

PRESENTED BY **SHOWOFF** EXPOS

SPONSORSHIP 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

Showoff Expos Inc.

Kelowna Event Centre
2041 Harvey Ave. Kelowna
BC V1Y 6G7 Canad

Dear Friends'

Showoff Expos Inc. is excited to present our upcoming event! With over a decade of experience in the event industry and a proven track record of uniting communities, we are eager to create something truly special for the Okanagan community. Through strategic marketing, strong and lasting partnerships, and a dedicated team of seasoned event professionals, we are confident that now is the perfect time to craft an unforgettable experience.

We believe this event will serve as a cornerstone in celebrating women, fostering connections, and empowering local businesses. Events like this would not be possible without the support of partners and sponsors like you, who recognize the immense benefits of gaining exposure to large audiences and enhancing your brand presence within the community.

Please feel free to reach out to us if you need any further assistance.



Warm regards,
John & Quinn Perks
Founders, Showoff Expos Inc.

Seize this exceptional opportunity to enhance your visibility, boost revenue, and connect with a year's worth of customers in just one weekend. The Okanagan Women's Expo serves as an ideal platform for businesses to present your products and services to a diverse and enthusiastic audience.

Choose Your Package

Explore our diverse sponsorship packages to discover the ideal match for your business. We provide a variety of options tailored to meet your unique needs and budget considerations, ensuring that you can select a package that enhances your visibility and impact effectively.

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.

Sponsoring the Women's Showoff Expo

Is a powerful way to connect with a dynamic, diverse audience of empowered women who are passionate about products and services that align with their lifestyles. As a sponsor, you'll position your business front-and-center at an event dedicated to celebrating women in all their strength, creativity, and ambition. This targeted exposure allows you to engage directly with a key demographic, build brand awareness, and establish your business as a supporter of women's empowerment. It's the perfect opportunity to showcase your products or services to a group that values quality, innovation, and brands that stand behind their values.

Beyond visibility, sponsoring the Women's Showoff Expo offers unique opportunities to create lasting connections with influential women and key industry leaders. Your brand will be promoted across multiple platforms—before, during, and after the event—giving you sustained exposure that continues to reach potential customers even after the show ends. Whether through exclusive branding on event materials, participation in interactive experiences, or networking with fellow exhibitors, your business will gain valuable credibility in the eyes of a community that increasingly makes purchasing decisions based on shared values.

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 sponsor the perfect opportunity to showcase with a diverse crowd who is ready to engage and shop.



Main Title Sponsor

Investment: \$10,000.00

Only 1 of these packages available

Brand Visibility:

Brand and logo featured in all Showoff Expos marketing, which includes Radio., TV ads on Global TV, newspaper and local online media.

Private Reception:

Join Guest Speakers, VIPs, at our Kick-off Private Reception on Friday evening. You will receive 8 free tickets.

During the Event:

A promo video of your company played (one minute in length), throughout the event, displayed on a 40 foot LED screen, on stage welcome address at our Kick-off Private Reception on Friday evening and closing address on stage for the event at closing ceremonies, host a breakout class session during the event, logo on gift bag that every attendee receives. 100 free weekend passes to give to your clients and VIP's.

Onsite Magazine:

Will receive our "Okanagan Women's Guide" magazine with your logo/ad on the front cover, and 2 page ad in the center of the magazine.

Ladies Night Out Sponsor

Investment: \$5,000.00

Only 1 of these packages available

Brand Visibility:

Brand and logo featured in marketing, which includes newspaper and local online media.

Private Reception:

Join guest speakers, VIPs, at our kick-off private reception on Friday evening. You will receive 4 free tickets.

During the Event:

A promo video of your company played (one minute in length), throughout the evening, displayed on a 40 foot LED screen, package also includes 1 booth.

On Friday evening, your company logo will be mentioned throughout the evening and displayed on the side LED screens for the duration of the night.

Onsite Magazine:

Every attendee will receive our "Okanagan Women's Guide" magazine, your business will have a write up about your company.

Sisterhood Sponsor Package

Investment: \$5,000.00

Only 4 of these packages available

Brand Visibility:

Brand and logo featured in marketing, which includes newspaper and local online media.

Private Reception:

Join guest speakers, VIPs, at our kick-off private reception on Friday evening. You will receive 4 free tickets.

During the Event:

A promo video of your company played (one minute in length), throughout the event, displayed on a 40 foot LED screen, Welcome address on stage at Friday's Kick-off reception and closing address on stage for the event at closing ceremonies, logo printed on gift bag that every attendee receives.

50 weekend passes to give to your clients and VIP's.

