



MARCH 5, 2016

OMNI HOTEL AT CNN CENTER

*The 3<sup>rd</sup> Annual Women 2 Women Conference provides a premier opportunity to showcase your business, inspirational and holistic print and multimedia products and services as well as interact face to face with over 650 conference attendees! We've ditched the cookie cutter motivational rhetoric and created a full day of authentic events that help you connect and collaborate with an audience of extraordinary women who are looking for the best in their professional and personal lives.*

*Our program is about bringing women together across generations to share life lessons and experiences in order to inspire, empower and transform lives. The Women 2 Women Conference is about helping women further their vision and finding real solutions to the challenges women face every day.*

**Don't miss your opportunity to reach a powerful audience!\***

***Our attendees are from all walks of life:***

- Corporate Executives
- Entrepreneurs
- Educators
- Students
- Health Care Professionals
- Clergy
- Community Advocates
- Elected Officials

***Our attendees represent a wide range of ages:***

- 23% are ages 55-65
- 45% are ages 45-54
- 20% are ages 35-44
- 12% are ages 34 and under

***Our attendees have disposable income:***

- 30% have income levels of \$100,000+
- 25% have income levels of \$80,000 – \$99,000
- 27% have income levels of \$60,000 – \$79,000
- 18% have income levels of \$59,000 and under

***Our attendees are educated:***

- 33% have Advanced Degrees
- 28% have 4-Year College Degrees
- 16% have 2-Year College Degrees
- 23% have High School Diploma

*\*based on data from 2014/2015 conference attendees)*

## EXHIBITOR PROSPECTUS

Current economic trends have created new sets of challenges – and opportunities – for women and girls. There is a great need to help women of all ages, races and income brackets navigate and manage this new economic paradigm, which in some instances has created adverse outcomes for the families, education, career, and health and wellness of women and girls.

The goal of the Annual Women 2 Women Conference is to bring women together to share life lessons and experiences that will inspire attendees to live better, healthier lives; empower them to achieve their dreams; and impart information that will transform their lives, especially as it relates to health and wellness, finances, career, entrepreneurship, and social responsibility.

The conference will feature a diverse and influential roster of dynamic women who will share candid and compelling information during keynote sessions, workshops, and networking events designed to make meaningful and powerful connections between sponsors, exhibitors, attendees, and speakers.

YEG will donate a portion of the conference proceeds to provide scholarships to the Maya Angelou Teen Center at the Andrew & Walter Young Family YMCA.

The 2015 conference was a resounding success. Women from all walks of life and across generations came together to share life lessons and experiences. The highlight of the conference was the keynote address by Susan L. Taylor, Founder & CEO, National CARES Mentoring Movement and honoree. Ms. Taylor's message provided inspiration and the embodiment of Dr. Angelou's poignant reminder to over 650 conference attendees of our role as teachers, torchbearers, and mentors for future generations.

To encourage attendees to visit the exhibits, **breakfasts, breaks and a closing reception on Saturday, March 5 will be hosted in the exhibit area.**

### EXHIBITOR BENEFITS:

**Face-to Face Contact** – With just 30 booths and approximately 650 conference attendees, you'll meet sales prospects one-on-one and build new connections.

**Dedicated Exhibit Time** –Registration, Continental Breakfast, breaks, and networking reception are all hosted in the exhibit area.

**Program Book Listing** – Your complimentary program book listing brings your marketing message to attendees before, during, and after the event.

**Invitation to Special Event** – An exhibitor, enjoys complimentary admission to our evening social event--the Networking Reception on March 5. This event adds to the value of your booth investment, with great networking opportunities!



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## GENERAL INFORMATION

### *Exhibit Fees*

\$250 – Table-Top Exhibit

\$125 – Non-Profit Table-Top Exhibit

### *Exhibit Date:*

**March 5, 2016**

### *Important Deadlines:*

**February 12, 2016**

Signed contract and full payment due.

### *Exhibit Hours:*

**Saturday, March 5, 2016**

Exhibit Move-in: 6:00 a.m. – 7:00 a.m.

Exhibit Hours: 7:00 a.m. – 6:30 p.m.

Exhibit Tear-down: 6:30 p.m. – 7:30 p.m.

