

EVERY *woman* EXPO

19 - 21 JUNE 2020 | PERTH CONVENTION AND EXHIBITION CENTRE



2019 EXPO REPORT

THE EXPO - OVERVIEW

The EveryWoman Expo will return to the Perth Convention and Exhibition Centre from 19 - 21 June 2020. Managed by Australia's largest organiser of consumer exhibitions, the Expo features the latest in health, beauty, fashion, food, love, lifestyle, fitness, spiritual solutions and so much more!

Popular attractions include fashion catwalks, empowering workshops & seminars, cooking demos, food sampling, beauty makeovers, flower crown workshops and psychic readings to name a few. Best news of all? It's FREE entry for all!

90%

of exhibitors were satisfied with the overall performance of the Expo

85%

of exhibitors were satisfied with the total number of visitors

85%

of exhibitors would recommend exhibiting in the EveryWoman Expo

82%

of exhibitors expect to generate post Expo sales

VISITORS WILL COLLECTIVELY SPEND
OVER **\$1 MILLION** ON ORDERS AND PURCHASES
DURING AND AFTER THE EXPO

91%

of visitors would recommend visiting the Expo to a friend

87%

of visitors made a purchase from an exhibitor at the Expo

85%

of visitors were satisfied with the quality of the exhibitors at the 2019 Expo

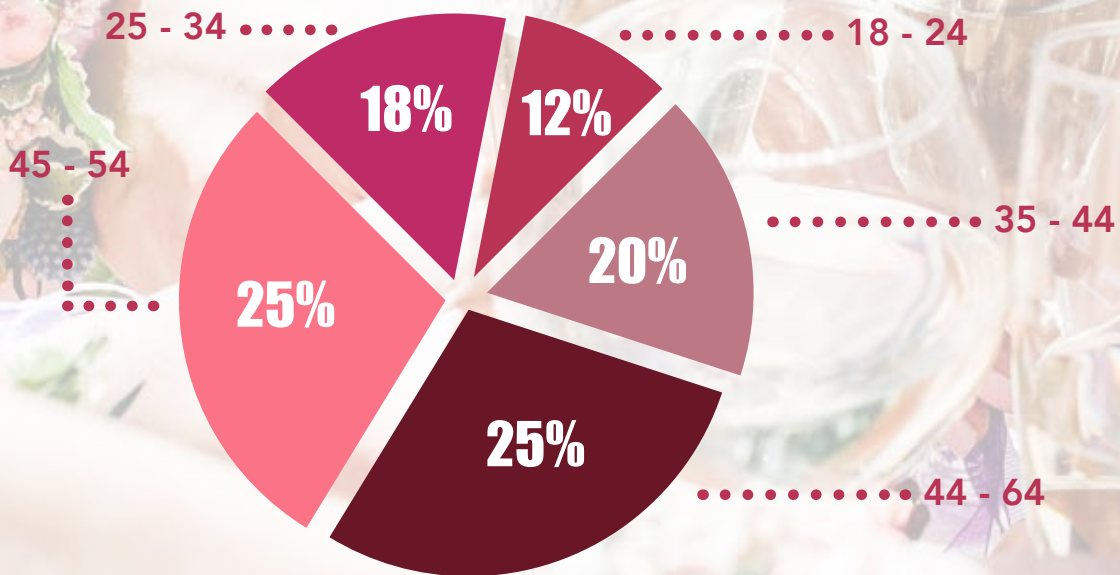
*All statistics are compiled by Exhibitions and Events Australia

THE EXPO VISITOR PROFILE

The Expo attracts over 14,000 Perth women, ready to buy your products & services!

- 98% of visitors are female
- 90% of visitors are aged between 18 - 54
- 87% of visitors made purchases from the exhibitors at the Expo
- 85% of visitors were satisfied with their visit
- 80% of visitors will return in 2020
- 45% of visitors have an average household income of over \$100,000

