

POWER of HER

POWER OF HER • PO BOX 1235 • WOOSTER, OHIO • 44691

Thank you for being a vendor at The Power of Her® Professional Development Event, we hope you find the experience rewarding.

For your \$100 *traditional* booth fee, we offer an 8' table with 2 chairs, & 1 lunch. You may purchase **1 additional** lunch for \$20. Electricity is free & available upon request, please email Angie Giltner, angie@angiegiltner.com, with your electricity request.

There is absolutely no booth sharing, only 1 business is permitted per booth there are **NO** exceptions. You can purchase an additional table with all the above-mentioned amenities for \$100. We'll ensure your tables are side-by-side.

Prime vendor booth fee is \$175, **there are only 4 available**, so register early before they are gone. Prime vendors are in prominent locations for maximum traffic, we offer an 8' table with 2 chairs, & 2 lunches. Electricity is free & available upon request, please email angie@angiegiltner.com.

There are no refunds.

Your goals of being a vendor at The Power Of Her® Professional Development Event should be to:

- reconnect with current customers
- meet customers' friends, colleagues, & cohorts
- connect with new customers or prospects
- increase brand recognition
- network with fellow vendors
- sell your product or service
- set-up opportunities for future contact with prospects & customers

Vendor Requirement. All vendors are required to donate a door prize with a retail value of \$25+ that best represents their business. Please attach a short description of your door prize, along with a business card to the door prize, & give it to a Power of Her team member during set-up on October 2, 2023 [see below for more details]. Your organization's name & description provided will be announced when distributed for additional exposure. Your door prize will be displayed on the main stage during the event.

All participants will receive a door prize ticket upon entry. Door prizes will be given away during the closing ceremonies beginning at 2:00 p.m. in the auditorium, you're welcome to observe the festivities & listen to the speakers.

Tips to get the most reward out of being a vendor at The Power of Her® Professional Development Event

Attendees vote for their favorite vendor. The winner earns a free, prime vendor spot during 2024's event along with a "Ladies Choice Award" to display. Voters noted enthusiastic engagement as the #1 reason that made the vendor their favorite. Reason #2 was the aesthetically pleasing booths that drew them in to learn more.

Bring your own nametag. Attendees will receive a name tag. Vendors are responsible for bringing their own name tags.

#PowerOfHerWooster For maximum social media exposure, please use this hashtag.

Ask the gals with gold The Power of Her name badges. If you need assistance, please ask.

Promote your presence. It is your job to entice the ladies to your table.

Provide samples/examples at your table. They don't have to be big or expensive, just enough to give the ladies a taste or idea of what your product is & entice them to buy. Use lead generation magnets [contact Angie if you are unsure what this may look like for your business]. Service-based businesses can offer a POH discount or a complementary POH upgrade. If nothing else, have a candy dish.

Carefully consider price. Certainly, the point of your attendance at The Power of Her® Professional Development Event is to make a profit & gain loyal customers. However, make sure your prices are reasonable enough to be perceived as a value for the ladies. You're competing for their dollars with the other vendors. Consider any sales or promotions you may want to offer during The Power of Her® Professional Development Event, i.e., buy a product or service today & receive a 25% discount.

Design your booth with care! One of the biggest mistakes vendors make is a lack of clear messaging in their booths or poor product placement within their booths, which results in the ladies walking by without knowing what the company does or sells. Booths

that are attractive & well-planned get the most foot traffic. If a booth seems overstuffed with an ambiguous product/service or display, attendees likely pass by for the next vendor.

Have a conversation piece. The piece should reflect your business & cause ladies to stop & check it out more closely. i.e., a brief testimonial with a picture of your client, an award you or your business won, or something vintage that represents your business. Be creative!

Get the word out. While the Collaborative Leadership Team works overtime to make sure The Power of Her® Professional Development Event is well advertised. **Vendors must also do their part to promote the show.** The Power of Her® Professional Development Event is an opportunity to reach out to new customers & also strengthen your relationship with existing customers. Promotions could include personal invitations, social media, & email blasts before The Power of Her® Professional Development Event.

Factor in your personnel needs. While The Power of Her® Professional Development Event is a great experience, it can be exhausting. Make sure you have enough people to help you set up & tear down your displays & products. **SET-UP IS STRICTLY October 2, 2023, FROM 8:30 A.M.-4:00 P.M. sharp!** Tear down is immediately following The Power of Her® Professional Development Event at 3:00 p.m. Fisher Auditorium, 1680 Madison Ave., Wooster, offers a loading dock on the south side of the building. They also have flatbed carts to help transport the items to your booth.

Make sure you have enough promotional material! While most ladies attending The Power of Her® Professional Development Event are there to buy on the spot, others may want product information or contact information to make a purchase later. If you offer a service, there is a great potential to make further sales down the line. Ladies may want a catalog of your entire line, order forms to buy more products, or a business card to contact you later. Make sure you have enough materials on hand.

You never know where the next big deal or loyal customer will come from. Ladies attend the show, in part, to interact with vendors. It is important to treat every woman as if she could be your next big deal or loyal customer. You don't know who they know!

Network with your fellow vendors. They could be potential customers as well. You never know what synergies may exist, i.e., the skincare vendor in the next aisle may want to serve your cookies to their guests during an event.

Learn From Your Customers. The Power of Her® Professional Development Event is a valuable learning tool. Take the time to interact at length with the ladies, & listen to their comments. It could help you improve your future The Power of Her® Professional Development Event experience or even your product or service!

