



Connect

Your Brand to Women

Year-Round Events include Women's Small Business Expo,
Fill Your Purse and Women's Small Business Month

\$2.5 Trillion

Women Business Owners Spend
\$2.5 Trillion Dollars a Year

85%

Women make 85% of the
purchasing decisions in America

Promotional Campaign
reaches over 500,000

Diversity

African-American, Latina, and
Caucasian women business owners

Charitable Partner

Junior Achievement

Present and Past Sponsors

Citibank, Fed Ex, Staples
American Airlines, Health Net
IBM and Wal Mart

www.WealthyBagLady.com
Partners@WealthyBagLady.com

866-Women-Biz

LINDA HOLLANDER
Wealthy Bag Lady

Best-selling author, speaker
and America's expert on
women in business





Women's Small
Business Expo



The crowd stood and cheered loudly as she approached the stage, arrived at the podium and received a hug. Tears flowed as she realized what an impact this event would have on her. She thanked the woman who had made it possible.

The Oscar presentation for Best Actress? No, just a simple honoring of a local high school student, Kathryn Stults, who attended the Women's Small Business Expo. The things Kathryn learned from the women business owners she had met and the confidence she had gained in those few hours were far more important to her than any televised awards show could be. "I left the Women's Small Business Expo with this tremendous feeling that I could change the world."

Linda Hollander's wisdom resonates with entrepreneurial women who have made the leap to business success. These are the women on the front lines, using their instincts, passion, and every possible waking hour to create a thriving business.

Linda's message resonates with women because it is authentic. She rose from humble beginnings to successful business owner. Her straightforward insight into the challenges and rewards of business owners are truths derived from her own experience.

Linda Hollander, the Wealthy Bag Lady

Linda's no MBA wonk spewing financial data and obscure marketing theory – she's Everywoman with an entrepreneurial message that captures audiences and engages listeners and readers.

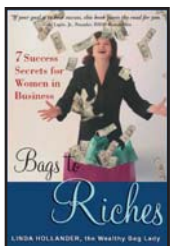
She succeeds with a winning personality and a commitment to helping others achieve their goals. Linda does not so much seek to be a heroine but to enable heroines.

Who is the Wealthy Bag Lady?

Linda Hollander, the Wealthy Bag Lady, and her best friend, Sheryl Felice, founded a custom packaging business called The Bag Ladies which sells custom-printed paper and plastic bags to leading-edge companies.

Her clients include Disney, Cisco Systems, Mattel, Universal Studios, Nissan, Sony, Revlon, CBS, City of Hope, Ocean Spray, Kaiser Permanente, IBM, and Sears.

Linda is the author of the #1 best-selling book, **Bags to Riches: 7 Success Secrets for Women in Business**. She is the founder of the **Women's Small Business Expo**, a popular international speaker, she is the industry leader in teaching entrepreneurial women about small business success.



Linda's journey was the catalyst for her best-selling book, **Bags to Riches**. Her groundbreaking book has been lauded by fellow business authors, corporate executives and her readers and fans. From there, her career as a consultant, speaker, and frequent radio and television guest took off. Her upcoming book, *Power of the Purse*, will show companies how to market to women-preneurs with purchasing power.

Top 10

Top 10 Reasons to Sponsor Wealthy Bag Lady and Women's Small Business Expo

Women's Small Business Expo

Through the devotion to her attendees, Linda has created a memorable brand and event series with tremendous prospects for growth. Beyond Los Angeles, the active markets of New York, Phoenix, Indianapolis, and Dallas beckon. The Wealthy Bag Lady proprietary list has grown to 20,000 business-owning women. With the strategic partners, the database is over 300,000.

Speaking and Media Tour

With a media campaign that reaches more than 500,000 people through television, radio and print, the Women's Small Business Expo is an opportunity to educate business owners and foster word of mouth buzz in a highly-networked demographic. It is the ultimate venue for sponsors to maximize communication with female entrepreneurs, build brand awareness, and increase use of your products and services.

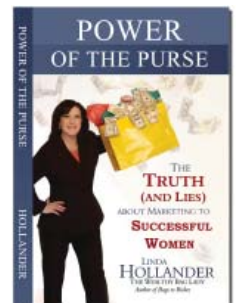
1. Reach the \$2.5 trillion dollar market of female small business owners: entrepreneurial women 25-54 with tremendous consumer needs and purchasing power.
2. Pre-marketing for the Expo will reach over 500,000 people. Event marketing is the best way to connect with women.
3. Make your brand friendly to the diversity markets: Latina, African-American and Asian-American women.
4. Highlight products and services directly to your customer.
5. Have company representatives give presentations at events.
6. Take advantage of the brand equity, media and tremendous following of business women the Wealthy Bag Lady brand has created.
7. Enhance your cause-related marketing by participating in events that benefit the community and empower women.
8. Multimedia promotional campaign includes television, radio, print, direct mail and Internet including social media.
9. Increased word of mouth referrals.
10. Be associated with leading brands (past and current sponsors include Citibank, Fed Ex, Bank of America, Southwest Airlines, Staples, American Airlines, Health Net, Wal-Mart, and IBM).



Linda Hollander accepts the nomination for Top Women-Owned Business by the Los Angeles Business Journal

Upcoming Media for Maximum Visibility

- Book Tour: Power of the Purse
- Wealthy Bag Lady Blog
- Women's Small Business Month every October
- Lisa Elia Public Relations will coordinate media
- Partner conferences for women
- Webinars and online learning
- Video marketing on the Internet
- Podcasting and live speaking
- Print articles and interviews
- Multimedia campaign: TV, radio, print, Internet



New Book
Power of the Purse



**Women's Small
Business Expo**



What Attendees are Saying



"I got two years worth of coaching in one day. I learned how to develop a better web site, media, branding, marketing, and how to network and build success teams with other women. I loved every minute and I'm looking forward to the next event."

