



SEPTEMBER 22, 2018  
10:00AM-6:00PM  
CHATTANOOGA CONVENTION  
CENTER

**Sponsorship  
Packet**



# DEAR SPONSOR,

We wanted to invite you out to our Re3 Women Expo (Relax, Refresh, & Recharge), Saturday September 22, 2018 at the Chattanooga Convention Center. We would love to have your company as a sponsor and we will be happy to customize your sponsorship (financial or In Kind) package (a portion of proceeds is going to a women Shelter -Chattanooga Room in the Inn ). We will have a great time, food, music, entertainment, Karaoke, and 60 Vendors so lots of Fun activities for the family. We are expecting between 1,500 -3,000 + attendees. Attached is the Sponsorship application link <http://www.targetmarketingmedia.com/sponsorship-package.html> along with our sponsorship package with other pertinent information about this event.

Become a Part of our Re3 Women Expo Chattanooga Women -Event of the Year! Meet Women face to face and drive your message home!

- Become an Integral Part of the Expo
- Increased Exposure in all Expo Marketing
- Long Term Branding
- Generate Media Coverage
- Launch New Products
- Retain Loyal Customers
- Collect High Quality Leads
- Capture your share of the local family market at The Re3 Women Expo!



*Jina Watkins*

# ABOUT THE RE3 WOMEN EXPO



**The Ultimate Women Day Out**

**RE**lax·**RE**fresh·**RE**charge  
*Women Expo*

RE3 an Expo for Women to **RE**lax, **RE**fresh, and **RE**charge~ a fabulous day event attended by women of all ages in the surrounding Chattanooga, SE Tennessee and NW Georgia on Saturday, September 22, 2018. The expo will be held at Chattanooga Convention Center. Don't miss this year's event, which is sure to offer you *the ultimate women day out*, featuring over 60 vendor booths offering exciting new products and services for you and your home. It also offers food, fun, entertainment and more.

**Just some of the exciting things you'll find at this year's Re3 Expo are:**  
**Entertainment / Karaoke/Fashion Shows & More / The Latest Fashions/ Free Health Screenings / Dancing**  
**Beauty Products & Services / Food Sampling/Wedding Cooking Demonstrations / Fun / Accessories / Fitness Health & Nutrition Products**

**A Portion of our Proceeds will be used to purchase items for a Women Shelter**

# RE3 WOMEN EXPO-LOGO



**RE**lax·**RE**fresh·**RE**charge  
*Women Expo*

# WOMEN BUYING POWER

**Forbes:** One of the world's greatest emerging markets is closer than you think. Women are the world's most powerful consumers, and their impact on the economy is growing every year. The global incomes of women are predicted to reach a staggering \$18 trillion by 2018, according to global professional services firm [EY](#).

Here are 10 things to keep in mind when marketing and selling to women:

**If the consumer economy had a sex, it would be female.** Women drive 70-80% of all consumer purchasing, through a combination of their buying power and influence. Influence means that even when a woman isn't paying for something herself, she is often the influence or veto vote behind someone else's purchase.

**Women have a multiplier effect.** They are multiple markets in one. Because women serve as primary caregivers for children and the elderly in virtually every society in the world, women buy on behalf of the people who live in their households, as well as for extended family (such as older parents and in-laws) and friends.

**Watch your blind spot.** Gender is the most powerful determinant of how we see the world and everything in it. It's more significant than age, income, ethnicity, or geography. Gender is often a blind spot for businesses, partially because the subject is not typically addressed in most undergraduate or graduate-level business courses, or the workplace itself.

**Study women as you would a foreign market.** Women and men each grow up within a culture of their own gender. Female culture should be studied with the same focus that studying a foreign market requires. Cultural differences dictate language, behaviors and perceptions.

**The name on the credit card doesn't tell the whole story.** The person who makes a sales transaction isn't necessarily the decision maker. Even if a woman does not earn a paycheck, she is likely the gatekeeper to her household's expenditures.