Onsite Magazine:

Every attendee will receive our "Okanagan Women's Guide" magazine with your logo/ ad will be on the back cover, and throughout the magazine.

SOLD OUT!



HONOURING REMARKABLE WOMEN AT OUR WOMEN'S SHOWOFF!
NOMINATE A WOMAN OF IMPACT



Food and Wine Sponsor

Investment: \$2,500.00
Only 1 of these packages available

Brand Visibility:

Brand and logo featured in marketing, which includes newspaper and local online media.

Private Reception:

Join guest speakers, VIPs, at our kick-off private reception on Friday evening. You will receive 4 free tickets.

During the Event:

A promo video of your company played (one minute in length), throughout the event, displayed on a 40 foot LED screen.

Provide tastings of wine or food samples at your booth. Recognized as the official food and wine sponsors of the Okanagan Women's Show Off Expo.

Onsite Magazine:

Every attendee will receive our "Okanagan Women's Guide" magazine, your business will have a write up about your company.



Breakout Sponsor

Investment: \$1,200.00

Only 16 of these packages available

Brand Visibility:

Brand and logo featured in marketing, which includes newspaper and local online media.

Private Reception:

Join guest speakers, VIPs, at our kick-off private reception on Friday evening. You will receive 2 free tickets.

During the Event:

A promo video of your company played (one minute in length), throughout the event, displayed on a 40 foot LED screen, package also includes 1 booth.

40 minute breakout class session featured on Saturday or Sunday with the capacity for 100 people.

Onsite Magazine:

Every attendee will receive our "Okanagan Women's Guide" magazine, your business will have a write up about the breakout session and your company.

Speaker Reception Sponsorship

Investment: \$895.00

Only 4 of these packages available

Brand Visibility:

Brand and logo featured in marketing, which includes newspaper and local online media.

Private Reception:

Join guest speakers, VIPs, at our kick-off private reception on Saturday evening. You will receive 2 free tickets.

During the Event:

1 Exhibitor booth to advertise your business.

During the Speakers Reception and Meet and Greet Event, company logo will be displayed. In the reception room, and each table have. A tabletop card, with your logo. The MC will ask you to welcome guests before speaker the speaker comes up on stage.



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NOMINATE A WOMAN OF IMPACT



Fashion Show Sponsorship

Investment: \$749.00

Only 6 of these packages available

Brand Visibility:

Brand and logo featured in marketing, which includes newspaper and local online media.

Private Reception:

Join guest speakers, VIPs, at our kick-off private reception on Sat evening. You will receive 2 free tickets.

During Event:

A promo video of your company played (one minute in length), throughout the show, displayed on a 40 foot LED screen.

Onsite Magazine:

Have your brand advertised in the fashion show, and in the fashion section of the Onsite Magazine. Every attendee will receive our "Okanagan Women's Guide" magazine and your write up of your 5 to 6 outfits will give readers plenty of memories as they remember the host talking about your business as your outfits walk down the catwalk.

Magazine Sponsorship

Investment: \$600.00
Full Page

Investment: \$345.00
Half Page

Onsite Magazine:

Every attendee will receive our "Okanagan Women's Guide" magazine, filled with written articles of 40 Featured Okanagan Women and Women Business Owners. The magazine will also contain the Weekend Schedules.

Private Reception:

Join guest speakers, VIPs, at our kick-off private reception on Friday evening. You will receive 4 free tickets.

20 Weekend passes to give to your clients and VIPs.

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Shopping Bags Sponsorship

Investment: \$300.00

Only 10 of these packages available

Every attendee will receive a branded pink reusable cloth shopping bag. Get your logo printed on the shopping bag, not only to have your logo displayed as the attendees carrying the bags at the expo, but also whenever the attendees uses the bag afterwards.

Sponsors will receive 1 VIP reception ticket and 4 weekend passes.

EARLY SPONSORS



Get your brand seen here! Connect with us.

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OKANAGAN

WOMEN'S SHOWOFF

Confirmation

Once you have completed your application, you'll receive a confirmation and further instructions from our team. Once your application is reviewed and approved, we will send you a confirmation email along with detailed instructions on how to prepare for the event. Our team will be available to assist you every step of the way.

Join us at the Okanagan Women's Expo and take advantage of this incredible opportunity. Secure your booth or sponsorship today and make a lasting impression on potential customers and partners. We look forward to welcoming you to the expo and watching you enjoy this weekend and see your business have the best outcome at the Expo.

If you have any questions or need further assistance, contact me.
I am here to help you make the most of your participation in the Okanagan Women's Expo.

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