



THE **ULTIMATE**
TRADE AND **CONSUMER EXPERIENCE!**

YOUR **WOMAN'S WORLD** **EXPERIENCE = SUCCESS!**



Everyone will agree that marketing and media have changed dramatically over the past few years. Businesses are overwhelmed with advertising and promotional ideas each and every day. Time constraints impact the way people buy and make their consumer decisions.

“Woman’s World” will allow the time as well as provide the vehicle and venue to build the important relationships which can and will lead to the development of credibility and loyalty.



There are as many advertising options available as you have the money for: Newspaper, radio, television, internet, mail, magazines, outdoor placements...

They are all effective when used correctly, the timing is right, and their visibility level is suitable for your product or service. The strength of **“Woman’s World”** is that we take all these mediums and use them to your advantage to promote a dynamic shopping experience in one convenient three day window.



Every sales person and business owner understands that personal contact is the most effective form of interaction. You can shake hands and begin building relationships with your prospective customers. Let’s face it, relationship building is the most effective way you will do business in these ever changing competitive times. . . referrals then follow.



Woman’s World will:

- Allow you the opportunity to create or enhance positive public relations for your business
- Allow you to brand, generate leads and sales, provide important market research and strengthen marketplace credibility and visibility
- Allow you to create a strong business impression in a positive, comfortable, unique atmosphere to help build a continuing presence in a target demographic



DON'T MISS IT!

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The Concept

The “**Woman’s World**” concept was created in support of the Law Enforcement Guardians. The Law Enforcement Guardians are a Provincial group of Law Enforcement members and committed volunteers who have devoted their time and efforts to Saskatchewan’s Youth In Need. The Guardians are committed to helping several local and Provincial charities with the objective of helping today’s youth grow into leaders of tomorrow.

The Opportunity

It’s the ideal opportunity for you to showcase your products or services to a large, enthusiastic, target audience. This exciting 3-day event in each major Saskatchewan market will focus on the varied passions of all women.

Clothing, jewelry, health care, electronics, fashion, fitness, renovation tips, hobbies, security products, cameras, computers, automobiles, motorcycles, spa and relaxation getaways, all the “stuff” every woman wants and desires for her home, office, yard, cabin, or personal interests. Oh, and did we mention prizes, food and beverages!! What do all these and much more have in common??

Ladies love spending time and money on their passions, interests and the latest trends in the marketplace. (Plus of course their families and loved ones.)

Women want to explore new ideas and products in an atmosphere that is comfortable, unique, and offers unending potential and options. “**Woman’s World**” will be transforming over 100,000 square feet into a “destination” atmosphere, offering the perfect setting for business and relaxation.

If your business targets WOMEN, then “**Woman’s World**” is for you!!

The Community

When you do business with “**Woman’s World**”, you do more than exercise the opportunity to promote your business and increase your potential for success. You will be giving back to your community. “**Woman’s World**” is committed to the Law Enforcement Guardians and our Youth In Need who will receive funding from every show, every year. We all want to be good corporate citizens.



WOMAN'S WORLD

WILL BE EXPOSED TO...

- Over 100,000 females between the ages of 19-74 in each major market
- 49,000 females who are married or in a relationship
- 33,000 single females
- 18,000 divorced or separated females
- 500,000 females in Saskatchewan
- Average family incomes of over \$65,000.00
- An advertising campaign exceeding \$150,000.00 in value

Suggestions to ensure success once you have secured booth space at "Woman's World"

1. Confirm why you're there and what you want to accomplish. Leads? PR? Branding?
2. Send your most successful employees to "Woman's World". It may also be the place to train rookies!
3. Be sure your team working "**Woman's World**" knows what your main objectives are, and make everyone accountable for what the results are going to be. This will be achieved through the reporting systems you develop. A lead or sales log can be a great way of measuring results and holding staff accountable.
4. How many staff will you need to achieve your goal? Remember, on average it will take 6-7 minutes to effectively speak to a qualified contact at "**Woman's World**".
5. Make a list of everything you need or may need to successfully run your booth.
6. Do a mock up of your "**Woman's World**" booth before the show, so that you can make changes if necessary.
7. If sales are your goal, how are you going to achieve that? Think about booth setup, taking credit cards and interac. Where will you set up your cash table? Be specific and think through all the details in order to ensure your success. Be sure there are no surprises that might affect your ability to achieve your goal.
8. Ensure that your signage is professional, concise, and has the name of your company/business and contact information if applicable.
9. Think about how you will measure your results after "**Woman's World**" and don't forget to network with other exhibitors.
10. Have fun, profit from the experience both financially and personally... and finally make sure and secure your spot in both next year's "Woman's World", as well as the return of the one of a kind "Man Show" should your products or services suit the male market.

Can you afford to access the benefits provided by "Woman's World"?

Very simply, you can't afford NOT TO!!

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www.itsawomansworld.ca