

PRESENTED BY **SHOWOFF** EXPOS

EXHIBITOR PACKAGE
OKANAGAN
WOMEN'S
SHOWOFF

MARCH 7, 8 & 9 | KELOWNA, BC



FEATURED SPEAKER
Manjit Minhas

from **Dragon's Den**



FEATURED SPEAKER
Amanda Lindhout



FEATURED SPEAKER
Ashleigh Di Lello



FEATURED SPEAKER
Simon Davis

EARLY SPONSORS



SHOWOFFEXPOS.COM

What is the Okanagan Women's Showoff Expo?

The Okanagan Women's Showoff Expo is a one-of-a-kind consumer trade show that brings together small businesses, local brands, and entrepreneurs to showcase their products and services to an enthusiastic and engaged audience. Designed specifically for women, the Expo offers a unique opportunity for exhibitors to connect directly with consumers in a fun, energetic, and empowering environment. Our goal is to support local businesses by giving them a platform to gain exposure, generate leads, and build lasting relationships with new customers.

Whether you're an established company or just starting, this event is the perfect chance to reach your target market and elevate your brand to the next level. It's not just an Expo—it's a celebration of women, creativity, and entrepreneurial spirit.

Special Guest Speakers

We are thrilled to welcome three incredibly inspiring and empowering Special Guest Speakers who will share their insights and stories at the Expo:

Manjit Minhas: Entrepreneur, TV personality, and founder of Minhas Breweries & Distillery. Manjit's journey from a small startup to a successful business leader is one you won't want to miss.

Amanda Lindhout: Author, humanitarian, and advocate. Amanda's remarkable story of resilience and overcoming adversity will inspire every entrepreneur and dreamer.

Ashleigh Di Lello: World-renowned dance performer and coach. Ashleigh's expertise in leadership, creativity, and performance will ignite the entrepreneurial spark in every exhibitor.

Who Exhibits at the Expo?

The Okanagan Women's Showoff Expo is the perfect place for entrepreneurs, small business owners, and local brands to showcase their products and services. Our exhibitors come from all industries and backgrounds, including:

- Fashion & Accessories
- Health & Wellness
- Beauty & Skincare
- Fitness & Activewear
- Food & Beverage
- Home Décor & Lifestyle
- Local Artisans and Entrepreneurs

If your business caters to women or families, this is the ideal event to gain exposure, create meaningful connections, and grow your customer base.

Who Attends?

The Okanagan Women's Showoff Expo attracts thousands of enthusiastic consumers—both men and women—who are interested in discovering new products and services. While the event is designed with women in mind, it is open to everyone, including:

- Women of all ages looking for new fashion, wellness products, beauty innovations, and more.
- Women Come with Women seeking lifestyle products, gifts, and services for themselves, partners, or family members. Its a fun girls trip out together.
- Families looking to explore unique offerings for home, health, and well-being.
- Entrepreneurs who are looking to network and learn from inspiring leaders and brands.

With more than 5,000 attendees expected, this event provides exhibitors the perfect opportunity to interact with a diverse crowd who is ready to engage and shop.

What Benefits Do Exhibitors Receive?

As an exhibitor at the Okanagan Women's Showoff Expo, you'll enjoy a wide range of benefits that ensure your experience is both productive and enjoyable:

- **\$1,000 Worth of Free Advertising:** We believe in promoting our exhibitors! You'll be featured on our high-traffic website, in email newsletters, and across our social media channels, driving thousands of views and engagement.
- **20 Free Tickets for Top Clients & Partners:** Every exhibitor receives 20 complimentary tickets that you can give to your top clients, partners, or potential leads. This not only provides your contacts with exclusive access but also helps drive traffic to your booth.
- **Website Listing:** Your business will be listed on our website, which receives over 1 million views annually. This guarantees long-term exposure to potential customers even after the Expo ends.
- **Vendor Lounge with Hot Meals:** Enjoy a comfortable break in our exclusive Vendor Lounge, where we'll provide a hot meal once per day to keep you energized and ready to engage with customers.
- **Pizza & Champagne Toast:** Join us for a casual yet festive Pizza & Champagne Toast the night before the event. This is the perfect chance to meet fellow exhibitors, hear from the founders, and relax before the big weekend.
- **Massive Exposure:** We're investing \$50,000 in media partnerships with top local outlets and influencers to make this event unmissable! From TV and radio ads to social media buzz and print features, we're bringing massive exposure to drive crowds straight to your booth. Secure your spot today and take advantage of prime visibility, high foot traffic, and premium promotion!



