

front & Center

Contract now for
February 17-19, 2012!

Record Breaking Crowds at 2011 Women's Fair



Women come ready to shop

Ticket sales were up by 1,000 making 2011 our biggest year with 16,000 attendees over the 3 day event. Exhibitors were delighted with the quality of the crowd and the women obviously loved shopping and exploring the Show. Nearly 385 exhibits included 107 beauty, fashion and jewelry boutiques, 65 health & wellness exhibits and 52 home and décor exhibits filled the Expo Hall. Two stages were busy with 30 shows. For a complete look at our Fair, the official program by *The Wichita Eagle* can be accessed on our website www.womensfair.com. Click the red button at the top of our home page. That program is a great way to see the full scope of the Women's Fair including a list of exhibitors and stage shows.

Next year's Fair will be February 17, 18 and 19. Last year we sold out in November, so reserve your space or sponsorship early for the Women's Fair. We have your market!

Women Consumers make the buying decision for 81% of ALL consumer dollars spent in the U.S.

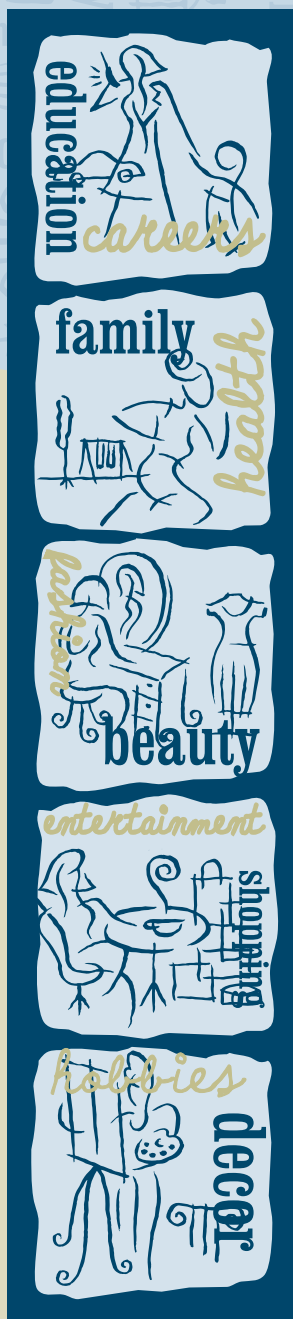
This dynamic consumer group is unique and diverse in how they make buying decisions. Based on consumer research, women want facts, more details, more information, and feedback from others within their sphere of influence. They want to feel comfortable with whom they are doing business. They value personal contact and interaction.

We have designed The Women's Fair to provide the ultimate shopping experience and the optimum buying environment for women. This provides exhibitors and sponsors the perfect forum and atmosphere to present their products and services to this dynamic consumer group. Today's busy women like to be entertained or have fun while spending a day out with friends or family. They have the opportunity to be exposed to hundreds of products and services in a fun, non-threatening, relaxed sales environment all under one roof.

If you are not marketing your product and services through the Women's Fair, you are missing a huge, cost effective marketing opportunity. Call us today or submit the enclosed participation request form.



Fitness fun!



the
women's
fair

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www.womensfair.com

WOMEN'S FAIR DEMOGRAPHICS

63.8%	Married
76%	own homes
76.3%	have some form college education
73%	plan to make purchases at the fair
98%	plan to attend the fair next year
56.3%	live in the city of Wichita
13.4%	from outside Wichita metro area
30.5%	live in the surrounding metro area

LENGTH OF RESIDENCE IN WICHITA METRO:

Less than 5 years	10.74%
5-10 years	8.47%
10 years plus	67.42%

ATTENDEES AGE:

Under 18	5.8%
18-24	7.3%
25-34	18.2%
35-54	41.3%
55-65	20.1%
65 +	7.3%

INCOMES:

Under \$25,000	13.37%
\$25,000-\$34,999	13.13%
\$35,000-\$44,999	12.77%
\$45,000-\$79,999	26.38%
\$80,000+	21.84%

That Something Extra

One of the reasons the Women's Fair has become and continues to be one of the finest and most exiting women's shows in the country is our great sponsors. From fun to informative, sponsors helped bring "what women want" to the Women's Fair.

Started off with a Bang! Via Christi Health and The Buzz105.3 had women lined up at the door on opening day to receive a free tote/back pack. This was a great way to generate a crowd from the moment the doors open.

The Sweet Spot - This year's Business Workshop was sponsored by **B98•FM**. Wichita writer, advertising executive and business owner **Susan Armstrong** led attendees through the four steps to recognizing and achieving their "Sweet Spot", that place where goals intersect with accomplishments, and dreams overlap with reality.

Girls Night Out, sponsored by 105.3 The Buzz, 103.7 KEYN, Power 93.9 and KNSS News Talk 1330, provided the perfect way for gals to end their busy week. Masters of multi-tasking,

women enjoyed food sampling from local restaurants, fashion, hair and cooking shows, wine tasting with Guy Bower host of "The Good Life" and, of course, Shopping!

