



MODERN WOMAN SHOW & EXHIBITION



Who are we?

The Modern Woman Show & Expo is a hub for the discerning palate - those with a hunger for food, travel, fashion & beauty. We have created a space for entrepreneurs to share their passions, and to be the breeding ground for ideas & excitement - - *for an inspired lifestyle.*

Join us on **Saturday April 22nd & Sunday April 23rd 2017 at Prairieland Park** for the most anticipated women's event of the year. Established in 2012, the Modern Woman Show sees over 4000 attendees each year with continued growth.

Explore hundreds of boutique pop-up shops, uncover everything from the unique to the extraordinary in fashion, accessories, jewelry, home décor, decorating and remodeling, healthy living and much more! Take part in make-up and fitness tutorials and chef demonstrations; sampling the latest in local fare.

This event is proud to be behind a mission that empowers women to make their voices stronger, their influence bolder, and their support of one another unsurpassable.

Modern Woman Show is 'the' marketing event for your business.

Why join all the fun?

- ✓ Showcase and demonstrate your products and services – *no other form of advertising gives you this direct contact to your target demographic*
- ✓ Connect with new customers – *our show continues to attract new attendees with an advertising budget of over \$60k*
- ✓ Generate on-site sales – *new product to show? Or maybe you want to get rid of old stock in your inventory!*
- ✓ Increase brand awareness through promotions before, during, and after the show – *our advertising packages can be customized for your budget.*
- ✓ Grow your database and social media following – *collect information and create contacts for upcoming promotions.*
- ✓ Service and strengthen relationships with existing customers – *reconnect with previous or existing customers*
- ✓ Network with other awesome businesses – *establish connections for cross marketing throughout the year*

We do all this at cost effective packages for any budget. Compare our impressions with other form of advertising- Fact: one 30 second radio ad in Saskatoon is \$55 and up or a ¼ page color print ad is \$400 and up.

Sponsor the Event

What you get	Presenting \$7,500	GOLD \$4,000	Silver \$2,500
Newspaper advertising min. 5 ads Value \$6,000+	"Presented by" + Logo	Prominent Logo	Medium Logo
Logo inclusion in other print media Value \$3,000+	"Presented by" + Logo	Prominent Logo	Medium Logo
500 Posters given to vendors and placed throughout Saskatoon and surrounding area Value \$2,000+	"Presented by" + Logo	Prominent Logo	Medium Logo
Company logo on event tickets Value \$2,000+	"Presented by" + Logo	Medium Logo	
Company listing within radio air promotions Value \$10,500+	"Presented by" in all 200+ Ads		
Company logo on 3+ billboards throughout Saskatoon, SK Value \$3000+	"Presented by" + Logo		
Social Media promotions *prominent logo on Website	•	•	•
Blog interview on website Value \$1000+	On location Photos for Blog post	On location photos for Blog post	Studio Photos for Blog post
Includes these booth packages Value \$700-\$1700	8x30 (240 sq ft)	8x20 (160 sq ft)	8x10 (80 sq ft)
Opportunity for inclusion in 200 Tote Bags Value \$2000	•	•	•
Social Media Takeover Pkg Value \$100+	•	•	•
VALUE	\$31,000+	\$16,800+	\$14,500+

*Please contact Chantal Schulte, Event Organizer at 306-227-7705 or email at info@modernwomansaskatoon.com if you would like to discuss other options of sponsorship.

What are my other options?

All options come with a complimentary social media reputation seminar – date TBA

Platinum Booth Space:

8'x 20' booth including standard electricity
4' side, 10' black drapery
2x draped 8' tables with 4 chairs
8 staff wrist bands
15 complimentary event tickets
Before Sept 30th \$900 After Sept 30th \$995

Standard Booth Space:

8'x10' booth including standard electricity
4' side, 10' black drapery
Draped 8' table with 2 chairs
6 staff wrist bands
10 complimentary event tickets
Before Sept 30th \$600 After Sept 30th \$695

*Additional space above packages available at \$4.50/square foot.

The Marketplace:

This space is allocated to smaller artisan vendors only-Must be approved by Show Producer

Fully draped 4' table with chair
2 staff wrist bands

5 complimentary event tickets

\$200 for one event day or \$350 for weekend

What are all the other ways to get involved?

Modern Woman Top Ten Tote
The Runway Fashion Show
Social Media Takeover
Let's Put you on the MAP
Put me on stage!
We be Bloggin'
The 'party' Cart

Inquire about sponsoring event Wi-Fi, naming the Stages & the VIP Lounge.



