

Dear Business Leader,

I am so excited to tell you about the 1st Annual Entrepreneurial Women's Expo (EWE) scheduled for Wednesday October 7, 2009 and how it will benefit your company.

The fastest growing segment of entrepreneurship is women-owned business. Women entrepreneurs are *THE* innovators and risk takers that drive our economy. Since 1997, the number of women-owned businesses has increased over 42% and continues to grow with each passing day.

Our expo attendees are qualified consumers of your products, users of your service, and the ultimate decision makers. These women entrepreneurs are indeed a special breed with a focused agenda. Our attendees look forward to hearing the successes and struggles of women from their own communities they can relate to. If they are going to spend valuable time away from their businesses, they want to leave with innovative ideas, practical solutions, helpful resources to increase the bottom line, and most importantly, having had a fantastic time! This is what EWE delivers.

As an award winning business owner myself, I understand what motivates and drives these tenacious women entrepreneurs. This knowledge fuels my desire to create and personally finance the EWE. My goal is to celebrate the accomplishments and success stories of the dynamic, prosperous, women business owners (or soon to be business owners) in our community, as well as deliver the knowledge, resources, and support to move her to the next level of her success.

Don't miss this opportunity to reserve your exhibit space now and for all future EWEs. You will highlight your expertise, showcase your products and services, reach a diverse audience, demonstrate your community involvement and put your business marketing into action as one of the EWE exhibitors.

Warm Regards,

Jessica A. Dolan

EWE Founder

Bringer of Order, Room to Breathe Home Organizing & Staging

EVENT PURPOSE:

EWE has a powerful purpose. EWE is Central PA's premier networking, educational, AND fun experience designed to provide women with the tools they need to begin the next chapter of their lives. This one-of-a-kind event brings together women of all ages and backgrounds to empower, inspire, and work towards meaningful change in their personal and professional lives.

The day will be filled with fun, laughter, great times, knowledge, surprises, and so much more.

Event Atmosphere and Details:

This daylong event features a funny and inspiring keynote speaker, three informative and lively workshop presenters, plus a closing presentation comprised of a themed panel of local experts inviting questions from the audience. Over 50 exhibiting businesses provide a wealth of resources and services to participants and fellow entrepreneurs.

When the expo draws to end, we are going to carry the energy and excitement to a fun social cocktail evening. This after party gives everyone the chance to mix and mingle with the dynamic speakers and fellow attendees they met throughout the day. We will create, build, and maintain relationships that will carry to the EWE 2010 and future years.

A portion of the proceeds will be donated to Bridge of Hope Centre County. BOH is a non-profit organization working to empower homeless and at-risk mothers.

Why Exhibit?

Exhibiting will not only put you in front of all the EWE attendees, fellow exhibitors and event sponsors; but also the local community through the promotional activities leading to the EWE.

Expose Yourself (tastefully of course!): Your company will receive exposure in online forms of promotion including, but not limited to the EWE official website, social networking sites, online news venues, blog posts, other forms of online and electronic promotion.

Increase Brand Loyalty: Loyal customers are your most valuable asset, right? Connecting to your customers on an emotional AND fun level will separate you from the competition. Your company will stand out and be remembered well after the EWE ends.

Show Your Community You Care: Women entrepreneurs want to know you practice what you preach. If you truly care about local business, your active participation (see ideas below) at EWE will absolutely reinforce your image within our local community.

A portion of your exhibiting fees will be donated to Bridge of Hope Centre County.

Drive Traffic to YOU: Get creative! Use this event to create a marketing campaign around the EWE to generate sales, leads, and lifelong relationships. You are fully encouraged to try things you have never tried before. A little wacky, a little crazy, a LOT fun...it's all good! What do you have to lose?

Market Research: What better opportunity to peek into the mind of a purchasing woman and entrepreneur! Use this event to obtain honest to goodness feedback about current market trends, business needs and wants, your company image, and anything else that will also help your company to succeed. Leave no question unasked!

