



SEPTEMBER 22, 2018

10:00AM-6:00PM

CHATTANOOGA CONVENTION

CENTER

**Vendors**



# 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 70 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-Chattanooga Room in the Inn**

# 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:



**RElax·REfresh·REcharge**  
*Women's Expo*

**Businesses & Vendors that Cater to Women**

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

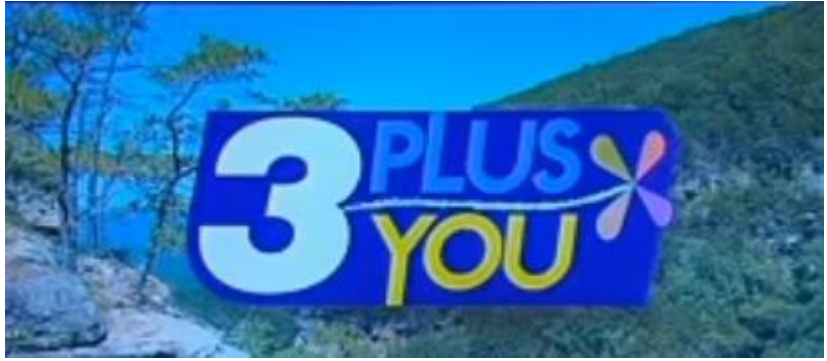
**September 22, 2018**  
**Sponsors Needed**

**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



# 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**
- **Pampering**
- **Massage**
- **Music/Dance**

**September  
22, 2018**

**Sponsors Needed**

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

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Director

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A close-up photograph of a hand with manicured nails. The nails are decorated with a mix of designs: some are a solid, glossy white, while others feature a detailed floral pattern in shades of pink, red, and green. The hand is positioned against a vibrant, solid purple background. Scattered around the hand are several small, delicate pink flowers with green stems, adding a natural and artistic touch to the composition. The lighting is soft, highlighting the texture of the skin and the sheen of the nail polish.

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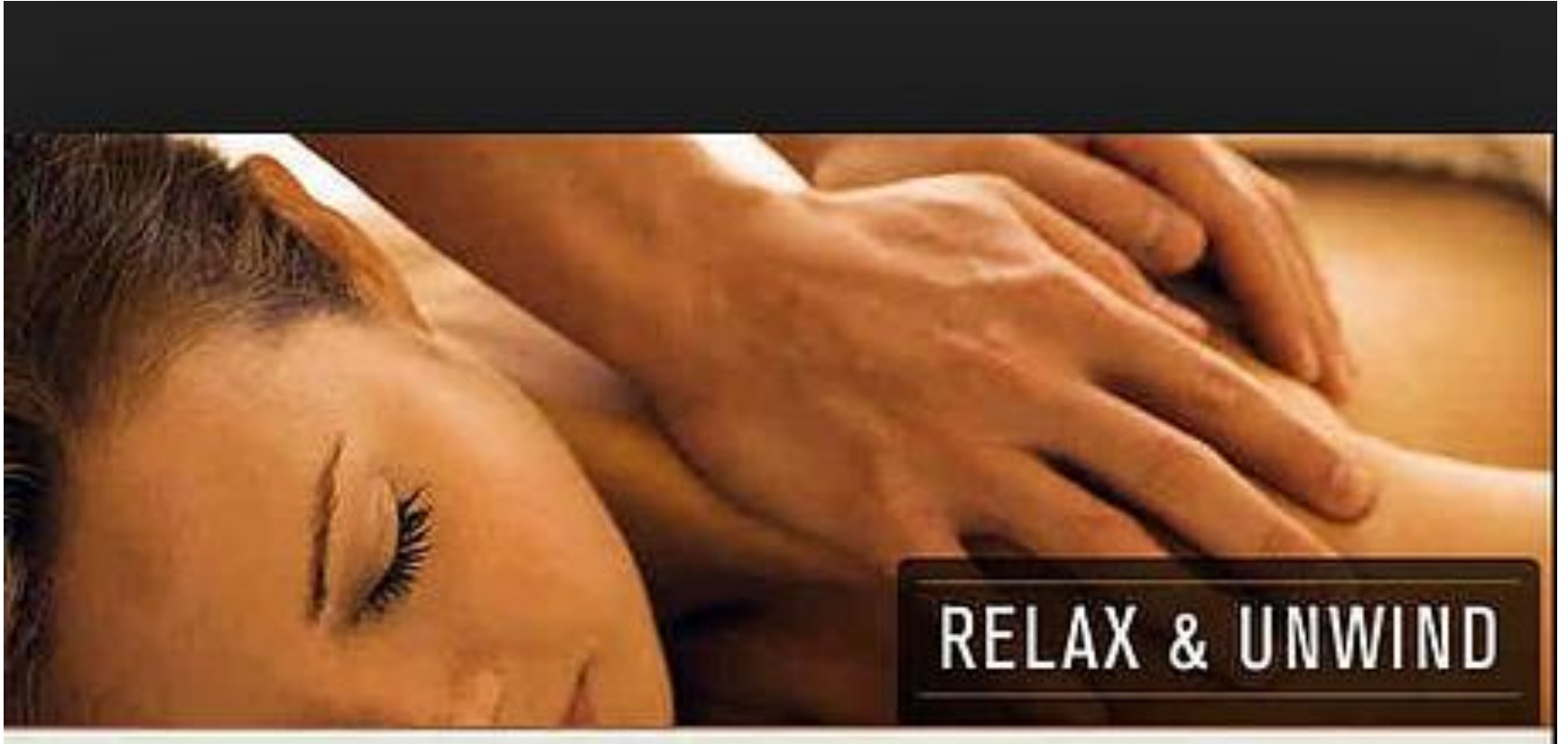
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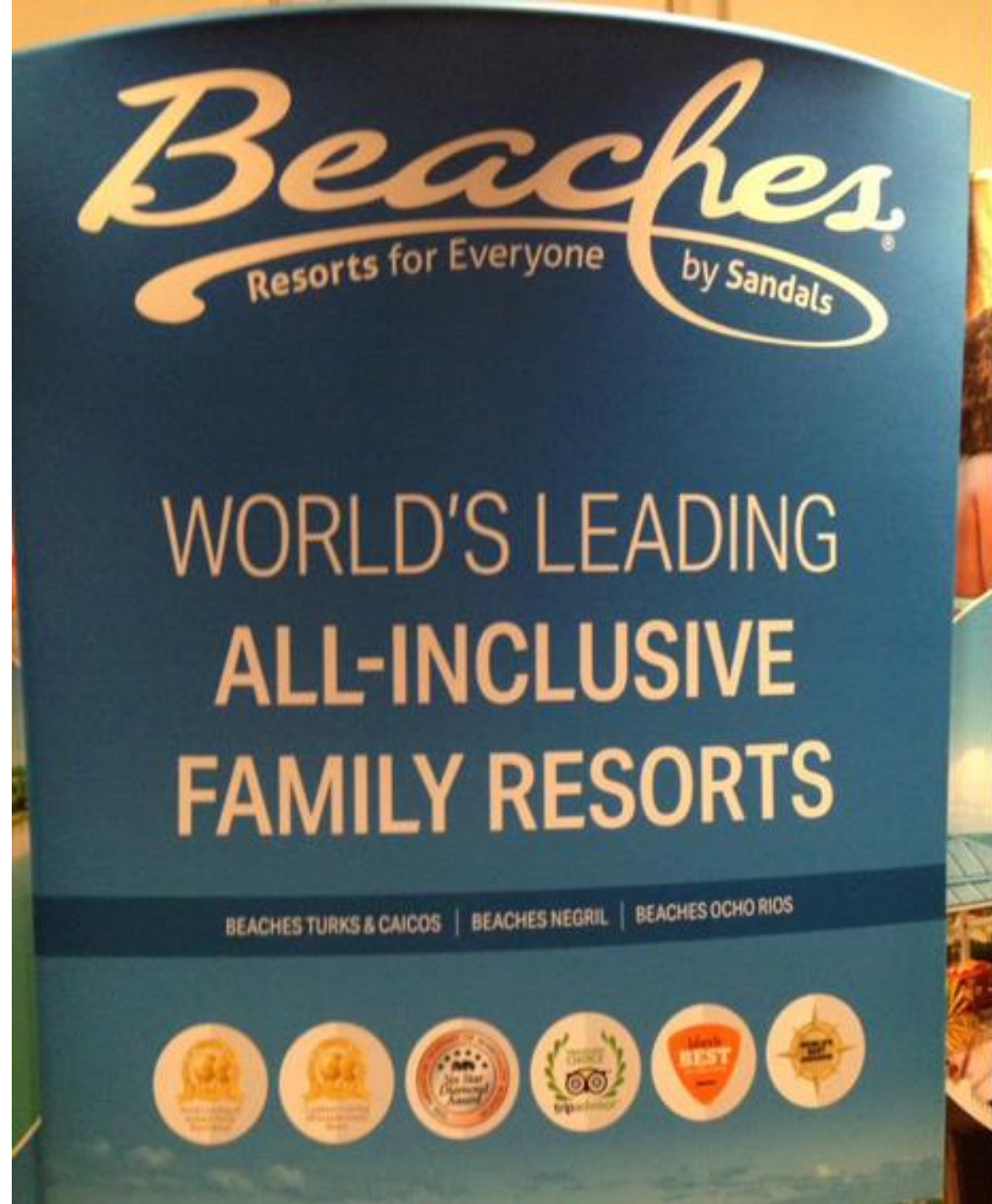
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### Meal Plan, Grocery List, Snack Ideas

Nutrition is 80% of the battle, so it's important that you have a blueprint to follow. I will provide you with a custom meal plan based on your current caloric needs and goals that is easy to follow which will allow you to stick to it long term.



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**Tasheema Fair**  
Health & Wellness Coach

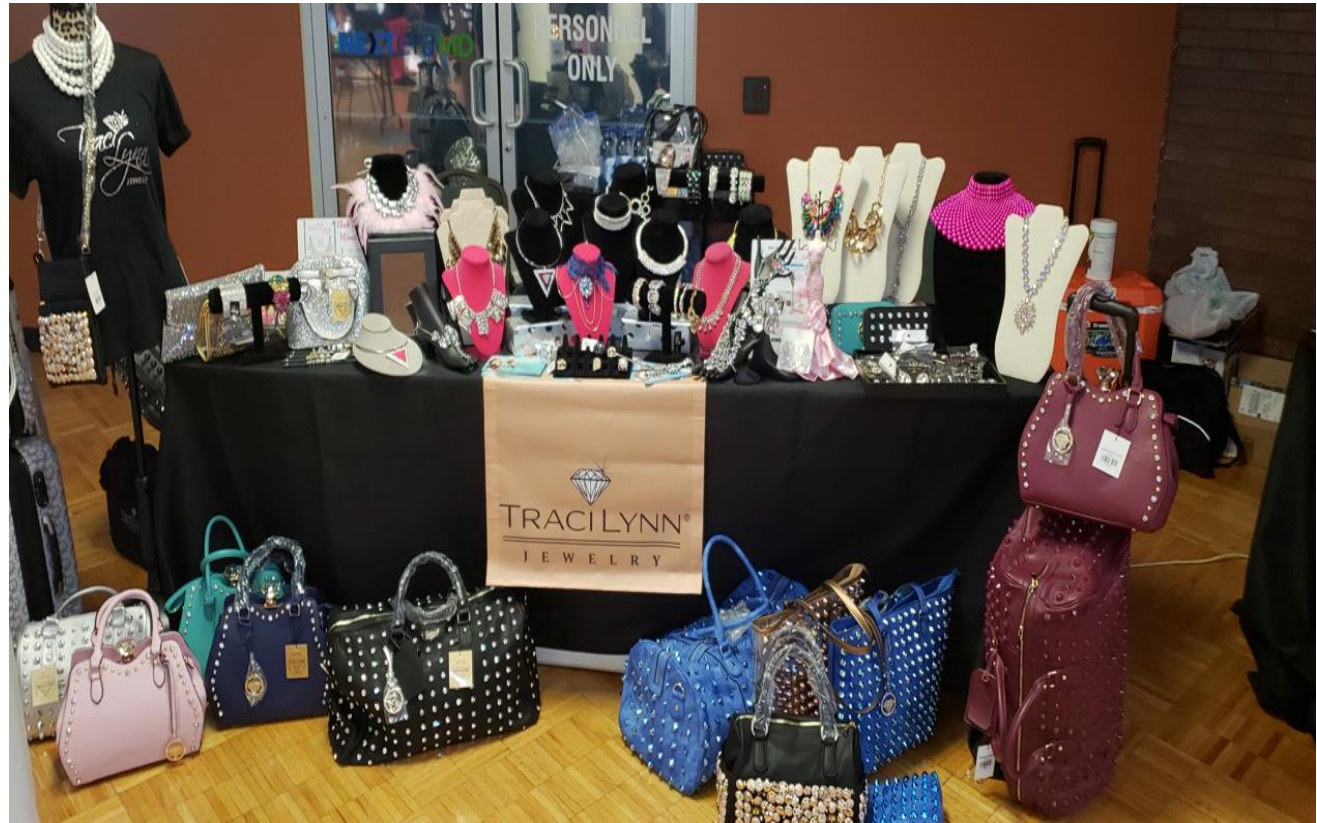
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**Dave Holliday**