2017 Modern Woman Show & Expo Application

Company Name

Contact Name and Title

() _____
Phone

Email Address

Mailing Address (this is where your vendor package will be mailed 4-6 weeks prior to the event)

City

Province

Postal Code

www. _____

Website (if available)

Facebook Link (if available)

The Menu

Standard Booth Space _____ **\$600 Before Sept 30th** _____ **\$695 After Sept 30th**

- 8x 10' booth with 4' side, 10' black drapery, 8' draped table with two chairs
- 10 complimentary event tickets
- 6 staff wrist bands to work the event

Platinum Booth Space _____ **\$900 Before Sept 30th** _____ **\$995 After Sept 30th**

- 8' x 20' booth with 4' side, 10' black drapery, 2 x 8' draped table with four chairs
- 15 complimentary event tickets
- 8 staff wrist bands to work the event

Additional space at \$4.50/square foot. I require _____ square feet additional

The Marketplace _____ **\$200 for Saturday April 22nd** _____ **\$200 for Sunday April 23rd**
_____ **\$350 for weekend**

- 4' draped table with 1 chair
- 5 complimentary event tickets
- 2 staff wrist bands to work the event

'Learn & Shop' This is a unique way to participate in the event by having an interactive workshop area within the Modern Woman Show. Want to teach up to 20 people a skill or craft? We take care of the advertising and give you the space (tables, chairs, and sound system).

\$350 for a 90 minute time slot _____

*We charge the attendees for their participation and they receive free access into the event. Fees vary on your costs to provide materials, etc. You would decide on the attendee participation fee with event organizers and receive this amount for each participant that attends your workshop.

I require: _____ additional staff passes @ \$8/each.

*No vendor staff will be allowed entry without a ticket or staff passes. We require these for security purposes and the safety of your booth.

What's for Dessert?

Add these great options to your package to optimize your experience before and during the show.

Modern Woman Top Ten Tote

The first 100 attendees each day will be given a *Modern Woman Top Ten Tote Bag* filled with promotional items. Your company will have the opportunity to include a free gift, sample, or coupon. This is an optional add-on but a great way to drive customers back to you during or after the event!

** Limited Availability**

Price with a booth \$50 _____ Price without a booth \$150_____

The Runway Fashion Show 6:30 p.m. Saturday April 22nd Hall C

Join the VIP experience and have your wears showcased in front of over 400 Modern Woman guests. This Runway Show is not to be missed with VIP tickets selling out within a week of release. Only 8 stores will be featured this year! **Subject to availability and approval of event committee**

Includes:

- 8 looks picked by you during scheduled fittings
- 16 professional models to rock your clothing, accessories, or shoes
- Logo Inclusion on projected screens during the Fashion Show, on website, event program, and all promotional fashion show material

\$100_____to participate and requires a promotional item (Qt 175) for "VIP SWAG BAGS"

Social Media Takeover

We love connecting with our show consumers and we want to feature you in FIVE posts over one week leading up to the show. Our social media gurus are ready to showcase your business to our growing social media platforms. Your post will be shared to our Facebook Page, Twitter, Instagram, and Google Plus pages. Giving you optimal online presence!

\$100_____

You're on the map

Give us your *logo* and we will put it on our map of the event. Every attendee will be walking around with this program and map – let your name BE SEEN!

\$25 _____ *Please email us a jpeg version of your logo by March 15th 2017*

Put me on stage!

You have something to say and we have a platform.

I want an 4x8 stage at my booth \$100 each _____

I would like to use your beautiful stage with professional sound system and technician \$150/hour _____

We be Bloggin'

You should probably check out our blog. We love to feature our vendors!! Our posts have an average of 4,000-10,000 views. WOW!! www.modernwomansaskatoon.com/mwsblog

You have a few options:

- ❖ Let us come to you. We will interview you and take professional photos doing what you do best in your industry. _____\$225 (you get 3 digital edited photos from deMo Photography)
- ❖ Come to us and have a studio session. We will still do your interview and create a great blog post! _____\$175 (you get 3 digital edited photos from deMo Photography)

The 'party' Cart

Want to increase the crowd around your booth? We can place the mobile drink station in front of your booth. This lovely addition can be added to your package for \$50/hour. First come first 'served' for date/times.