-Elinor Stutz, Smooth Sale



"This has been the most dynamic meeting – it has changed my business life. I made important contacts that will move my business to the next level."

-Sally Peoples, Pure and Simple, Inc.



"I put together events and I can tell you that this event is one of the most fabulous events I've ever been to. There are incredible women here who are making a difference and coming from the heart. They really care about who you are and what you do. This is a must for everyone!"

-Judy Foster, Shared Vision Network

What Exhibitors are Saying

"As an exhibitor, I met 6 new clients. I can't wait for the next Women's Small Business Expo!"

-Adele Phelps, Personal Protection Parties



"Linda, bravo on the Women's Small Business Expo! As an exhibitor, I met 10 new clients at and spoke with hundreds of amazing women. The business I generated more than paid for the cost of the show, including the travel costs. As a participant, the speakers were inspiring. However, the real value for me is that I left with several amazing new relationships with really inspiring and intelligent women that will last a lifetime. I will definitely be back!"

-Kelly O'Neil, Uplevel Strategies



What Sponsors Are Saying



"Attracting women business owners is necessary for the success of our bank and the best way to connect with women customers is event marketing."

We were impressed by the diversity at the Wealthy Bag Lady Speaking Tour and Women's Small Business Expo. We gave presentations about small business loans. Through the power of the Wealthy Bag Lady brand, we were able to create many new business accounts and establish new loans for deserving women who have built great businesses."

— Mary Mendonca, Bank of America



"Omega World Travel was started in 1972 by a woman, Gloria Bohan. We've found that women are extremely brand-loyal and natural networkers. If you treat a woman well, she will be your customer for life. We are pleased to sponsor the Wealthy Bag Lady. It is a great way to pump up our database and connect our brand to a great cause."

— Malcolm West, Omega World Travel

Sponsorship: Year-Round Multiple Benefit Packages

The Wealthy Bag Lady Speaking and Media Tour and Women's Small Business Expo give sponsors the opportunity to market to the growth community of women business owners 25-54. These women have tremendous consumer needs and purchasing power. Studies show that women are very brand loyal and recommend their favorite brands to friends, family and business associates—with the overwhelming majority saying they use the same products and services in their home that they use in their business.

A customized program will be created for each sponsor with the following packages as guidelines. All sponsors receive a detailed sponsorship report after each event.

Sponsorship Level	Investment	Benefits	Year-Long Benefits Package
Maverick Sponsor	\$10,000/year	Visibility Access Impressions	Signage and exhibitor opportunities. Recognition from the platform. Branding in national resource list for women business owners. Hyperlink to web sites with over 10,000 hits per week. Logo inclusion in national consumer magazines which have a circulation of over 200,000. VIP passes for staff and special clients to events.
Innovator Sponsor	\$25,000/year	Visibility Access Impressions Connections Direct Response	Branding to national women's organizations including membership of NAWBO, NAFE, and Women's Calendar which have a database of over 300,000. Premier booth locations at events with trade shows. Direct Response: Attendees at events receive special coupons and/or offers to drive customers to your company. Option to provide premium in show bag and prize giveaways. Company representatives can give presentations at events. Option to sponsor breakfast or luncheon. All of the benefits of Maverick Sponsor are included.
Trailblazer Sponsor	\$50,000/year	Visibility Access Connections Direct Response Extended Reach Book Tour Spokesperson Media	Special dedicated advanced campaign to all attendees promoting your company. On-site sales, sampling and speaking opportunities. Inclusion in social media platforms. Endorsed email campaign to Wealthy Bag Lady proprietary database of over 20,000. Wealthy Bag Lady as spokesperson in promotion campaign and book tour to major media outlets. Product placement. All of the benefits of the Innovator Sponsor are also included.
Presenting Sponsor	\$100,000/year	Naming Rights Visibility Access Connections Impressions Direct Response Extended Reach Book Tour Spokesperson Media	Naming Rights as Presenting Sponsor of Women's Small Business Expo and Wealthy Bag Lady Speaking and Media Tour. National media release campaign promoting your company as brand-friendly to women. Product giveaways during keynotes. Direct mail campaign to proprietary list of women business owners. Branding in the national media including print, radio, Internet and television. Dedicated special follow-up promotion to attendees at events. Benefits of all packages are included.

Charitable Partner: Junior Achievement



A portion of the proceeds will be donated to Junior Achievement to teach kids entrepreneurship. This is a 501 c(3) non-profit organization and sponsor fees may be tax deductible.

Present and Past Sponsors



This is a great opportunity to join the prestigious group of sponsors who have already partnered with Wealthy Bag Lady and the Women's Small Business Expo. Please contact us and connect your brand with the profitable, growing, and brand-loyal community of women entrepreneurs. Call now and join in the success!

4214 Glencoe Avenue • Marina Del Rey, CA 90292 • Fax 310- 641-5823 • Email: Success@WealthyBagLady.com

866-Women-Biz (866-966-3624)

For articles and updates, go to www.WealthyBagLady.com



Speaking and Media Tour



Women's Small Business Expo

4214 Glencoe Avenue • Marina Del Rey, CA 90292
Email: Info@WealthyBagLady.com • Fax 310-641-5823

866-Women-Biz

For articles and updates, go to www.WealthyBagLady.com