



EXHIBITOR PROSPECTUS



Spring at Last Expo and Getaway™

Fun Face-to-Face Marketing & Selling Opportunities Targeting Men, Women, Families (and Pets!)

Winter is over. It's time to defrost your sales pipeline! People are emerging from their toasty homes, and are getting ready for spring. They are eager to have fun with friends and family, get started on those home improvement projects, explore unique travel destinations, and resume their hunts for products and services that will improve their lives. The guys are cleaning out their tackle boxes and getting their fishing lines ready. The ladies are looking forward to sprucing up their homes and wardrobes. Now's the time to catch their attention before their social calendars are completely booked.

If your company targets men, women, children or even pets, (okay, we realize that covers everyone), then you must keep up with their buying habits and continually talk with them about their changing needs. One of the best ways to do this is to talk with them face to face, in a relaxed, fun environment such as the Spring at Last Expo and Getaway.

THIS SHOW IS IDEAL FOR (BUT NOT LIMITED TO!) SUCH PRODUCTS AND SERVICES AS:

- Automotive
- Beauty
- Books, magazines, newspapers and other media
- Clothing
- Entertainment
- Exercise equipment
- Gifts
- Health and fitness
- Home decor
- Home remodeling
- Hunting and fishing
- Insurance
- Jewelry
- Landscaping
- Outdoor décor
- Personal care
- Pet supplies
- Safety
- Sporting goods
- Travel destinations

What You Should Know About This New Show

- **Local and regional businesses have asked us to produce this show.** They wanted an event where the guys could find things of interest to them including fishing and hunting, the women could follow their own interests, parents could make joint decisions about products for their kids, and they could even find ways to pamper four-legged family members or set up beautiful aquariums.
- **Most women are the principle shoppers in their households, but big purchases are generally joint decisions.** Globally, women control or influence approximately \$12 trillion of the overall \$18.4 trillion consumer spending.¹
- **Men are waiting longer to get married.**² They're making more of their own purchase decisions.
- **Got a product for kids?** This is your chance to talk to parents. Ask them for feedback about how their kids might respond to your products.
- **Pet parents are big spenders.** The pet market is expected to rise from \$53 billion in 2009 to more than \$70 billion in 2014³. There is strong demand for products and services that will pamper pets and keep them healthy.



1. Boston Consulting Group
<http://www.bcg.com/media/PressReleaseDetails.aspx?id=tc:12-28183>
2. 2010 U.S. Census
<http://2010.census.gov/2010census/>
3. <http://www.packagedfacts.com/Pet-Outlook-2553713/>

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Your Success is Our Success!

Through extensive consumer research, we produce established, proven consumer expos focusing on highly profitable markets. Our expos give exhibitors and marketing partners excellent venues for face-to-face sales, introducing new or updated products, test marketing and surveys, and providing information about their company's services.

Our expos are nationally recognized models because of their growing success, solid reputation for management's attention to detail, and ability to draw thousands of high caliber attendees per show.

Join us as a marketing partner or exhibitor, and reach the affluent, well educated and socially conscious buyers. Our events sell out quickly, so early registration is recommended.

Vision Statement

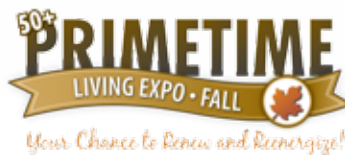
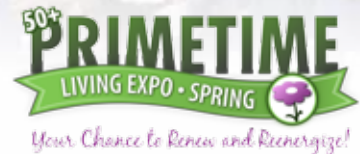
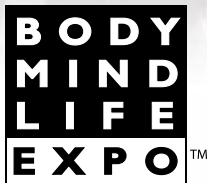
To provide interactive expositions and special events to benefit attendees by offering products, services and entertainment that will help them achieve health, balance and success in all areas of their lives. To bring our exhibitors socially conscious, educated consumers with a middle to high-income level who are most likely to buy and use their products, services and information.

Contact Us Today!

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Six OUTSTANDING Consumer Shows!

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