



WESTERN MASSACHUSETTS
WOMEN'S

EXPO

SUNDAY, NOV. 5, 2017
BETTER LIVING CENTER | WEST SPRINGFIELD, MA

- Apparel
- Beauty & Fragrance
- Careers
- Cooking
- Dating Services
- Fitness
- Food & Beverage Sampling
- Health & Wellness
- Skin Care Products
- Spas & Salons



CORPORATE
SPONSOR



MEDIA
SPONSOR



TELEVISION
MEDIA SPONSOR



WHY EXHIBIT?

The First Annual Western Massachusetts Women's Expo is for women in western Massachusetts and northern Connecticut, and offer the ultimate shopping and entertainment experience.

Our goal is to help hundreds of companies maximize their sales and market their products and services in the most cost effective manner.

Businesses are faced with numerous forms of media to deliver the company's message, but face to face marketing is the most effective way to engage women.

We project several thousand women will attend the event over the weekend, making this the perfect opportunity to sample or sell your product.

The Western Massachusetts Women's Expo will be a fun event filled with shopping, entertainment, presentations and well known celebrities.

Perfect Opportunity for Holiday Shopping!

WHO EXHIBITS?

You can't afford to miss the Western Massachusetts 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 Decor
- Home Improvement
- Investments
- Jewelry
- Law Firms
- Medical Services
- Nutrition
- Skin Care Products
- Spas & Salons
- Vacation Planners
- Women's Civic Groups

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



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EXHIBIT OPPORTUNITIES

- 8' x 10' Premium location booth..... \$595**
- 8' x 10' Back row booths \$500**
- 8' x 10' Cash and carry booth..... \$350**

*Add \$100 per corner booth

Limited number of cash & carry booths for retail sales

* Booths do not include table skirt or chairs, they are available at extra cost

**This event will host 250 exhibits.
Be sure to call soon to reserve your booth space.**

SPONSORSHIP OPPORTUNITIES

As a show sponsor, in addition to receiving exhibit space, you will be included in our extensive show marketing plan. We offer you the opportunity to market your company with some of the largest and best forms of media available today.

We promote the event with over 18 million media impressions, which in turn leads to the successful and impressive attendee turnout each year.

Numerous sponsorships are available including: **TITLE, PRESENTING, CORPORATE, GOLD, SILVER, ATTENDEE BAGS, SEMINARS, OPENING NIGHT RECEPTION** and **CELEBRITY.**