**Bridget Brennan, CEO-Female Factor Consulting Firm-**

<https://www.forbes.com/sites/bridgetbrennan/2015/01/21/top-10-things-everyone-should-know-about-women-consumers/#7f8037b36a8b>

# FLYERS USED TO PROMOTE THE EXPO:



**RE<sup>3</sup>**  
**RE**lax·**RE**fresh·**RE**charge  
**Women's Expo**  
 FASHION | BEAUTY | HEALTH | LIFESTYLE

**September 22, 2018**  
**10:00 AM-6:00 PM**  
**Chattanooga Convention Center**  
 1 Carter Place Chattanooga, TN 37402

- SHOPPING EXPO
- PAMPERING
- FASHION SHOW
- ENTERTAINMENT
- WORKSHOPS
- BEAUTY BAR
- PRIZE GIVEAWAYS
- ACTIVITIES & MORE

**FREE ADMISSION !!!**






[www.Re3WomenExpo.com](http://www.Re3WomenExpo.com)



**RE<sup>3</sup>**  
**RE**lax·**RE**fresh·**RE**charge  
*Women Expo*

**\$5 Tickets**

**Businesses & Vendors that Cater to Women**

- Clothing/Shoes
- Jewelry
- Makeup
- Wedding
- Massage
- Music/Dance
- Hair/ Nail Salons
- Travel/Vacation
- Gym/Weight loss
- Physicians
- Fashion Show
- Fun Sessions

**September 22, 2018**  
**Sponsors Needed**

**Call: 423-486-7597**

**Chattanooga Convention Center**  
[www.Re3womenEXPO.com](http://www.Re3womenEXPO.com)

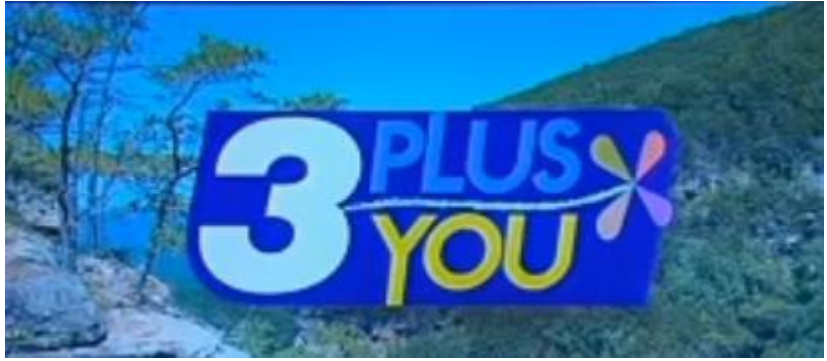
# HOW WE PROMOTE THE EXPO: EMAIL MARKETING, NEWS/TV SHOWS, SOCIAL MEDIA, VENDORS, WORD OF MOUTH, ONLINE, BLOGS, EVENT SITES, PRESS RELEASE



RElax·REfresh·REcharge  
Women Expo  
**3womenExpo.com**



# HOW WE PROMOTE THE EXPO: EMAIL MARKETING, NEWS/TV SHOWS, SOCIAL MEDIA, VENDORS, WORD OF MOUTH, ONLINE, BLOGS, EVENT SITES, PRESS RELEASE



Times Free Press





# TYPE OF VENDORS WE ARE LOOKING FOR



**RE**lax·**RE**fresh·**RE**charge  
*Women Expo*

## **Businesses & Vendors that Cater to Women**

- Clothing/Shoes
- Jewelry
- Makeup
- Wedding
- Massage
- Music/Dance

**September  
22, 2018**

**Sponsors Needed**

- Hair/ Nail Salons
- Travel/Vacation
- Gym/Weight loss
- Physicians
- Fashion Show
- Fun Sessions