_____ I would like The 'party' Cart *maximum of 2 hours– cannot be consecutive hours.

Name the Fashion Show Stage \$1000_____ Sponsor the VIP Fashion Show Lounge \$750_____

Sponsor the event Wi-Fi \$2000_____ Add 1 Change Room \$30 Add 2 Change Rooms \$60

Time to add it all up

Total Booth/Sponsorship Cost \$ _____
Additional Staff Passes (\$8 each) \$ _____
Modern Woman Top Ten Tote \$ _____
The Runway Fashion Show \$ _____
Social Media Takeover \$ _____
You're on the MAP \$ _____
Put me on stage! \$ _____
We be Bloggin' \$ _____
The 'party' Cart \$ _____
Additional Add-ons \$ _____

SUBTOTAL \$ _____

GST# 840 968 630 RT001-5% GST \$ _____

TOTAL \$ _____

50% Due with Application \$ _____

Balance Due January 15th, 2017

*Please check _____ to authorize auto credit card payment on Jan 15th 2017.

Once completed, please mail or email info@modernwomansaskatoon.com

Please make cheques payable to **Project Posh Events** and send all applications to:

Project Posh Events, Attn: Chantal Schulte
319 29th Street West Saskatoon, SK S7L 0M2

If you would prefer to call in your credit card information call Chantal Schulte, Event Producer 306-227-7705

S o what are you selling?

Please outline what items will be promoted at this event – be detailed with brands and services:

The fine print.

It is hereby agreed that the undersigned will abide by the rules and regulations set forth in this agreement. The acceptance to exhibit by or on behalf of Project Posh Events shall constitute a contract.

- 1) The exhibitor(s) agree to pay all contracted and requested services to Project Posh Events & Marketing, and its suppliers, and to protect, indemnify and hold harmless the event and any venue in which the event takes place.
- 2) Refund & Cancellation policy: Cancellations more than 90 days prior to the event will be subject to pay 50% of the total charges. Cancellations 90 days or fewer to the event will be subject to 100% of the total charges.
- 3) The event will provide overnight security but assumes no liability for theft or loss of any kind. Insurance shall be the sole responsibility of the exhibitor.
- 4) Exhibitors agree to be solely responsible in acquiring all permits and licenses required for the sale and/or promotion of their products and/or services. If you are a food vendor please provide the proper license to the show producer.
- 5) Exhibitors hereby agree to observe and adhere to all provincial and city bylaws pertaining to but not limited to fire, health, safety, and food handling, and accept sole responsibility for any fines or loss of revenue due to any violations.
- 6) A minimum 50% deposit and signed contract are required to secure any discount offers and reserve your space. Your final payment is due no later than January 15th 2017.
- 7) All cheques and money orders can be made payable to Project Posh Events. Accepted forms of payments are Visa, Mastercard, cheques, money orders, and cash. NSF Cheques will be subject to a \$30 processing fee.
- 8) Exhibitors are not permitted to sublet their booth to another company or persons.
- 9) Exhibitors are required to be present or have someone present at their booth during all event hours.
- 10) Project Posh Events is authorized to rescind all applications from vendors and terminate vendor booths if they seem unfit.

Contact Chantal Schulte, Event Producer 306-227-7705
Email: info@modernwomansaskatoon.com Website: www.modernwomansaskatoon.com

I hereby apply for event space. If accepted, I agree to the Terms and Conditions in this agreement.

Signature: _____ Date: _____

Print Name: _____



Payment & Credit Card Payment Authorization Form

Sign and complete this form to authorize Project Posh Events to make a debit to your credit card listed below or indicate payment method/

By signing this form you give us permission to debit your account for the amount indicated on or after the indicated date.

Please complete the information below:

I _____ authorize Project Posh Events to charge my credit card
(full name)
account indicated below for _____ on or after _____. This payment is for
(amount) (date)

(description of goods/services)

Billing Address _____ Phone# _____
City, Prov, Postal Code _____

Account Type: Visa MasterCard E-Transfer Cheque

Cardholder Name _____

Account Number _____

Expiration Date _____

CV _____

Please send E-Transfers to info@modernwomansaskatoon.com Password: mwse

Cheques payable to Project Posh Events 319 29th Street West Saskatoon SK S7L 0M2

SIGNATURE _____ DATE _____

I authorize the above named business to charge the credit card indicated in this authorization form according to the terms outlined above. I certify that I am an authorized user of this credit card and that I will not dispute the payment with my credit card company; so long as the transaction corresponds to the terms indicated in this form.