



**WOMEN  
IN  
BUSINESS  
EXPO**

Exhibitor Prospectus

**OCTOBER 16-17, 2019**

FARNBOROUGH INTERNATIONAL  
CONFERENCE & EXHIBITION CENTRE

[www.wibexpo.co.uk](http://www.wibexpo.co.uk)



## WHO EXHIBITS?

If you're looking to meet this affluent and motivated audience, taking a stand will put you face-to-face for two days of business opportunities.

## PRODUCT CATEGORIES

- › Franchise Opportunities
- › Employers
- › Recruitment Agencies
- › Software
- › IT
- › Consulting
- › Coaching
- › Office Brokers
- › Solicitors
- › Accountants
- › Insurance
- › Childcare
- › Education

## HOW WILL WE MARKET?

- › Regional radio and press
- › Consumer magazines
- › High level sponsors
- › Poster advertising
- › Direct mail and email
- › Franchise press advertising

# Women In Business Expo

is a clarion call to women looking for new opportunities in business and work.

Women In Business Expo will give women the tools, ideas and inspiration to carve their next career move, launch a new business, support an existing business or find a new lifestyle with a franchise opportunity.

Whether a mother returning to work, looking for flexible working conditions, an understanding employer, a budding entrepreneur looking for inspiration or an established businesswoman looking for support, Women in Business Expo is where to find the answers.

## WHO WILL YOU MEET?

The show is located in the affluent Surrey commuter belt, and the target is predominantly the ABC1 Mums returning to work and women looking for career changes.

It's for women looking for inspiration: The next challenge: Mompreneurs: Women looking for Returnships: Mum and Dad business teams. There will be business ideas at

every corner, expert advice and a great day out. Women can come and choose their destiny through our unique exhibition's feature and educational offering.

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I'm delighted to be speaking at Women in Business Expo. This event is so important to show how women of today can overcome the unique challenges faced in work and business, and provide the inspiration for a new beginning. If you're looking for a fresh challenge, starting a new business venture or looking for a franchise opportunity, come along and join us in Farnborough for two days of inspiration from October 16th-17th.

**Lady (Michelle) Mone, Baroness of Mayfair OBE**



OUR KEYNOTE SPEAKERS SET THE TONE FOR THE EVENT, FEATURING TWO OF HIGHEST PROFILE FEMALE ENTREPRENEURS IN THE UK.



**BARONESS BRADY OF KNIGHTSBRIDGE CBE**

Vice Chairman of West Ham FC., a Peer in the House of Lords, and Small Business Ambassador for the Government, Karren Brady is one of the UK's leading female business speakers.



**LADY (MICHELLE) MONE, BARONESS OF MAYFAIR OBE**

Founder of Ultimo Brands International, honoured with a Life Peerage to the House of Lords by the Prime Minister and an OBE from Her Majesty the Queen for her outstanding contributions to business.

**WHY EXHIBIT / MARKET STATS**

The South East is the natural location for Londoners looking to start a family. The practice of selling up in the city to move out to a bigger location, for more space and to start a family is a well-trodden path.

Additionally, the South East is abundant with affluent commuters, ABC1 business people & families. And as such, the South and South East is the perfect location for Women in

Business Expo, targeting career minded women, looking for the next opportunity.

ONS figures show 4.9m mothers in England with dependent children are in work in 2017, up from 3.7m in 1996. The Office for National Statistics said there had been a step-change in the employment rate for working mothers since records began in 1996 with almost three-quarters

of women with dependent children either in full-time or part-time work.

Visitors are clearly directed to the new exhibition hall, and enjoy free parking. A free crèche will be on offer for mums, and a free welcoming coffee and Danish pastry. In the afternoon the prosecco bar will offer a free glass of prosecco.

**Entry will be free!**

**WHY FARNBOROUGH**

The new exhibition centre in Farnborough offers a perfect location for a far-ranging catchment from the South and the South East. The state-of-the-art facility of pillar-less exhibition space offers plentiful free parking.

**VISITOR FEATURES**

- › **FRANCHISE MATCHMAKING**  
Find the right kind of franchise for your life
- › **MOTIVATIONAL SPEAKERS**  
Including Karren Brady and Michelle Mone
- › **INTERVIEW & CV CLINIC**  
Free advice on preparing and conducting the perfect interview
- › **FRANCHISE THEATRE**  
Hear about the best in show franchise opportunities



## PRICES FOR EXHIBITING

### Space Only:

£210 / sqm - over 15 sqm.

### Shell Scheme:

£240 / sqm - including walls, carpet, fascia, cleaning.

### Presentation Package:

£1,000 for one presentation per day in Franchise Theatre.

### Furniture Package:

£400 - including table, 3 chairs, socket, 2 spotlights, lockable cabinet, bin.

## CONTACT

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