*Owner/Installer of ShelfGenie East Tennessee*

Originally from New York but a Tennessean since 2000, Dave had a productive career in



**Kelli Holliday**

*Owner/Designer of ShelfGenie East Tennessee*

Kelli grew up in New Tazewell and





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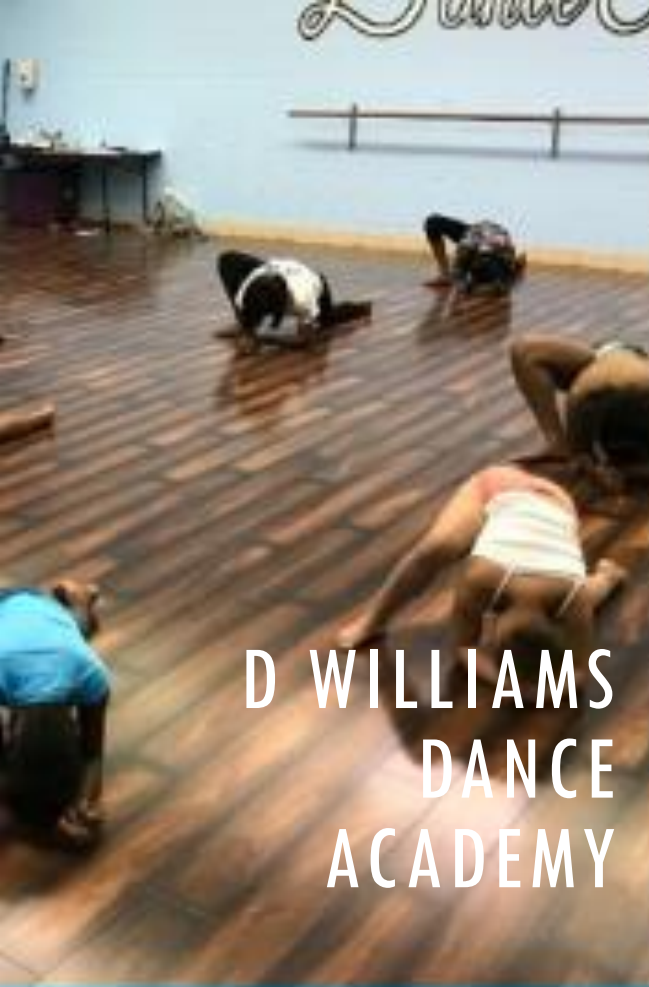
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**Chattanooga Convention Center**

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Logo on group Sponsor Banner	★	★	★	★	★	★

# CONTACT:



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

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