



Minneapolis
Convention Center



Enhancing Where You Live.

EXHIBITOR PROSPECTUS

Enhancing Where You Live!

American women have tremendous influence over the huge home decorating and design market. This burgeoning category attracts women of all ages, particularly those with middle to upper level incomes who are always looking for ways to update their homes according to the latest trends in

design and products. From start to finish, foundation to design, women are the ultimate decision makers when it comes to their homes. Capture your share of this extraordinarily affluent market. From A to Z and everything in between, this expo has something for today's home shopper.

Exhibitor Categories

- Interior design consultants
- Wall and floor coverings
- Kitchen and bath products
- Home theatre / Lighting
- Home furnishings / Appliances
- Convenience products
- Remodeling and new construction experts
- Floral design
- Healthy home & family products
- Home office products
- Organizing solutions
- Garden products and landscape designers
- Holiday decorating & ideas
- Workshops and classes
- Family foods and cooking

Marketing Benefits

- Targeted expo marketing to attract your key buying demographics
- **FREE** online marketing for your business allows consumers to shop before the show
- **FREE** admission tickets to promote your show participation
- **FREE** expert advice to help you maximize sales and leads
- **FREE** mention in our high quality expo magazine distributed to 500+ Twin Cities locations as well as at the Expo. Unpaid Circulation: 25,000 to 35,000 each issue.
- Each expo supported and promoted by a professional public relations and advertising campaign including TV, radio, print and Internet. These include as many as 8,000 postcards, multiple e-mails to 11,000 past attendees, 75,000+ tickets distributed throughout the market, and much more! **Millions of impressions made per show!**

Exclusive Sponsor and Exhibitor Benefits

Mid-America Events & Expos offers an exclusive consumer online referral program. **This is a way for you to start getting new clients and sales BEFORE the show!** Visitors to our official Web site, www.101expos.com, can request expert advice in a number of categories prior to the show. We send these referrals, on a rotating basis, to sponsors and exhibitors within those categories who elect to be part of this program.

Meet Your Women's Home Expo™ Customer

- **94%** college educated
- **60%** annual income of \$41,000 or greater
- **61%** age 30 to 59

Women's Home Expo™ Exhibitor Feedback

- "Great ads, great staff, great set-up."
- "I was extremely impressed with the professionalism of the entire Expo staff."
- "Sales were made. Great networking opportunities were available."
- "New customers I would not have reached before."
- "Liked the Shop at the Show and free tickets to send out."
- "Good exposure to target market."



ESTABLISHED

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SUCCESSFUL



Mid-America EVENTS & EXPOS, INC.

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 sponsors 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.

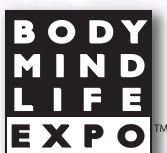
Join us as a sponsor or exhibitor, and reach the affluent, well-educated and socially conscious buyers. Our events sell out quickly, so early registration is recommended.

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!

Phone: **612-798-7256**
E-mail: expos@101expos.com
Web site: www.101expos.com



Four OUTSTANDING Consumer Shows!

ESTABLISHED

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