



*The Ultimate Girl's Day Out!*

**Mercer County Woman's Newspaper is proud to present the 12th Annual Head to Toe Women's Expo 2018. The Ultimate Girl's Day Out is a special day to celebrate being a woman.**

**Women will enjoy a day filled with fun, pampering and entertainment while learning about good health, food, fashion, finance, home, family and emotional wellness.**

**CONNECT WITH THE WOMEN WHO YOU DO BUSINESS WITH...OR WOULD LIKE TO**

Head to Toe Women's Expo is the one-stop showcase that New Jersey women rely on for information on the latest products and services for themselves and their families. The expo is the place to rediscover their all-time favorite companies or to find something altogether new. The expo is now being viewed as one of the best direct marketing opportunities for businesses and non-profit organizations in our area. It provides a way for you to meet your customers face to face. Ultimately this Expo is a way to provide exhibitors the opportunity to increase sales, attract new customers and to meet regular customers.

**It's A Woman's World at the  
Head to Toe Women's Expo!  
Saturday, May 12, 2018  
10 AM - 3 PM**

**Robbinsville High School  
155 Robbinsville-Edinburg Rd., Robbinsville NJ**

**For information call 609-865-9200 or visit  
[www.mercercountywoman.com](http://www.mercercountywoman.com)**



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## **SPONSOR PACKAGES**

**As a \$ 5,000 Title Sponsor you will receive (only ONE AVAILABLE):**

- Front Cover (bottom half) of Mercer County Woman's Newspaper for the May/June Issue
- 10-Customized :30 Commercials to air on 94.5 WPST (May 8 – May 12): 700,000 listeners
- Logo inclusion in all print advertising (Hamilton Post, Robbinsville Advance (April and May) and Mercer County Woman (March/April and May/June) **140,000 impressions**)
- Logo inclusions on 5,000 color postcards distributed to local businesses
- Prime location at Exhibit Hall & 8 x 8 Pipe & Drape Area (including 6 foot table & 2 chairs)
- Complete list of registered guests in excel spreadsheet (month after event date)
- Company literature &/or item in the Tote Bags
- Company logo, website and phone number printed on 1,000 Tote Bags (this will lock out your competition)
- Logo on event banner (8 x 4 Banner hanging outside of event area)

**As a \$ 3,000 Media Sponsor &Tote Bag Sponsor you will receive (only FOUR AVAILABLE):**

- 10-Customized :30 Commercials to air on 94.5 WPST (May 9 – May 13): 700,000 listeners
- Logo inclusion in all print advertising (Hamilton Post, Robbinsville Advance (April and May) and Mercer County Woman (March/April & May/June) **120,000 impressions**)
- Logo inclusions on 3,000 color postcards distributed to local businesses
- Prime location at Exhibit Hall & 8 x 8 Pipe & Drape Area (including 6 foot table & 2 chairs)
- Complete list of registered guests in excel spreadsheet (month after event date)
- Company literature &/or item in the Tote Bags
- Company logo, website and phone number printed on 1,000 Tote Bags (this will lock out your competition)
- Logo on event banner

**As a \$1,500 Tote Bag Sponsor you will receive (only SIX AVAILABLE):**

- Inclusion in Mercer County Woman (March/April & May/June): 40,000 impressions
- 8 x 8 Pipe & Drape Area (including 6 foot table & 2 chairs)
- Company logo, website and phone number printed on 1,000 Tote Bags (this will lock out your competition)



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## **BOOTH/TABLE PACKAGES**

**As a \$ 450 Booth Sponsor you will receive (only TEN AVAILABLE):**

You will be located along the perimeter of the main expo area and WILL have access to electric (need to bring long extension cords, as the outlet is located on a high column)

- 8 x 8 Pipe & Drape Area (including 6 foot table & 2 chairs)
- Listing as an exhibitor in all advertising

**As a \$ 300 Table Sponsor you will receive:**

Your will be located in the main exhibit area

- 6 foot table & 2 chairs (next to and back to back with another exhibitor)
- Listing as an exhibitor in all advertising

**As a \$ 150 Table Sponsor you will receive:**

Your table will be located in the hallway after the main exhibit area (wall behind you and vendors directly next to you)

- 6 foot table & 2 chairs
- Listing as an exhibitor in all advertising



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**12th Annual Head to Toe Women's Expo 2017  
Event Commitment Form**

<b>Title Sponsor</b>	<b>\$5,000</b>	_____
<b>Media Sponsor &amp; Tote Bag</b>	<b>\$3,000</b>	_____
<b>Tote Bag Sponsor</b>	<b>\$1,500</b>	_____
<b>Booth Sponsor</b>	<b>\$ 450</b>	_____
<b>Table Sponsor</b>	<b>\$ 300</b>	_____
<b>Hallway Table Sponsor</b>	<b>\$ 150</b>	_____

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email \_\_\_\_\_



As a past Head to Toe *The Ultimate Girl's Day Out!* sponsor/vendor you are given the first opportunity to pre-register for the 2018 Head to Toe Woman's Expo. If you wish to not pre-register, please remember we only allow 3 companies per category and one Home Demonstrator representative per company.

To hold your spot all deposits are due by December 15th. Final Payment due by March 2, 2018. On December 18<sup>th</sup> all categories will be opened up to all other interested parties!

### Deposits

A 1/3 Deposit is required to hold your space, NO refunds will be given. Final payments are due by March 2, 2018.

If you wish to make payment on a credit card or check, Payments will be deducted as follows:

- 1/3 Deposit (before December 15<sup>th</sup>): \_\_\_\_\_
- 1/3 On January 22<sup>nd</sup>: \_\_\_\_\_
- Remainder on February 26<sup>th</sup>: \_\_\_\_\_

Please enclose check, made payable to Stone Campbell Marketing— or enter credit card information below.

Name: \_\_\_\_\_

Card # \_\_\_\_\_

Billing Zip Code: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVV# \_\_\_\_\_

**Please submit completed form at time of deposit.**

**Remit Deposit To: Stone Campbell Marketing, 4081 S. Broad Street, Yardville, NJ 08620**

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**For Office Use Only:**

**Deposit Amount:** \$ \_\_\_\_\_ **Date paid:** \_\_\_\_\_ **Deposit # 2:** \$ \_\_\_\_\_ **Date paid:** \_\_\_\_\_

**Balance Due:** \$ \_\_\_\_\_ **Date Paid:** \_\_\_\_\_