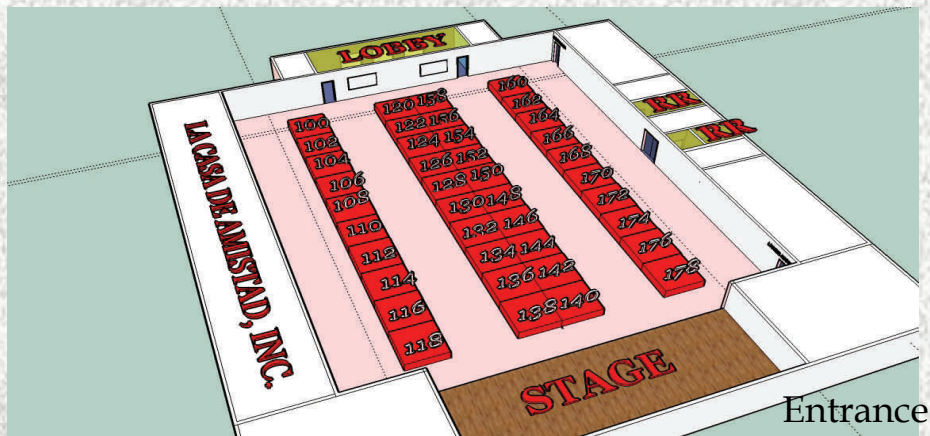


# Latino Women's Expo 2009 - Floor Plan



Bethel College GYM, Saturday, August 29

McKinley Av. Or. 20

Bethel College

Logan

Set up will be the 28th from 4:00pm to 6:00pm or  
the 29th from 8:00am to 9:00am.



Latino Women's  
Expo 2009

For more information please contact Laura Blankenship at  
laura03@lacasadeamistad.org or (574) 233-2120

La Casa de Amistad, Inc.

Youth & Community Center

Present

# Latino Women's Expo 2009

Saturday, August 29 9:00 am to 5:00 pm

Workshops & Exhibition

Place: Bethel College

1001 Bethel Circle Mishawaka, IN 46545



The Mission of the Latino Women Expo  
is to empower the Woman within  
the Michiana  
community by providing Healthy,  
Wealthy and Educational information.

746 S. Meade St. South Bend, IN 46619

Phone: (574) 233-2120

www.Lacasadeamistad.org

## Reaching Women is a Budget Priority

Connecting to women's needs and lifestyles is one of the biggest untapped opportunities, according to Faith Popcorn, futurist and author of "Evolution". Tom Peters agrees. In "Circle of Innovation", emphasizes, "It is a ridiculously rare corporation that takes advantage of the women's opportunities. "What a costly mistake."

- buy 65% of all new cars and influence 80% of all vehicle purchases.
- purchase 82% of all groceries.
- account for 81% of all retail purchases.
- purchase 81% of all products and services.
- manage or own 1/3 of all businesses.
- purchase 80% of all healthcare.
- influence 80% of all luxury and family travel.
- spend over 2 Billion Dollars on personal care products.
- purchase 50% or better in traditional "male "categories, such as automobiles and electronics.
- comprise more than 52% of all online users.
- represent 47% of the nation ' s workforce.
- comprise 50% of all business travelers.
- control over 62% of all wealth.

## Connect with your Female Audience

Equality, fun, educational and interactive experience, Latino Women's Expo will be filled with exhibitors from various businesses and professions and includes workshops product and, entertainment, demonstrations, health screenings, women's community organizations, networking, door prizes, and fabulous marketing potential.

## Your Business will Profit From...

- Public Relations
- Meeting a lot of (new) women buyers in a short period of time
- Building a 'relationship' with a potential customer
- Using a great venue to close sales
- Feeling the 'pulse' of the industry
- Demonstrating your products /services
- Promoting awareness of your company and its capabilities
- Researching potential acceptance of new company initiatives
- Visibility of your brand
- Visibility of image
- Vendor networking
- Educational opportunities
- Community interaction
- Quality production
- Customer service



## Latino Women's Expo Rates & Info.

Options for promoting your business at  
Latino Women's Expo.

### Booth Prices All booths include:

2 chairs

Company ID Sign

2 Exhibitor Badges

<i>OPTION</i>	<i>COST</i>
9' x 9' Single Booth. Corporation .....	\$100.00
9' X 9' Single Booth. Small Business .....	\$ 80.00
Corner Booth add .....	\$15.00
Electricity .....	\$5.00

\*Corporate include 4 lunch & 1/2 Page ad, Small business include 2 lunch & 1/4 page ad.

## Sponsorship Opportunities

Sponsors stand out with Recognition in the program distributed prior to the show. Website advertising. Workshop and speaking opportunities. 4 Free Tickets.

### Sponsor \$300 and more will be provided with:

1. Website Sidebar Listing
2. Link to your website.
3. Description about your company on the Sponsors Page.
4. Company name included on all media advertising.
5. 9' X 9' Booth
6. Exhibitor Ad