Everything You Always Wanted to Know about the Women's Fair was contained in our 12-page program/tabloid sponsored by **The Wichita Eagle**. They have sponsored our program since our very first show in 1999.

It's in the Bag - Walgreens provided thousands of their green bags to attendees for their convenience in gathering information from exhibitors during the Fair.

KFDI's Right Price Game's 3rd year was a crowd pleaser. Morning hosts **Brian & Kellie** just keep getting better as they bring laughs and great prizes to their standing room only audience.

Cooking Shows Stirred It Up - The cooking stage was the hot spot with shows by **Hyatt chef Paul Freimuth, Sue Chef & the Food God, aka Wichita Eagle columnist Carrie Rengers & former food editor Joe Stumpe, Chef Tanya Tandoc, owner of Tanya's Kitchen and Carrabba's Italian Grill's Joe Parten.**

Kissin' Singing Bee - the ultimate country music sing-off was hosted by **Kissin' 102.1's "Wake-Up with the AntMan!"** morning show hosts, **AntMan Anthony Allen, Cathy and Chase.**

Get Fit - The Women's Fair Fitness Challenge, sponsored by **Genesis Health Clubs, Power 93.9, the Buzz 105.3 and 103.7 KEYN** signed up 94 teams of 4 for the 6-week contest.

Home Décor Seminars - **Accent Interiors' Bill Little** presented "Recipe for a Great Room" and **the Design Gallery** sponsored



Sherwin Williams' Ashley Cook's presentation on 2011 Color Forecast.

Dancing With the Local Stars - KEYN and Care to Dance?-Latin and Ballroom Studio sponsored a performance of the final two contestants of "Dancing With the Local Stars".

Where's BOB? Lots of gals were looking for him and **BOB FM 97.1** gave away a shopping spree to the gal who finally found him at the Fair.

Fashion & Beauty - A full schedule of shows, demos and expert advice brought the latest trends to the forefront on Women's Fair weekend. **Carrie Triesman, founder of ImageWorks**, showed how to accomplish a wardrobe update on a budget during her two "Frugal Fashionista" presentations. **Wichita Eagle fashion editor Bonnie Bing** brought back the latest trend advice from Fashion Week in New York City. **Models & Images Modeling Agency** presented two fashion shows each day of the Fair and also teamed up with **Power 93.9** to hold their 2011 International Model Search competition. Three hair shows were presented by **The Eric Fisher Academy, Paul Mitchell The School and Xenon International.**

Matched Set - The finale of the Fair was **Womensfocus Magazine's** ever-popular Mother/Daughter Look-Alike Contest.

Shop Til You Drop - **Fox Radio** took a lucky pre-show winner on a Women's Fair Shopping Spree on Saturday.



Face-to-Face

Women's Fair places you directly in front of your target market!



Face-to-face marketing can be the most effective media you invest in. Most people think of marketing as the standard advertising vehicles such as broadcast and print. Getting your company in front of your target market gives you the opportunity to put a face on your business, and lets you be seen and heard by potential clients, increasing your marketing reach and sales response. In this hi-tech, hi-touch, society use every opportunity to get personal and learn how to be successful at marketing one-on-one. The Women's Fair puts you and your company "front and center" to thousands of women consumers in 3 days. **We have your Market!**

Demonstrate What You Do "I counted 37 women watching during one of our Sunless Tanning demos! The Women's Fair is an amazing way to reach thousands of people and I



Cooking Show by Hyatt Chef Paul Freimuth

truly love doing it every year." – Jennifer Chambers, Caribbean Sun Tanning

Participate in a Giant Group Marketing Campaign - "We look forward to this show every year. Women's Fair does an excellent job pro-

moting it before the event and our sales increase each year." Kimberly Looney, Enigma Glass Menagerie & Boutique (formerly Finishing Touch)

Launch a New Business – Owner Kevin Swinicki and Manager Alex Umberger of GoRun Wichita used the Fair to introduce a new store and business. "GoRun Wichita is a specialty store and we were at the Women's Fair to tell and show people what we're all about," said Alex. "It definitely put us in front of our target market!" They'll be in again in 2012 and may team up with a related business and market businesses together.

Residual Sales – Shirley Noah, owner of the Design Gallery relies on social media and face-to-face marketing for most of her advertising and marketing. Four months after the Women's Fair, she received a very large job from a Women's Fair contact.

Retail Sales – "We were so busy I was not able to walk the show this year! We enlarged our space from previous years and doubled our sales over last years. It was an awesome show and is fabulous advertising for us." Vicki Stobbe, High Street Co., Main Street Co., and Kitchen Corner – Newton, Kansas



Ivan Moore, owner of Ivan's Unified Party Bus and Courtney Toben of Care to Dance? kicking up their (her) heels.