Kick Your Competition to the Curb: Get the most out of your marketing buck and kick the competition to the curb! The value of exhibiting far outweighs the value of any traditional marketing AND you will outshine your competition. Did we mention this demonstrates good community involvement as well? Don't forget to compliment this event with your current marketing campaign.

Connect with Energetic Entrepreneurs: Entrepreneurs tend to have a very enthusiastic energy about them. They are excited about their businesses or maybe even their potential business. They want to share, they want learn, they are looking to develop business long relationships. Now's your chance to position yourself as the expert to this growing market of women. They need what you offer.

Exhibit Specifications

When you purchase exhibit space at the EWE, you receive:

One 6' draped table, One (1) complimentary full-day conference registrations.

Exhibit Fees

\$179 Exhibit Space

\$209 Premier Exhibit Space-Limited Space Available and only on a first come, first serve basis.

These early bird prices apply to organizations that submit Exhibitor Agreement with full payment no later than **August 1, 2009**.

After **August 1, 2009**, exhibitor fees will **increase to \$199 and \$229**, respectively. Early Bird Registrations with full payment receive preferential booth positioning on a first-come, first-served basis.

Exhibit Set-up and Tear Down– October 7

Set-up time: 6:30 a.m. – 7:30 a.m.

Loading and unloading for the expo will take place directly in front of Toftrees Resort and Conference Center. You may temporarily park your vehicle in front of the building **with flashers on**. Enter the building and proceed to **check-in at the Registration Table**. Look for EWE volunteers to assist you.

After taking exhibit materials to your space, **immediately park your vehicle in the free parking lot**.

Tear-Down: 5:00pm-5:30pm

All exhibit spaces must be completely removed by 5:30pm...then come join us at the Down Under to celebrate the days activities!

Exhibit Space:

ONLY \$179 (Early bird rate before 8/1/09)

If a sponsorship is not possible this year, please consider an exhibit space so you can still take full advantage the day's offerings. Booth space is limited and is available on a first come, first serve basis. Sign up today at www.EWEsc.com!

Bridge of Hope Centre County has been carefully selected as the charitable organization for choice by the EWE. A portion of the proceeds will be donated upon close of the EWE.

Premier Exhibit Space

ONLY \$209 (early bird rate before 8/1/09)

Premier exhibit space will place your booth in the main entrance to the day's workshops. It's in the most highly traveled location ensuring the best visibility for your company.

Booth space is very limited and is available on a first come, first serve basis. Sign up today at www.EWEsc.com!

Bridge of Hope Centre County has been carefully selected as the charitable organization for choice by the EWE. A portion of the proceeds will be donated upon close of the EWE.

EWE 2009 CONTRACT CONDITIONS

AGREEMENT

Agreement shall be binding upon the parties hereto and shall be governed by the laws of the state of Pennsylvania. In witness whereof, intending to be legally bound hereby, the parties hereto now execute this agreement the day and year first written on this contract. This agreement may be cancelled, *in writing only*, within five days from the date of signing. Upon acceptance of the contract, exhibitor agrees to abide by the rules and regulations set forth by Room to Breathe/Jessica Dolan and Toftrees Resort and Conference Center.

EXHIBITOR FEES, DEADLINES & CANCELLATION POLICY

- Exhibitor fee includes: skirted table, electricity *for contracted booth space*, two (2) exhibitor badges (unless specifically requested), online exhibitor listing on www.EWEsc.com.
- Room to Breathe/EWE Founder reserves the right to reject any exhibitor at any time.
- There will be a \$35.00 fee for each check that is returned by the bank for non-payment.
- Refunds for cancelled booth space will be issued until August 1, minus a \$25 processing fee. No refunds after August 1.