**Call: 423-486-7597**

**Chattanooga Convention Center**

**[www.Re3womenEXPO.com](http://www.Re3womenEXPO.com)**

# Re3 Women Expo: RElax, REfresh & REcharge



Reach

Responses

Audience

36.5K

People Reached

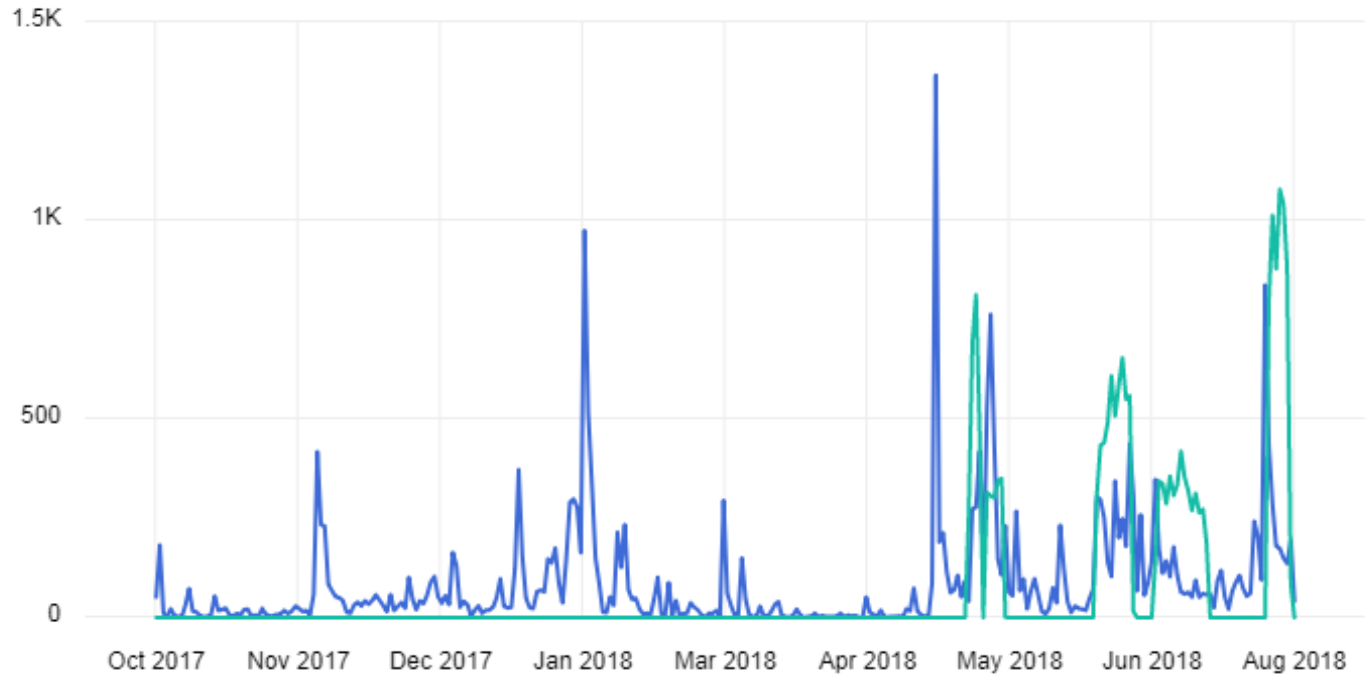
2.5K

Event Page Views

27,352 Organic 19,291 Paid

RElax·REfresh·REcharge  
*Women Expo*

Event Lifetime ▼



ORGANIC VS PAID  
DEMOGRAPHICS



# OVERVIEW-PEOPLE REACHED

AS OF JULY 19, 2018



SEP  
22

## Re3 Women Expo: RElax, REfresh & REcharge

Public - Hosted by Re3 Women Expo and Target Marketing Media

### INSIGHTS

[See More](#)



**36.5K**

People Reached

+6.5K last 7 days



**1.2K**

Responses

+150 last 7 days



Track ticket sales

[Add Ticket Link](#)

Audience

**Women 35-44**

29% of total responses



**View Results for This Boosted Event**

Click to see the performance of

# DEMOGRAPHICS

AS OF JULY 19, 2018



## Re3 Women Expo: RELax, REfresh & REcharge

Reach

Responses

**Audience**

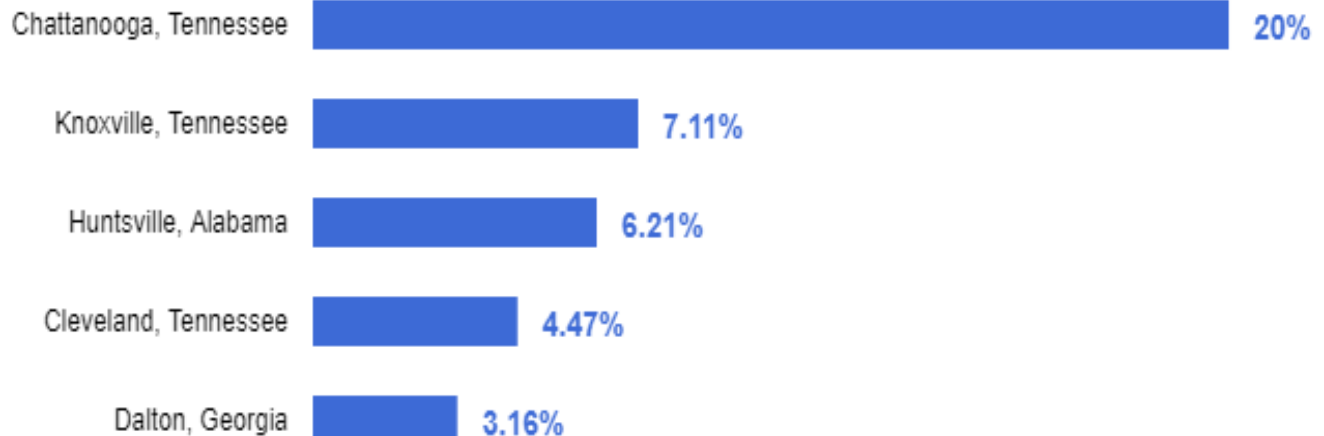
### Demographics

age and gender

### Location

city

People reached ▼



# Re3 Women Expo: RElax, REfresh & REcharge

Reach

Responses

**Audience**



RElax·REfresh·REcharge  
*Women Expo*

14% Men 86% Women

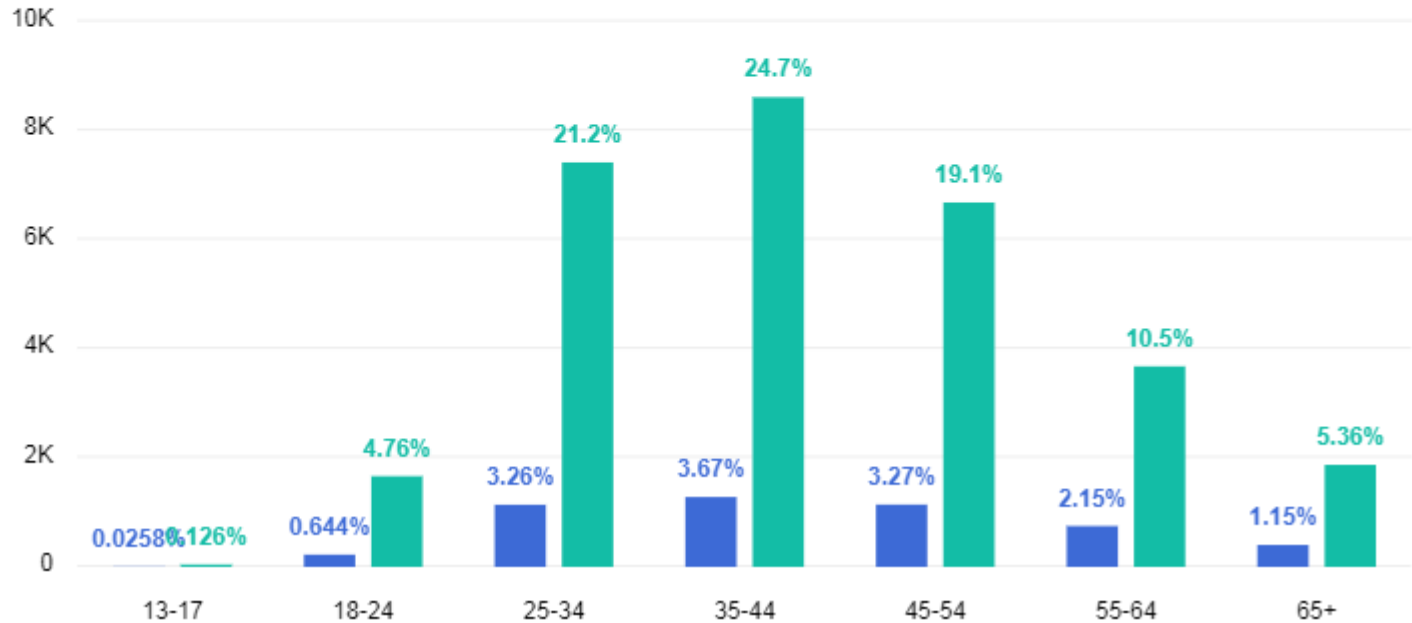
People reached ▾

## Demographics

age and gender

## Location

city



**AGE/SEX DEMOGRAPHICS AS OF JULY 19, 2018**



RE<sup>3</sup>  
RElax·REfresh·REcharge  
**Women's Expo**

FASHION | BEAUTY | HEALTH | LIFESTYLE

**September 22, 2018**

**10:00 AM-6:00 PM**

**Chattanooga Convention Center**

**1 Carter Place Chattanooga, TN 37402**

- SHOPPING EXPO
- PAMPERING
- FASHION SHOW
- ENTERTAINMENT
- WORKSHOPS
- BEAUTY BAR
- PRIZE GIVEAWAYS
- ACTIVITIES & MORE

**FREE ADMISSION !!!**



[www.Re3WomenExpo.com](http://www.Re3WomenExpo.com)



# SPONSORSHIP PACKAGES



2018 Re3 Women Expo Sponsorship	Title Sponsor \$5,000	Gold Sponsor \$2,000	Silver Sponsor \$1,000	Bronze Sponsor \$500	Session Stage \$300	Music Stage \$300