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

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

Title Sponsor - \$8,000 call for details

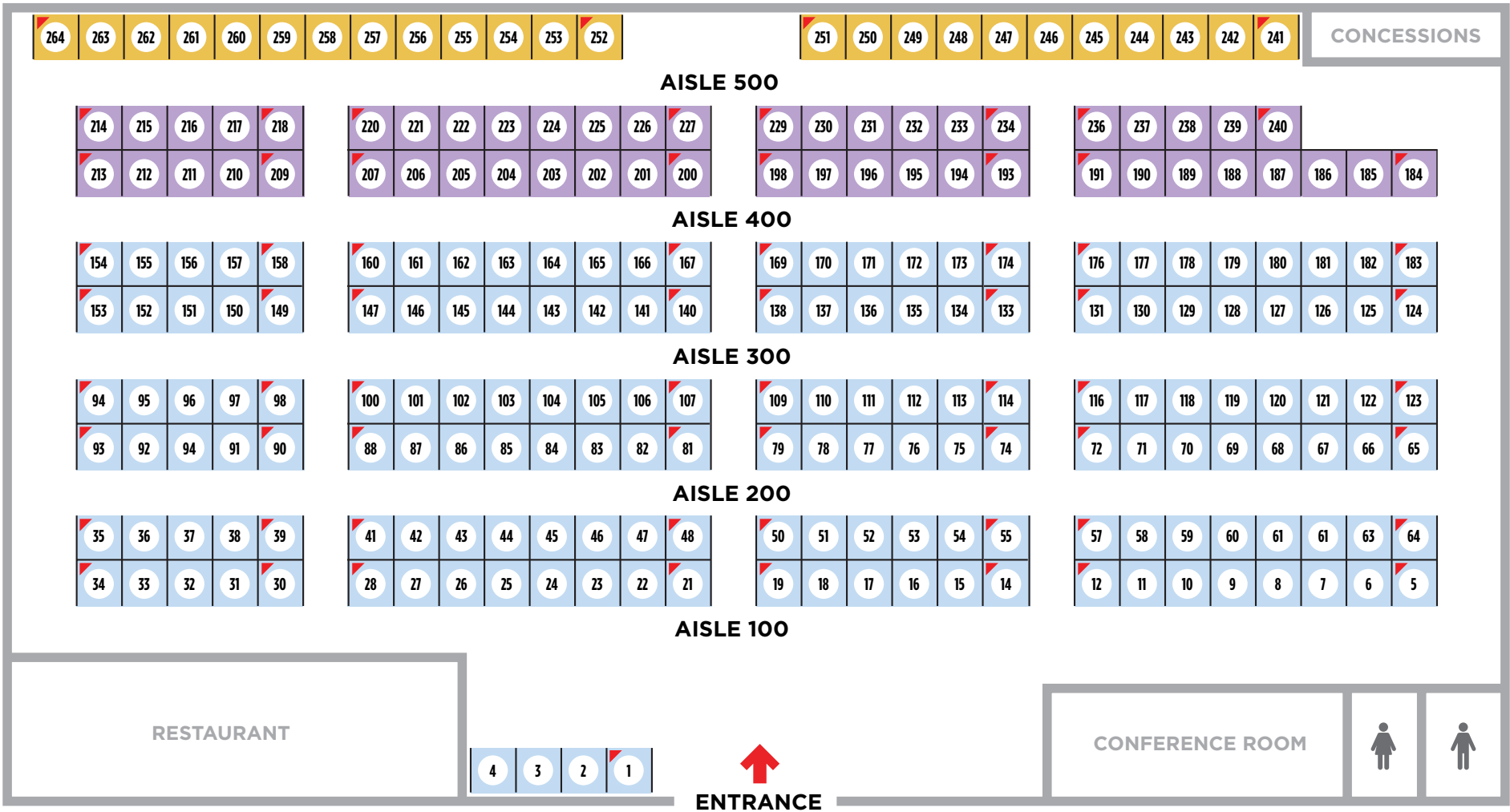
Corporate Sponsorships - \$4,000

- Up to 4 tables at the front of an aisle at the exhibit hall with 2 corners
- Carpeting, standard electrical service, tables and chairs included in booth space
- Exclusive product sponsor to the event. (We will not accept any other sponsorship within your product category.)
- Company logo included in email blast to past attendees
- Company name in all radio and TV broadcast advertising
- Company logo in all print advertising with premium placement and large logo size
- Banner advertising space on the consumerexposne.com web site - premium placement
- 1,000 Free VIP Passes

Silver Sponsorships - \$2,500

- 1 table in prime location
- Carpeting, standard electrical service, table and chairs included in booth space
- Company logo in most print advertising
- Company logo on consumerexposne.com web site
- 200 Free VIP Passes





 \$595
 \$500
 \$500
 ▲ \$100 - Additional for corner booth

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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

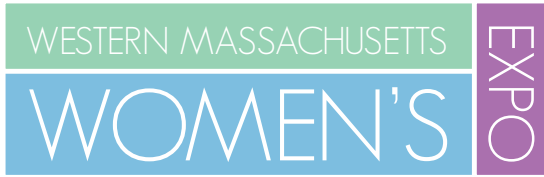
CONTACT ME TODAY

Annmarie Gagne

T: 860 916-6343

E: gagneap@gmail.com

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



SHOW HOURS
Sunday 11-4

EXHIBIT SPACE / APPLICATION CONTRACT

Complete ALL sections, sign & email Contract to gagneap@gmail.com or Fax Contract to 860 900-0002

Food or Beverage Sampling Allowed with Restrictions

NOVEMBER 5, 2017 | BETTER LIVING CENTER | SPRINGFIELD, MA

Company Name: _____

Contact Name: _____ Title: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Cell: _____ Fax: _____

Email: _____ Website: _____

1. BOOTH INVESTMENT: 8' x 10' Booth with Side & Back Drapes and Company Identification Sign.

<input type="checkbox"/> \$595 Per blue booth <input type="checkbox"/> \$500 Per pink booth <input type="checkbox"/> \$350 Per yellow cash and carry booth <input type="checkbox"/> \$100 Additional charge for Corner booth Total # of Booths: _____ Total Booth Fees: \$ _____	Booth#: <input style="width: 80px; height: 30px;" type="text"/>
<p>* Move In Time Is Sunday, Nov. 5 from 7am to 10:30am - No Saturday Move In Without Prior Written Approval.</p>	

<p>Sponsorship Opportunities - Call Us for Details</p> <input type="checkbox"/> \$8,000 Title Sponsor <input type="checkbox"/> \$4,000 Corporate Sponsorship <input type="checkbox"/> \$2,500 Silver Sponsorship
<p>BOOTHS FEES DO NOT INCLUDE: 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 September 1, 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 Sept. 1, 2017 or when otherwise due, or if Booth Space is not occupied by November 5, 2017 by 10am, 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: _____

Western New England Women's Show | 155 Duncaster Rd., Bloomfield, CT 06002 | www.consumerexposne.com

Contact: **Annmari Gagne**, President, Consumer Expos of New England
Tel: 860 216-5439 | Fax: 860 900-0002 | Email 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 Nov. 5, 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.