HOLD HARMLESS CLAUSE

The exhibitor indemnifies and agrees to hold harmless both the promoter(s) and sponsor(s) of the events and the operating association/facility working in conjunction with the promoter(s) and sponsor(s), and the legal entities which own, lease, and/or operate the operating association/facility, their members, officers, directors, and employees against any or all damage to property or personal injury or loss caused by the exhibitor or his agents, representatives, employees or any other person. If the Expo premises are destroyed by fire or any other cause, whatever makes it impossible to conduct the Entrepreneurial Women's Expo, the exhibitor contract will terminate and the exhibitor will waive any claim for damages or refunds.

EXHIBITOR PACKETS

- Exhibitor packets will be mailed to the contact address and emailed to the contact no later than August 7, 2009.

BOOTH SPACE

- Exhibit space will be assigned at the sole discretion of expo management.
- The assignment of space is based on a first come, first serve basis for all exhibitors.
- Subletting of space by the exhibitor, or use of the space not authorized by the EWE is prohibited.
- No exhibitor shall assign or permit any other company or product in the space contracted and/or display any items other than those specified on the contract.
- Any contracted booth space not occupied by the close of the move-in date will be considered void and will be reassigned by expo management. No refund will be given.

BOOTH RULES & REGULATIONS

- Exhibit space must be occupied at all times during expo hours.
 - Tables and structural aspects of booth must be appropriately covered.
- No booth may obstruct the general view or access to surrounding displays, aisles or public space.
- Exhibits must remain intact until the scheduled conclusion of the expo.
- Exhibitors agree to provide an appropriate display in keeping with the theme of the EWE.
- EWE reserves the right to remove any item or signage from the expo floor that in the opinion of the EWE management does not meet standards set by the EWE.
- Hawking in the booth space or conducting business in the aisle is prohibited.
- Pets are prohibited.
- All exposed booth walls must be finished or appropriately covered. Any cost resulting from a booth correction ordered by management will be charged to the exhibitor.
- All sound producing or amplifying devices must be kept at an appropriate level so as to not interfere with surrounding exhibitors.
- Exhibitors may not create any odors or noxious fumes.

EXPO DIRECTORY

- All exhibitors who return their contract and full payment for exhibit space 60 days prior to the show will be listed in the Expo online directory. Listings are not guaranteed for exhibitors whose contracts are returned after this date. Expo management makes no guarantee, implied or otherwise, as to the accuracy of description or any information supplied by exhibitor.

EXHIBIT HALL

- No signage or decoration can be adhered to by any means to columns, walls or ceilings of the exhibit hall.

CONTRACT FOR EXHIBITOR SPACE

Company Name _____

Contact Person(s) _____

Street Address _____

City/State/Zip _____

Contact Phone _____ Contact Email _____

Company Website _____

Description of Product(s) or Service(s): _____

Exhibitor Badges: _____

Booth Size & Rental Agreement

____ Premier Exhibit Booth..... \$209 (before August 1, 2009)
____ Exhibit Booth..... \$179 (before August 1, 2009)

ELECTRIC SERVICE IS INCLUDED IN BOOTH PRICE

SET UP: Wednesday, October 7, 6am – 7am

TEAR DOWN: Wednesday October 7, 5pm-5:30pm

EXPO DAY: Wednesday, October 7, 8am – 8pm

PREFERRED PAYMENT

Online payments preferred and can easily be made at www.EWEsc.com

____ Check Enclosed: Make checks payable to RTB

Return payment information along with a copy of this signed contract to:

RTB

c/o EWE

19 Colonnade Way

Suite 117 Box 277

State College, PA 16803.

Tel: 814-360-1063

Email: info@roomtobreathe.us

SIGNATURE REQUIRED

I agree to the above request(s) and I have read, understand and agree to the Contract Conditions, Deadline & Cancellation Policies, Rules & Regulations, and Hold Harmless Clause.

My payment is enclosed.

Print Name: Title: _____

Signature: Date: _____

Accepted by management of the Entrepreneurial Women's Expo: _____

Date: _____

Office Use Only

Date Received:

Check Number:

Booth Assigned:

Please read contract conditions and exhibitor rules & regulations on page three, sign and return a

Notes: