

# front & Center



## Record Sales for 12th Annual Women's Fair

FEBRUARY 12-14, 2010

Booths are selling at a brisk pace this year. We are already 75% sold out. The 2009 Fair drew a crowd of 15,000 and we are projecting at least that number for 2010. Reserve your space now. You can call us at (316) 267-5303 or fax your application, which is available on our web site, [www.womensfair.com](http://www.womensfair.com), to (316) 269-3820.

### Waking Up to Your Amazing Life by Dina Dove

Feeling real joy can seem like a difficult accomplishment in light of the rigors of daily life, but there is an amazing part of life that is running just below the surface. It goes completely unnoticed by most of us. Becoming conscious of it awakens a new enthusiasm as we realize that life can be experienced with fascination and humor instead.

Thru stories and personal experience, Dina Dove will show how to recognize the messages hidden within each person's life.



Sponsored by Hansa Center for Optimum Health  
Life to benefit Dress For Success Wichita



*As an author, inspirational speaker, and workshop leader, Dina Dove is dedicated to helping others find the blessings hidden in their lives. Through the work she does, people remember who they really are at their deepest core and discover their unique path to personal fulfillment.*

### Business Workshop

#### "Playing the Hand You are Dealt"

Dr. Tameka Bryant, National Training Director, Author, Business Owner and Professor has dedicated her life to empowering others to reach their fullest potential. She has a unique background as a non-profit management professional, a successful business owner and an extensive history in real estate investing.

Her Business Workshop presentation "Playing the Hand You are Dealt", geared toward motivating the power within, includes techniques and strategies to get to the next phase of your success. Tameka will address juggling personal, home, work and family life. "Networking is more than just showing up" and "How to double your business in 12 months" will also be highlighted in her presentation opening day,

February 12, from 1:30 to 3:00 p.m. Sponsored by B98•FM



**Tameka Bryant,**  
National Trainer, Speaker,  
Author & Business Owner

### A Winning Combination

The Women's Fair's continuing and growing popularity is due to a winning combination of popular recurring activities and new attractions, plus 385 exhibits, demonstrations, 40 stage shows and shopping galore! Keeping with the theme of "It's Fun, It's Informative, It's the Women's Fair", we have a full lineup of exciting things to do and see in 2010.



**Shop! Shop! Shop!** Our MarketPlace features local as well as vendors from across the country. Women come to shop for fashion, jewelry, cosmetics, gourmet & speciality foods, health products, home décor, bath & body products, gifts, housewares and much more.

**Discover the Newest Things!** Women of all ages will find everything from home décor, hobbies, travel, cooking and entertainment, fashion trends, beauty demos and new products to expert advice and information on health issues, business, career and self-improvement.

**Signature Events** Where can women shop til they drop *and* be entertained at the same time? At the Women's Fair! Two fashion shows each day, cooking shows, KFDI's "The Right Price" game show, Models & Images' International Model Search, Womensfocus Magazine's Mother/Daughter Look-Alike Contest, Eric Fisher's Hair Affair, stage shows and hair cuts for charity sponsored by B98•FM, Wichitas Eagle's Bonnie Bing's spring fashion update and dance shows are just some of the entertainment planned for shopper's enjoyment.

**Friday Girls Night Out!** Entercom Radio has a fun & fabulous night planned for women. They are invited to grab a friend and come celebrate the beginning of the Women's Fair and the end of their busy workweek. The evening includes non-stop entertainment with wine tasting with KNSS "Good Life" host Guy Bower, food sampling with local restaurants, music, dance demos, fashion, hair and cooking shows.

**Getting the Crowd There!** The Women's Fair's mass media marketing mix gets the crowd there, (15,000 strong in 09). The Wichita Eagle Program plus numerous print ads in local, neighborhood & regional publications, Womensfocus Magazine and 40 Kansas newspapers dominate the printed media. A strong electronic mix encompasses hundreds of radio spots on 9 targeted stations, local TV stations and cable network programming for women, internet and radio streaming round out this successful combination. Exhibitors add to that mix by utilizing tags in their ads, websites, signage, posters, newsletters and coupon distribution.

the  
**women's**  
fair

Invision Productions LLC  
905 W. 12th  
Wichita, KS 67203  
Phone (316) 267-5303  
Fax (316) 269-3820  
[www.womensfair.com](http://www.womensfair.com)

## Don't Curl Up in a Ball! Get Out There!

In today's economy you can't afford to be complacent. Yes the economy has been tough, economic barometers indicate that the recession is waning and brighter days are ahead. Are you ready? It is time to get out there! Be visible! Lay the groundwork to capitalize on the market NOW!

Unfortunately that doesn't happen by doing the same things you've always done. Here are a few tips from the experts on how to "Market you Business Aggressively".

- Get out there with the Customers
- Be seen; put a face on your business
- Project a Positive, Successful Image
- Make it Memorable
- Do something Different that stands out
- Do it in Living Color
- Do it with Passion
- Keep your message simple but personal to your customer
- Signage can become your #1 sales tool
- Take your business to the consumer
- Re-dedicate your company to relationship selling and customer service.

Don't assume just because you've been in business a number of years you are going to continue to get your share of the market. **Think fresh, think new, get out there and do it!**



## Is Consumer Show Marketing For You?

It is hard to imagine any business that would not benefit from being "highly visible" at a Consumer Show.

They offer the opportunity for buyers and sellers to meet face to face. It is a live opportunity for buyers to interact, handle and access products and the people behind them. Consumers are pre-selected and are pre-disposed to learning about and exploring new products, services and ideas. They are excited to be there. Buyers who may not normally be accessible to you are right there in front of you and your product. This non-threatening sales environment offers all of these benefits and more.

Consumer Shows give you the opportunity to host a myriad of events, heighten your brand awareness over night and shorten your selling cycle. You have the opportunity to offer solutions, build credibility, overcome objections and pre-qualify customers. Established businesses have a first row seat at capturing new customers in the market or reconnecting with existing clients all under one roof and in just one weekend. Your company image can be immediately absorbed by consumers.

The Women's Fair brings you thousands of women consumers who are looking for products, services, solutions and some fun while doing it. If you have not signed up, capitalize on the benefits of Hosting an Event, being an exhibitor or take advantage of one of the many marketing opportunities at the Women's Fair...Call Today! 267-5303.

the 2010  
**women's**  
fair  
February 12-14  
Wichita, Kansas



Women's Fair owners,  
Deanna Wheeler & Chris Veazey Brown

## Your competitors will be spending the weekend with us on Feb. 12-14.... Will you?

Reserve your booth or choose from our promotional option menu today! Call (316) 267-5303.

For exhibitor information, photo gallery, event highlights, exhibitor list and more... Check out our newly redesigned website at [www.womensfair.com](http://www.womensfair.com)

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