

POWER 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 \$75 *traditional* booth fee, we offer an 8' table with 2 chairs, and 1 lunch ticket. Additional lunch tickets are \$15/each. Electricity is free and available upon request, please email Angie Giltner, angie@empowerohio.com

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 \$75. We will ensure your tables are side-by-side.

Prime vendor booth fee is \$150, **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, and 2 lunch tickets. Additional lunch tickets are \$15/each. Electricity is free and available upon request, please email Angie Giltner, angie@empowerohio.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, and 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 and 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. Your organization's name and description provided will be announced when distributed for additional exposure.

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 are welcome to observe the festivities.

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

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

Ask the girls with gold The Power of Her name badges. On the day of the event, if you need assistance, please ask.

Provide samples. They do not have to be big or expensive, just enough to give the ladies a taste or idea of what your product is and entice them to buy. If nothing else, have a candy dish.

Carefully consider price. Certainly, the whole point of your being at The Power of Her® Professional Development Event is to make a profit. However, make sure your prices are reasonable enough to be perceived as value for the ladies. After all, you are 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.

Design your booth with care! One of the biggest mistakes businesses make is a lack of clear messaging in their booths or poor product placement within their booth, which results in the ladies walking by without knowing what the company does or sells. Booths that are attractive and well planned get the most foot traffic. If a booth seems over-stuffed with product or display is ambiguous, they will likely pass you by for the next vendor. Keep in mind, the participants will be voting for the Ladies Vendor Choice Award. The vendor with the most votes wins a free traditional booth for the following year's event, recognition on the website, and an award to place on your vendor table for years to come! Winner will be notified by email approximately one-week post-event.

Have a conversation piece. The piece should reflect your business and cause ladies to stop and 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 and promote your presence at the show. While the Collaborative Leadership Teams 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. It is your job to entice the ladies to your table. The Power of Her® Professional

Development Event is not only an opportunity to reach out to new customers, but to also strengthen your relationship with existing customers. Promotions could include personal invitations, social media, and email blasts prior to 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 and tear down your displays and products. **SET-UP IS STRICTLY THE DAY BEFORE FROM 8:30 A.M.-4:00 P.M. sharp!** Tear down is immediately following The Power of Her® Professional Development Event. Fisher Auditorium offers a loading dock on the south side of the building. They also have flatbed carts to help transport the items for your booth.

Consider ways to build a mailing list. You will have access to potential customers during The Power of Her® Professional Development Event. Plan for an effective way to add the ladies to your mailing list.

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 of those materials on hand.

You never know where the next big deal 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.

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

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 and engaging! The Power of Her® Professional Development Event can be physically tiring, make sure booth staff are on their feet and 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 and 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 and 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. It is important that vendors do not 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 and 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 and stick to it. Be YOU! Can you get inspiration from someone else and put your spin on it? Absolutely! Can you even sell some of the same things as other people? Of course! But make sure it is 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!

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 and are a wonderful support system during The Power of Her® Professional Development Event. The ladies and other vendors will have even more fun if they recognize you are having fun too.

Other important tidbits...

- Vendors do not need to check-in 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 item(s) to the participant's goodie bags, you can be an event sponsor, see below.
- Vendors can have their own "give-a-way" at their tables.
- 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.

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

**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 and 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 \$750

- 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 promotion of your brand
- prime visibility in all promotional materials, including programs, website, & social media
- prominent logo placement near the registration table & entrances
- 4 participant tickets, which include breakfast & lunch (\$160 value)
- 8' vendor table with 2 chairs (\$90 value) with prime placement

Title Sponsor \$450

- creates an additional resource for promotion of your brand
- prime visibility in all promotional materials, including programs, website, & social media
- 2 participant tickets, which include breakfast & lunch (\$80 value)
- 8' vendor table with 2 chairs \$90 value) with preferred placement

Supporting Organization \$250

- creates an additional resource for promotion of your brand
- visibility in all promotional materials, including programs, website, & social media
- 1 participant ticket, which includes breakfast & lunch (\$40 value)
- 8" vendor table with 1 chair available for *an additional \$75*

Thank you for your sponsorship consideration!

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

LEGAL DISCLAIMER: The Power of Her® Professional Development Event, its volunteers, hosts, and anyone associated with the Event is not liable for your voluntarily engagement in any portion of the Event including set-up, engagement in the Event, and tear down. In your consideration for the engagement and participation in the Event, you agree for yourself, executors, administrators, heirs, or successors will indemnify, hold harmless and promise not to sue The Power of Her® Professional Development Event, its volunteers, hosts, and anyone associated with the Event from any and 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.