Why Exhibit?

Exhibiting at the Okanagan Women's Showoff Expo is more than just setting up a booth. It's about making connections, growing your brand, and showcasing your products to thousands of engaged consumers. Here's why you should exhibit:

- **Direct Access to Your Target Audience:** Meet face-to-face with thousands of women and families actively looking for new products, services, and solutions.
- **Unmatched Exposure:** With our extensive marketing campaigns, including social media, email marketing, and website features, your brand will gain visibility before, during, and after the event.
- **Network with Entrepreneurs and Influencers:** The Expo provides a unique networking opportunity with fellow business owners, industry leaders, and media influencers.
- **Boost Sales & Brand Loyalty:** Whether you're generating immediate sales or building long-term relationships, this event helps increase your visibility and customer base.

The Reach of Showoff Expos

Showoff Expos is the largest producer of women-focused consumer events in Canada. Here's how we ensure your business gets massive exposure:

- **100,000 Social Media Engagements Per Month:** Our social media presence is buzzing! With over 100,000 engagements every month, your brand will reach a highly engaged audience before, during, and after the event.
- **1 Million+ Website Views Annually:** Our website is a major hub of information and event updates, attracting over 1 million visitors every year. Your business will be featured on this platform, ensuring maximum exposure to potential customers.
- **Exclusive Media Partnerships:** We have established strong partnerships with major media outlets across Canada, which ensures your brand is promoted in both traditional and digital media channels.

Why Do Consumer Shows Work in Canada?

Consumer shows are one of the most effective ways to build your brand in Canada. With an increasing desire to support local businesses, Canadian consumers are eager to discover new products, meet entrepreneurs, and make purchases in person. The Okanagan Women's Showoff Expo taps into this growing trend, offering a prime opportunity for you to make lasting connections with customers who are passionate about supporting local businesses.



HONOURING REMARKABLE WOMEN AT OUR WOMEN'S SHOWOFF!

NOMINATE A WOMAN OF IMPACT



Booth Descriptions & Add-Ons

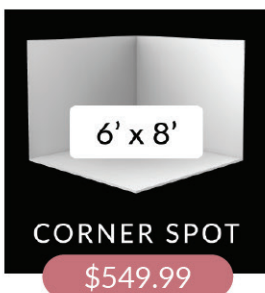


We offer a variety of booth sizes and placements to accommodate different vendor needs, from smaller single-table setups to larger, high-visibility spaces. Each booth type has specific features and placement advantages to ensure the best experience for vendors and attendees.

Booth Types & Features:

Middle Booths (6x8 ft) - Ideal for 1 Table

- These booths are located in the central areas of the vendor space.
- Best suited for vendors who need a compact but functional setup.
- Recommended for single-table displays with enough room for product organization and customer interaction.



Corner Booths - Ideal for 2 Tables

- Positioned at aisle intersections, providing exposure from two sides.
- A great choice for vendors who want increased foot traffic and visibility.
- Allows for a more open and engaging layout.



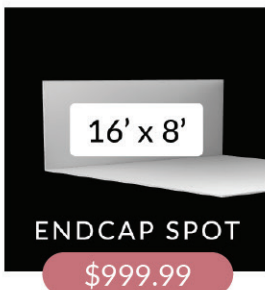
Large Booths (8x10 ft) - Ideal for 2-3 Tables

- Spacious setup with plenty of room for product displays, shelving, or demonstration areas.
- Well-suited for vendors with a variety of items or interactive displays.
- Can accommodate multiple team members for enhanced customer engagement.



Endcap Booths - Ideal for 3-4 Tables (Depending on Size & Position)

- Located at the ends of vendor rows, these booths offer maximum visibility.
- Ideal for larger vendors or those with extensive product lines.
- Allows for creative display arrangements with multiple tables or shelves.



Add-On Options

- Additional Table (6 ft): \$20 per table.
- Power Access: \$25 per booth (for vendors requiring electricity for displays, lights, or equipment).

Each booth type is designed to enhance vendor success based on display needs, foot traffic, and overall visibility. Let us know which setup works best for you!

PRESENTED BY **SHOWOFF** EXPOS

EXHIBITOR PACKAGE
OKANAGAN
WOMEN'S
SHOWOFF

BECOME AN EXHIBITOR!



EARLY SPONSORS



Get your brand seen here! Connect with us.

SHOWOFFEXPOS.COM