Company becomes part of event name-Sponsored By:	★	★				
Clickable homepage banner on our website 90 days following event	★	★	★			
Special Large Banner Placed at Event small Banner for \$500 and below	★	★	★	★	★	★
Island Option for Booth Space	★	★	★			
Company logo on all print advertisement	★	★	★			
Pre-Paid Parking Pass (valued- \$10/ea)	10	6	4	2		
Logo Link to sponsor website	★	★	★	★	★	★
Special Mention throughout Expo	★	★	★	★	★	★
Opportunity to talk to audience # times	6	4	3	1		
Promote event on TV show with Organizer	★	★	★	★	★	
10x10 Booth with Drapes table & Chairs	★	★	★	★	★	★
Logo on group Sponsor Banner	★	★	★	★	★	★

# CONTACT:



**Tina Wilkins, Event Coordinator & Marketing Consultant**

Target Marketing Media

423-486-7597

[twilkins@targetmarketingmedia.com](mailto:twilkins@targetmarketingmedia.com)

Sponsorship Application:

<http://www.targetmarketingmedia.com/sponsorship-package.html>

Visit: [www.targetmarketingmedia.com](http://www.targetmarketingmedia.com) or [www.Re3womenExpo.com](http://www.Re3womenExpo.com)



RElax·REfresh·REcharge  
*Women Expo*



RElax·REfresh·REcharge  
*Women Expo*



RElax·REfresh·REcharge  
*Women Expo*