Be friendly & engaging! The Power of Her® Professional Development Event can be physically tiring, make sure booth staff are on their feet & ready to engage the ladies. Have an "elevator speech" ready as you have only a few seconds to capture their attention. Make sure staff know in advance what to say about your product or service in a concise, clear statement. Please follow proper booth etiquette. Always face the ladies & act friendly. Do not turn your back to have private conversations with colleagues or to talk on your cell phone as that can dissuade the ladies from approaching your booth. Staying out front & center of your table also draws ladies in.

Post-show planning is important too. Remember, The Power of Her® Professional Development Event does not end until 3:00 p.m. Vendors can't break down early, as there are still ladies who may want to buy from you! The most important job after The Power of Her® Professional Development Event is to follow up on sales leads. Be sure to set up a process for following up with leads & define steps to convert leads into sales prospects. Explore whether there is an effective way to contact prospects, through social media, e-mail, or direct mail, to bolster customers' impressions of your business.

Know your style & stick to it. Be YOU! Can you get inspiration from someone else & put your spin on it? Absolutely! Can you even sell similar items as other vendors? Of course! Make sure your products are consistent with YOUR brand. Your style represents your business, which is ultimately your brand. This can be hard when you see that some other vendor is selling a similar product like crazy. Just be YOU! [if you would like some guidance with this, please contact Angie]

Dress Code. It is recommended you dress professionally, yet comfortably, including comfy shoes. The weather is unpredictable in October, you may want to dress in layers. Once again, you know your business best, dress accordingly.

Complete satisfaction survey. We cannot improve or know what you would like in subsequent years if you do not communicate it.

Most importantly, HAVE FUN! Yes, the show can be a lot of work, but it is also a lot of fun. Your fellow vendors are great people & are a wonderful support system during The Power of Her® Professional Development Event. The ladies & other vendors will have even more fun if they recognize you are having fun too.

Final important tidbits...

- Vendors *do not* need to check in on the day of the event.
- If you have a goodie to distribute, i.e., chip clip, pen, etc., please do so at your table.
- If you wish to add an item(s) to the attendee's swag bags, you can be an event sponsor, see below.
- Vendors can have their own "give-a-way" at their tables. Please inform Angie if you would like to announce the winner of your table giveaway during the closing ceremony.
- Please pay close attention to the agenda for the day located on your table.
- Vendors are welcome to join the participants in the auditorium to hear the speakers.
- The name badges are for participants only, if you desire a name badge, please bring

your own.

▪ Vendors eat lunch at 11:20 a.m.; attendees eat at noon. You are welcome to eat at your vendor table or networking tables located throughout the event. Please help yourself to breakfast & lunch...& enjoy! **[breakfast will be available when you arrive 7:45 a.m. – 8:00 a.m.]**

Your registration as a vendor indicates that you agree with the terms set forth by The Power of Her® Professional Development Event.

There are no refunds.

WANT TO BE MORE VISIBLE TO PARTICIPANTS & FELLOW VENDORS? SEE BELOW!

Benefits of SPONSORSHIP

- Put your business out front with additional marketing exposure.
- Brand awareness & exposure to your target market.
- Increase your reach to potential new customers/clients.
- Re-connect/re-engage with current customers/clients
- Increase sales/connections during the event.
- Stand apart from your competition.
- Demonstrates community support.
- Create a lasting impression.

Exclusive Sponsors \$1,000

- optimal market power as *the only business in your industry* to stand above competitors
- sold on a first-come/first-served basis per industry
- creates an additional resource for the promotion of your brand
- prime visibility in all promotional materials, including programs, website, & social media
- prominent logo placement near the registration table & entrances
- placement of promotional material/items in swag bags, if desired
- 4 participant tickets, which include breakfast & lunch (\$200 value)
- 8' premier vendor table with 2 chairs (\$175 value) with prime placement in the main corridor

Title Sponsor \$450

- creates an additional resource for the promotion of your brand
- prime visibility in all promotional materials, including programs, website, & social media
- 2 participant tickets, which include breakfast & lunch (\$100 value)

- 8' prime vendor table with 2 chairs (\$175 value) with preferred visibility placement in the main corridor

Supporting Organization \$300

- creates an additional resource for the promotion of your brand
- visibility in all promotional materials, including programs, website, & social media
- 1 participant ticket, which includes breakfast & lunch (\$50 value)
- a traditional 8" vendor table with 2 chairs (\$100 value) with high visibility

Thank you for your sponsorship consideration!

For more details please visit our website: thepowerofher.us
or contact Angie Giltner, 330-465-3281; angie@angiegiltner.com

LEGAL DISCLAIMER: Due to the nature of the event, there are no refunds. The Power of Her® Professional Development Event, its volunteers, hosts, & anyone associated with the Event is not liable for your voluntary engagement in any portion of the Event including set-up, engagement in the Event, & tear down. In your consideration for the engagement & participation in the Event, you agree for yourself, executors, administrators, heirs, or successors will indemnify, hold harmless & promise not to sue The Power of Her® Professional Development Event, its volunteers, hosts, & anyone associated with the Event from any & all liability, including but not limited to, liability arising from the negligence of the Event, for your death, disability, personal injury, property damage, property theft, or any other damage or actions of any kind which may affect or impact you in any way arising from the Event.

