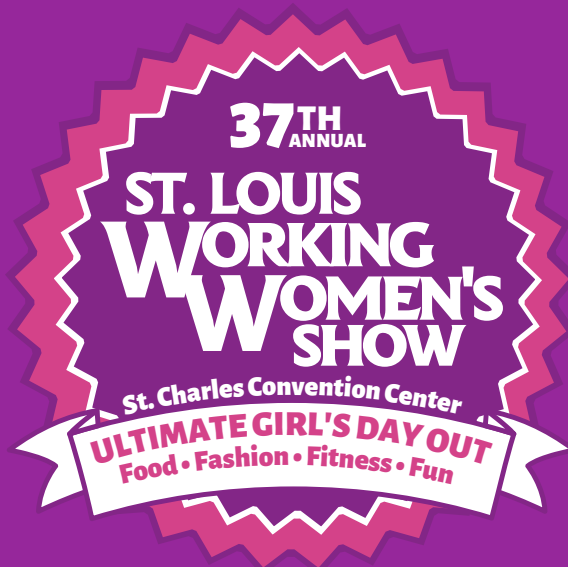




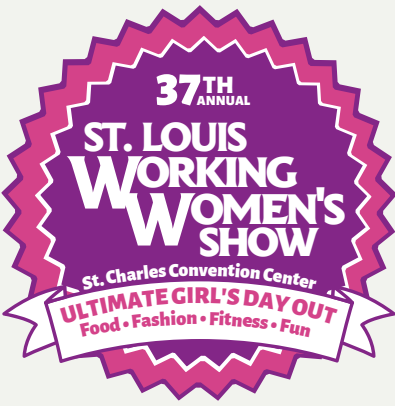
Sponsorship Opportunities



February 16-18, 2024
St. Charles Convention Center

Celebrating 37 Years in 2024!





Event Overview

The Ultimate Girl's Day Out

For over 35 years, the St. Louis Working Women's Show has been "The Ultimate Girl's Day Out! We have consistently offered the latest and greatest in food, fashion, fitness, and fun! The show is a unique opportunity for companies to market their products and services to thousands of women from all over the St. Louis area in one place at one time. In addition to the exposure that potential sponsors will receive at the show itself, they will also be part of the massive marketing campaign that will take place in the months before the show..



Dates & Times

Friday, February 16 - 11 am to 6 pm

Saturday, February 17 - 9 am to 6 pm

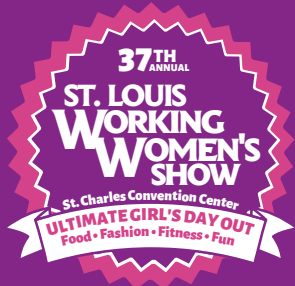
Sunday, February 18 - 11 am to 5 pm

Location:

St. Charles Convention Center

1 Convention Center Plaza Drive

St. Charles, MO 63303



By The Numbers...

Average annual number of tickets over three days:
30,000

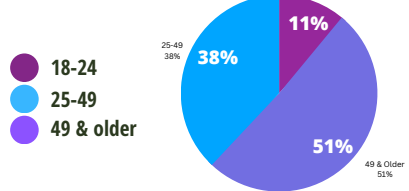
Number of booths:
300+

Number of years in business:
35+

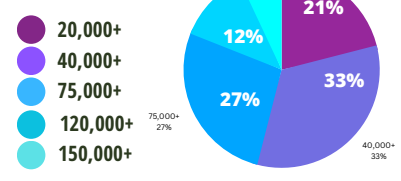
Square footage of Convention Center:
154,000 sq ft

Demographics

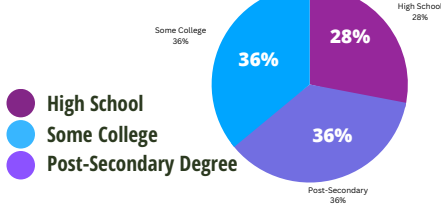
Attendee Age Breakdown



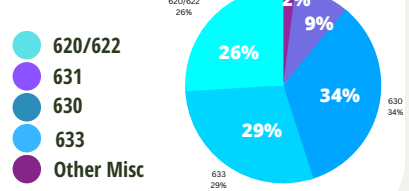
Household Income Breakdown



Education Breakdown



Zip Code Breakdown



Did You Know...