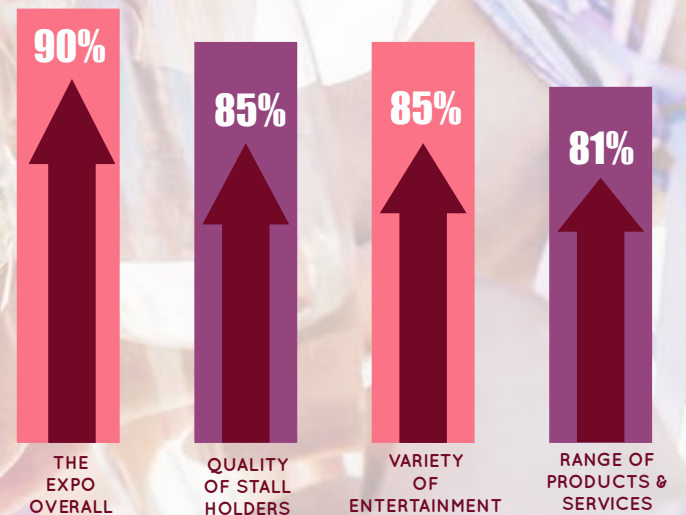
AGE DEMOGRAPHICS



VISITOR PRODUCT INTERESTS

HEALTH & WELLBEING	75%
BEAUTY, SKINCARE & COSMETICS	70%
FOOD & WINE	70%
FASHION & ACCESSORIES	54%
HOMEWARE	50%
TRAVEL	50%
ENTERTAINMENT	45%
JEWELLERY	43%
HAIRCARE	42%
PERSONAL DEVELOPMENT & LIFE COACHING	34%
LIFESTYLE & ADULT PRODUCTS	30%
PSYCHICS, MEDIUMS & SPIRITUAL READINGS	24%
CAREERS & EDUCATION	17%
PHOTOGRAPHY	15%
ADVISORY SERVICES	14%

HAPPY CUSTOMERS VISITOR SATISFACTION - %



EXHIBITORS GET RESULTS

90%

of exhibitors were satisfied with **launching new products** at the Expo

85%

of exhibitors were satisfied with the level of **brand awareness** generated at the Expo

82%

of exhibitors rated the Expo as **important for their business**

80%

of exhibitors were satisfied with the **quality of visitors** the Expo attracted

EXHIBITOR TESTIMONIALS

"We have been a part of this event for 9 years and this year was our most successful! We look forward to attending every year as it generates quite a bit of future business for us!"

Cleopatra's Temple Day Spa

"Fantastic way to get in front of 1000's of women who are there to shop and influence their friends!"

Rochester Ginger

"Can't thank the Everywoman Expo enough for the opportunity to raise awareness about what Share the Dignity does and promote the 3 campaigns we run and encourage new volunteers - priceless!"

Share the Dignity

"I am a new business six months in. I not only had a terrific time at the Expo, but really got my name and products out there. I will be back in 2020 and would recommend anyone to have a go."

Purely You

"We attended our first EveryWoman Expo in 2019 and wow what an exciting experience it was meeting beautiful people, giving amazing healings and selling products. It's a fantastic way to showcase your products and get wonderful exposure! Highly recommend it. Can't wait for next year!"

Carm's Spiritual Corner

TARGETED MARKETING

We're more than just an Expo, offering exhibitors up to nine months of marketing support, plus a comprehensive campaign to attract the right visitors to the event! **Here's a snapshot of our 2019 campaign:**

Complimentary marketing via official event website including individual web pages for each exhibitor. Website visits in the 3 month lead-up to the Expo exceed 50,000.

Other **complimentary marketing opportunities** for exhibitors include:
Editorials featured on the EveryWoman Expo Lifestyle blog
Special feature for new products
Social media promotions (Facebook and Instagram)

Strategic digital advertising presenting targeted messaging to Perth females aged 25 - 65 using a mix of Google re-marketing, profiling, video and display advertising.

eDM marketing to the EveryWoman Expo Club database, now with over 50,000 subscribers.

28-page **Shopping Guide** magazine distributed to all visitors at the Expo.

Targeted **Social Media** campaign via Facebook & Instagram with posts reaching approx. 200,000 Perth women in the month leading up to the Expo.

Featured in online and offline marketing promotions via our **2019 partners and sponsors:**
Share the Dignity, Muffin Break, Bodhi's Bakehouse, Metro Modelling, WASP Hair, The Wedding Stylist and Zubias Threading

BOOK YOUR STAND FOR THE 2020 EXPO TODAY!

CONTACT **ALEXIA HADGE** TO ENQUIRE ABOUT EXHIBITING:

P: 03 9276 5512

E: ALEXIAHADGE@EEA.NET.AU

W: EVERYWOMANEXPO.COM.AU

CONNECT WITH US!



@everywomanexpo



EVERY *woman* EXPO

19 - 21 JUNE 2020 | PERTH CONVENTION AND EXHIBITION CENTRE