"Women's Fair advertising is very well done, you really bring the people in. It's always a good buying crowd... good quality people that are happy to be there. We normally don't do women shows, but yours is definitely worth doing." Allan Gourlie and Karie Sagiao, Quick'n Brite cleaning products, Mountlake Terrace, Washington

Introduce a New Service – Blue Cross and Blue Shield of Kansas were at the Women's Fair to let women know about the availability of health and wellness information they offer as a public service. "The Show was great for us! As an added and unexpected bonus," said BC/BS representative Roxie Senogles, "women were actually signing up for our insurance programs too."

Get in Front of a Huge Crowd of Buyers – Ashley Furniture and Furniture on Consignment gave the Women's Fair an A+! They loved the energy of the crowd, the demographics, our advertising and promotion of the Fair, the outstanding traffic, and the fact that real and enthusiastic shoppers were in attendance. They were even impressed with the move-in and move-out process!

ALL PHOTOS BY DANIEL REYES

SETTING THE BAR HIGH

Every year we set the bar a little higher. We remain firmly committed to our business philosophy of “delivering quality crowds to a fun and exciting event with outstanding exhibitors with great products and services.” We continually work to improve the Women’s Fair by adding new events, increasing attendance, improving the layout, seeking out new exhibitors with exciting products & services, conducting market research and improving our marketing campaign.

Our marketing efforts continue to change as the market changes and new media compete for market share. The multi-media campaign based on reach and frequency highlighted below, delivered outstanding quality crowds of women attendees 18 to 54 with spendable income.

- 10 radio stations with 100’s of spots and
- Live promo’s boasting radio station sponsored events & contests
- Over 2,000 TV spots on 4 local & multiple cable networks targeted women oriented programming & news.
- A 12 page *Wichita Eagle* special section served as a program that reached over 110,000 residences and was supported by hundreds of inches of other sizable ads.

- Monthly local and regional print publications were used to target specific profiles and locations, blanketing South Central Kansas & Northern Oklahoma.
- Exhibitors play an integral role in expanding our reach by including the Women’s Fair in their advertising, newsletters, signage, websites, message boards Facebook and Twitter messages. Thank You!
- Our Web marketing continues to expand with Kansas.com, live-streaming, multiple radio station sites and our own website.
- E-Mail Blasts from individuals, organizations and radio VIP listeners continues to grow in scope.
- Our new Facebook page, although still in it’s infancy, acquired 389 likes within its first month.
- Twitter activity became a buzz for an expanding part of our market.

We are constantly told, “No-one advertises and promotes a show as well as you two do.” These combined efforts, strong business relationships and a firm commitment to sound marketing principles continue to set the bar high and create the dynamics for quality crowds that benefits a diverse array of exhibitors year after year.



Women's
Fair

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the 2012
Women's
fair

February 17-19, 2012

Century II – Wichita, Kansas



www.facebook.com/WomensFairWichita

THOUSANDS OF WOMEN CONSUMERS WILL
BE AT WOMEN'S FAIR
FEBRUARY, 17-19, 2012
WILL YOU?
RESERVE YOUR BOOTH OR SPONSORSHIP TODAY!



- Contract my company as a sponsor
- Contract my exhibit space today!
- Contact me, I need more information

Company _____

Sign Name _____

Contact person _____

Authorized signature _____

Address _____

City/State _____ Zip _____

Phone () _____ Fax () _____

Cell Phone () _____ Email _____

List products /services to be exhibited. Must be specific, include brand names: _____

EXHIBIT SPACE PRICES

- 10' x 8'\$550
- 10' x 8' corner\$700
- 10' x 10'\$575
- 10' x 10' corner\$865
- 15' x 10'\$865
- 15' x 10' corner\$1,225
- 20' x 10' feature.....\$1,500
- 30' x 10' feature.....\$1,975
- 20' x 20' feature.....\$3,000
- 30' x 20' feature.....\$4,100

A 50% deposit and signed contract is required to reserve booth space

2012 SPONSORSHIPS & PROMOTIONAL MENU *(available to exhibitors and non-exhibitors)*

- PRESENTING SPONSOR\$15,000
- BUSINESS WORKSHOP SPONSOR\$3,000
- GIRL'S NITE OUT SPONSOR\$2,500
- SIGNATURE SPONSORcustomized to your needs
- BAG FOR ATTENDEE SPONSOR.....\$2,000
- OPENING DAY GIVEAWAY SPONSORask for details
- PREMIERE SPONSOR.....\$1,200
- CORPORATE SPONSOR.....\$500
- COUPON/AD IN THE ATTENDEES BAG\$500

see website for sponsorship details

Authorized amount to charge to card \$ _____
 (a 50% deposit is required to reserve booth space)

Type of card: VISA Mastercard
 Card Number: _____
 Exp. date _____ 3-digit security code _____
 Authorized Signature: _____

TOTAL \$ _____ PAYMENT \$ _____ BALANCE DUE \$ _____

Exhibitor is responsible for full payment regardless of participation. All exhibit spaces must be paid in full by December 1, 2011. the balance will be charged to the card listed on this contract or paid by check in advance.

FAX Completed contract to (316) 269-3820