such insurance at their own expense. The exhibitor shall, at no cost to Show Management obtain liability and property damage insurance from responsible insurance companies authorized to sell this insurance and workers compensation employers liability insurance for their own employees.
- Exhibit Logistics.** Detailed data, in the form of an Exhibitors Manual will be e-mailed to each exhibitor in ample time for advance planning. The manual will contain information regarding shipment, labor, rental items, electrical services, exhibit hours, etc. Service forms for all available services will be included.
- Amendment to the Rules.** Show Management reserves the right to adopt, orally or in writing, any additional rule or regulation, move or remove any exhibit booth, or take any further action if Show Management deems such action necessary for the good of the Show. Any such action shall have the same force and authority as though fully incorporated in the agreement herein.
- Subleasing / Sharing.** Assignment (in whole or in part), subletting or licensing of space by the exhibitor or use of the space not authorized in writing by Show Management is prohibited.
- Acts of God, Fire, Strikes, Etc.** In the event that any outside cause, such as war, fire, strike, government action, or other emergency, or even of "force majeure" prevents the Show from being held, Show Management may retain the Booth Fees as shall be required to recompense Show Management for expenses incurred up to the time such contingency shall have occurred and Show Management shall not be responsible for any of exhibitors expenses or damages resulting from such a cancellation or postponement of the Show.
- Show Location.** If for any reason, Show Management determines that the location of the Show should be changed or the dates of the Show changed, no refund will be due the exhibitor, but Show Management shall assign to the exhibitor, in lieu of the original space, such other space as Show Management deems appropriate and the exhibitor agrees to use such space under the terms of this agreement. Show Management shall not be financially liable or otherwise obligated in the event the Show is postponed or relocated.
- Booth Cancellation Policy.** No refund or credit issued for cancellation of any booth space or any sponsorship for any reason.
- Taxes and Licenses.** Exhibitor shall be responsible for obtaining any licenses, permits or approvals required under local, state, or federal law applicable to their activity at the Show. Exhibitor shall be responsible for obtaining any tax identification numbers and paying all taxes, license fees or other charges that shall become due any governmental authorities at the Show.
- Connecticut Law.** This Agreement shall be deemed made in the State of Connecticut and shall be construed in accordance with the laws of the state of Connecticut applicable to contracts entirely made and performed therein.
- Move Out.** All Exhibitors must be moved out of Exhibit Hall by Sunday Oct. 22, 2017 at 8pm - no exceptions unless given prior written approval by Show Management.
- The Entire Agreement.** This Agreement contains the entire agreement of the parties hereto with respect to the matters herein embraced and may not be modified, discharged or terminated, except by a written instrument, signed by the party charged.