

# Save the Date & Plan To Be There!

June 3, 2011 (5-10pm) & June 4, 2011 (10am-5pm)

Overland Park Convention Center



JUST FOR HER Expo is Kansas City's premier annual women's event! Brought to you by HERLIFE Magazine, hercityguide.com and radio sponsors Mix 93.3 & Star 102, this event is like no other in Kansas City to promote your business and connect with thousands of women.

## REASONS TO EXHIBIT

---

This once a year, one-of-a-kind event offers businesses the opportunity to sell products, promote services, book appointments/consultations, grow clientele & build brand awareness. The Just For Her Expo combines shopping, beauty, wellness, health, fitness, kids & baby, home, food, entertainment and more JUST FOR HER. We take all the things women love and need and put them into one amazing event. Enjoy the benefits of:

- Over 250 exhibitors
- 7500 attendees (2010)
- Affordable booth space
- A receptive & affluent audience
- Central Johnson County location
- Over \$100,000 value in event promotions & advertising
- Incredible sponsorship opportunities with maximum exposure pre-event and during the event
- Swag Bag inclusion
- Promotion on website

## SHOW SERVICES & MARKETING

---

**Basic Booth Package** - Exhibit fees include black, non-opaque 8' draped back and 3' side walls, booth identification sign, wastebasket, show listing, online link to your website & 5 complimentary tickets to the event.

*NOTE: Booths DO NOT come with a table or chair. Exhibitor rental pricing & packages available.*

**Exhibitor Marketing Opportunities** - As the event nears, you'll be provided with a list of additional marketing opportunities, including: raffle prize inclusion & promotion, show guide print ads, marketing material inclusion in attendee bags & more.

**Comprehensive Marketing Program** (\$100,000 value) - A well attended event is well advertised and the Just For Her Expo has a fully integrated advertising, public relations & e-marketing campaign to promote the event, including:

- Radio - A minimum of 450 promotion ads on Mix 93.3 & Star 102 30 days leading up to the event
- Radio disc jockey promotion on Mix 93.3 & Star 102
- Event ticket promotional giveaways via radio, print, news & online
- Network television commercials
- Event Editorial in HERLIFE Magazine (May)
- Two page spread in HERLIFE Magazine (April & May)
- E-blasts to over 30,000 via hercityguide.com & HERLIFE Magazine
- Web links to Expo site from all media sponsor websites
- News coverage at event
- Promotional material to all exhibitors
- 25,000 marketing pieces distributed to over 1,000 KC Metro locations
- Additional print advertising
- 200 Yard Signs throughout the Metro 2 weeks prior to event
- Facebook ads & promotion
- Just for Her Expo ticket sales & promotion at key KC spring events, including Royals Ladies Night Out & The Kansas City Heart Walk

# Rates:

## Standard Booths:

- 8x8 Booth (inside exhibit hall) - \$525
- 10x10 Booth (inside exhibit hall) - \$750
  - 20% upgrade for corner premium booths
  - multi-booth discount (10x10 \$75 discount each booth)
- 20x10 island - \$1620
- 20x20 island - \$2500

## Additional Booths & Packages:

- 10x7 Pre-function Booth (outside exhibit hall) - \$500
- Boutique Crawl
  - 10x10 Booth & Fashion Show - \$450 (Friday night event only, must be a storefront location to qualify, limited to 15)

**SPONSORSHIP OPPORTUNITIES** - Partner with the Just For Her Expo to grow your brand awareness and gain the most exposure pre-Expo and at the event. Reap the benefits of our marketing efforts!

# Sponsor Levels:

## HER Presenting Sponsor - \$10,000

- 20x20 island booth
- Logo on 7500 attendee bags
- Logo featured on all print advertising
- Logo featured on television ad
- Logo featured on event website, e-blasts, marketing material, show guide, event signage & main stage screen
- Presenting sponsor mention on radio ads
- Full back page ad in show guide (design cost included)
- Home page editorial on the Just For Her Expo website
- Banner ad on the Just For Her Expo website
- Free inclusion of any marketing material in attendee bags
- 150 event tickets
- Online stream ads on Mix 93.3 & Star 102
- 3 mentions per day at event on loud speaker to promote your booth

## HER Lifelong Friend Sponsor - \$5,000

- 20x10 booth
- Premium corner booth placement
- Logo featured on all print advertising
- Logo featured on event website, e-blasts, marketing material, show guide, event signage & main stage screen
- Full page ad in show guide (design cost included)
- Banner ad on the Just For Her Expo website
- Free inclusion of any marketing material in attendee bags
- 80 event tickets
- Online stream ads on Mix 93.3 & Star 102
- 2 mentions per day at event on loud speaker to promote your booth

## Bar Sponsor - \$2,500

- Full color logo banner at 6 bars
- 1 color logo printed on 2500 bar napkins
- Full page Bar Sponsor ad in show guide
- Drink special named after business
- Emcee announcements on loud speaker

## HER Best Friend Sponsor - \$2,500

- 10x10 booth
- Premium corner booth placement
- Logo featured on all print advertising
- Logo featured on event website, e-blasts, marketing material, show guide, event signage & main stage screen
- 1/2 page ad in show guide
- Free inclusion of any marketing material in attendee bags
- 60 event tickets
- Online stream ads on Mix 93.3 & Star 102
- 1 mention per day at event on loud speaker to promote your booth

## HER Friend Sponsor - \$1,500

- 10x10 booth
- Logo featured on all print advertising
- Logo featured on event website, e-blasts, marketing material, show guide, event signage & main stage screen
- Free inclusion of any marketing material in attendee bags
- 40 event tickets

## Swag Bag Sponsor - \$500

- 1 color logo printed on 250 reusable bags

## FOR EVENT INFORMATION, PLEASE CONTACT:

Aimee Jacobson at [aimee@justforherexpo.com](mailto:aimee@justforherexpo.com) or (913) 961-1200  
Lindsay Aydelotte at [lindsay@justforherexpo.com](mailto:lindsay@justforherexpo.com) or (816) 645-8986

Visit: [www.JustForHerExpo.com](http://www.JustForHerExpo.com)  
for all the details & to register online!



Brought to you by:



**HERLIFE**  
MAGAZINE

Benefiting The American  
Heart Association