### *Rules & Regulations:*

1. **WHO MAY EXHIBIT** – The expo is open to companies, organizations or individuals offering multimedia products (books/CDs/DVDs) and services that will inspire attendees to live better, healthier lives; empower them to achieve their dreams; and impart information that will transform their lives, especially as it relates to health and wellness, finances, career, entrepreneurship, and social responsibility. Application for exhibit space must be accompanied by a complete description of products or services to be exhibited and the required deposit. YEG reserves the right to decline any application if in its judgment the product or services are unrelated to YEG purposes. Non-profit entities must provide copy of IRS designation letter.
2. **SPACE ASSIGNMENT** – Priority is given to conference sponsors. If you are interested in sponsorship, visit [www.women2womenconference.com](http://www.women2womenconference.com) to view the available sponsorship opportunities. Exhibit space is assigned based on the date of receipt of application and deposit. Telephone requests for reserved space will not be accepted. All applications for space must be submitted on the form provided by YEG. Mail application along with payment to: Sonjia Young, Young Events Group, Inc., 3695 Cascade Road, SW, Suite F 2157, Atlanta, GA 30331 or apply online at [www.women2womenconference.com](http://www.women2womenconference.com).
3. **INSTALLATION, DISMANTLING, REMOVAL** – Exhibits must be in position and ready for opening by 7:00 a.m. on March 5, 2016. All exhibits are to remain intact until the close of conference on Saturday, March 5, 2016. No exhibit may be dismantled or packing started before 6:30 p.m. on March 5. Exhibitors will have until 7:30 p.m. on March 5 to remove their exhibits from the exhibit area.
4. **EXHIBITOR ENTITLEMENTS** – The following services will be provided to exhibitors at no additional charge: One 6' draped table • Two chairs • One wastebasket • One ID sign • Good general lighting • Listing in the official Conference Program Book • Two name badges. (**Luncheon Tickets may be purchased separately.**)
5. **UTILITY REQUIREMENTS** – All electrical and utility requirements must be ordered in advance of the event. Forms for service will be supplied by the Omni Hotel at CNN Center. There is a charge for these services. Payment is made directly to the Omni Hotel at CNN Center. An order form will be provided upon receipt of the exhibit application and deposit.
6. **ATTENDANCE/BOOTH PERSONNEL REGISTRATION** – Exhibitor participation is limited to individuals and businesses that have contracted and paid for space. Each exhibitor shall furnish YEG with the names of its representatives. Each exhibitor is entitled to badges for two (2) representatives. The exhibitor and its representatives are required to wear these identification badges throughout the expo. The badges are nontransferable.
7. **LIABILITY AND INDEMNIFICATION** – Neither the Omni Hotel at CNN Center, nor YEG, will be responsible for loss or damage to any property in storage, while in transit to or from the Omni Hotel at CNN Center. All property of the exhibitor shall be deemed to remain under the exhibitor's custody and control in storage, in transit or from and within the confines of the expo area even though it may at any time be under the temporary control or direction of YEG. The exhibitor acknowledges that the exhibitor is responsible for obtaining insurance in such amounts as exhibitor deems appropriate for exhibitor's own protection.
8. **HOTEL ACCOMMODATIONS**– Room reservation for the Omni Hotel at CNN Center is the responsibility of the exhibitor. Visit [www.women2womenconference.com](http://www.women2womenconference.com) for booking information.
9. **GENERAL** – These rules and regulations are to be construed as part of the agreement between exhibitor and YEG. YEG reserves the right to interpret all matters and questions not covered by these Rules and Regulations. These Rules and Regulations may be amended at any time by YEG and all amendments shall be equally binding on all parties affected by them as the original given by YEG.



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## 2016 APPLICATION for EXHIBIT SPACE

We hereby apply for exhibit space at the 3<sup>rd</sup> Annual Women 2 Women Conference. We understand and agree that this application is subject to the conditions outlined in the exhibitor information and regulations.

### PLEASE PRINT OR TYPE

(Please list your company name, as it should appear in all printed materials.)

Name of firm: \_\_\_\_\_  
[Note: Deadline for firm name change for signage and Program Book listing is February 23, 2016.]

### SPACE CONFIRMATION AND ALL OTHER EXHIBIT INFORMATION SHOULD BE SENT TO:

Primary Contact: \_\_\_\_\_ Title: \_\_\_\_\_

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

City/State/Zip: \_\_\_\_\_

Phone: (    ) \_\_\_\_\_ Fax: (    ) \_\_\_\_\_ Email: \_\_\_\_\_

### Additional Contact(s) to receive information:

Contact Name: \_\_\_\_\_ Email: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Email: \_\_\_\_\_

Is the primary contact the contact name to be listed in *Program Book*? [ ] yes [ ] no

If no, please indicate:

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

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

Phone: (    ) \_\_\_\_\_ Fax: (    ) \_\_\_\_\_ Email: \_\_\_\_\_

### PRODUCT OR SERVICES TO BE EXHIBITED:

\_\_\_\_\_  
\_\_\_\_\_

### EXHIBITOR SPACE

Exhibit companies receive two exhibit badges per space purchased. Each exhibit space comes with sign showing exhibitor firm name, one 6' draped table, two chairs, one wastebasket, and good general lighting. Exhibitors may order additional electrical, AV and Internet services from the Omni Hotel at CNN Center.

### EXHIBITOR FEE

[ ] \$250 – Table-Top Exhibit

[ ] \$125 – Non-Profit Table-Top Exhibit (include copy of IRS designation letter with application)

### TOTAL AMOUNT ENCLOSED FOR EXHIBIT SPACE:

[ ] \$125 deposit per table-top exhibit

[ ] \$75 deposit per non-profit table-top exhibit

[ ] Full payment \$ \_\_\_\_\_

### FORM OF PAYMENT (deposit due with application)

[ ] Check enclosed, payable to Young Events Group, Inc.

[ ] Online via PayPal

### MAIL APPLICATION WITH PAYMENT TO:

Young Events Group, Inc. • 3695 Cascade Road, SW • Suite F 2157 • Atlanta, GA 30331

OR APPLY ONLINE: [www.women2womenconference.com](http://www.women2womenconference.com)

### FOR MORE INFORMATION, CONTACT:

404-445-8208 • [info@women2womenconference.com](mailto:info@women2womenconference.com)