

SOUTH SHORE
WOMEN'S EXPO

The Region's Premier Event For Women
October 3, 2009 Radisson Hotel, Plymouth Harbor

SPONSORSHIP OPPORTUNITIES AVAILABLE

SHOW SPONSOR	\$1999	WELCOME RECEPTION	\$1299
<ul style="list-style-type: none">◆ Two 6' booths◆ Listing in all event promotions with company logo◆ Link on show website◆ Eight exhibitor passes◆ 50 complimentary tickets to event		<p>Exclusive VIP Reception Friday October 2, 2009 6pm-8pm</p> <ul style="list-style-type: none">◆ Prominent booth placement◆ Signage at reception◆ Recognition as sponsor on all printed materials and on website◆ 5 minute kickoff speech	

To customize a sponsorship package that meets your company's marketing needs, call 617-504-0013. Visit us on the web at www.eastcoastexpos.com

HOW WILL THE EXPO BE PROMOTED?

We will provide you and your business with maximum exposure and visibility through our comprehensive integrated marketing campaign. We will promote the event through the leading media sources in Southeastern Massachusetts including:

- ◆ Direct mail
- ◆ Internet
- ◆ Magazines
- ◆ Newspapers
- ◆ Radio

WHY SPONSOR?

Women control the wealth. Nearly \$14 trillion a year right now. That number is expected to grow to \$22 trillion by 2010. Currently, all by themselves, women are the 3rd largest "economy" on the planet.

Over 80% of all household purchases are made by women. Everything from cars to computers to home remodeling and landscaping to clothing and food.

Nearly 40% of women live in households with an annual income between \$50,000-\$100,000, and 12% live in households with an annual income over \$100,000.

Single women between the ages of 25-44 spend over \$200 billion each year.

Women's income and disposable income has increased 63% in the last few decades.