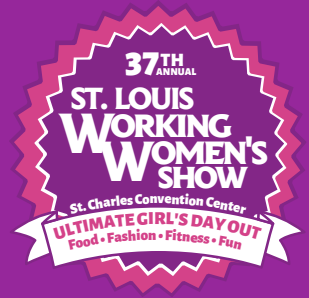
...that women make over 85% of consumer purchasing decisions

...more specifically, they make of 94% of the decisions on home furnishings, 93% of those on food, 92% on vacations, 91% of those on homes, and 85% of those on automobiles

...that the collective buying power of women in the United States constitutes the third largest market economy in the world

Take advantage of this unique opportunity to reach the most powerful consumer group in the country.

Sponsorship Benefits



Advertising

You will be featured in advertising such as:

- Television, streaming service and radio ads.
- Social media posts.
- Print ads in the St. Louis area newspapers.
- Billboards throughout the St. Louis area,
- Full color posters, handbills and counter cards distributed by promotional partners.
- Website, blog posts & email blasts
- Printed & digital show programs.

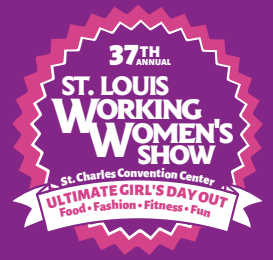
Show Tickets & Exhibitor Booths

In addition to media exposure, you will receive:

- Complimentary single tickets for your guests.
- VIP tickets and exhibitor badges for your staff and special guests.
- Physical presence at the show with an Exhibitor booth



Sponsorship Opportunity Participation Levels



Platinum Sponsorship

- Exclusive Sponsorship of 2024 Show
- Logo on all advertising, VIP Bags and Show Banners
- Prominent 20x20' Exhibit Space
- 75 Complimentary Single Tickets
- Featured logo placement on website, social media & show program
- Recognition on all press releases & email blasts.
- Full page ad in show program
- PA announcements during the show
- 25 VIP Tickets
- Opportunity to present on the Mainstage

\$20,000

Gold Sponsorship

- Sponsorship of 3 featured events
- Logo on all print & digital ads
- Prominent 10x20' Exhibit Space
- 32 Complimentary Single Tickets
- Logo placement on website. & show program
- Recognition on all press releases
- Half page ad in show program
- PA announcements during the show
- 12 VIP Tickets
- Opportunity to present on the Mainstage

\$10,000

Silver Sponsorship

- Sponsorship of 2 featured events
- Logo on all social media ads
- Prominent 10x10' Exhibit Space
- 16 Complimentary Single Tickets
- Logo placement on show program.
- Recognition on all email blasts
- Quarter page ad in show program
- PA announcements during the show
- 6 VIP Tickets

\$5,000

Bronze Sponsorship

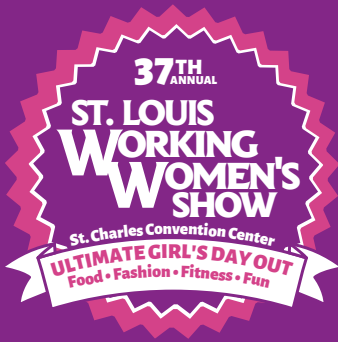
- Sponsorship of 1 featured event
- Logo on all social media ads
- Prominent 8x10' Exhibit Space
- 8 Complimentary Single Tickets
- Logo placement on show program.
- Recognition on all email blasts
- Eighth page ad in show program
- PA announcements during the show

\$2,500

Customized Sponsorship Opportunities

We would be more than happy to tailor a sponsorship package specifically to your company's needs. Show program advertising is also available.

Thank you! We look forward to working with you on these sponsorship opportunities.



Contact:

Nancy Staiger

Phone 636-626-2719

Website www.wvssonline.com

Email nancy@wvssonline.com



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Sunday, February 18 – 11 am to 5 pm

