



SHE EXPO SPEAKER & EXHIBITOR REQUIREMENTS

Speakers will receive the following in return for presenting their topic gratis.

1. Speaker will receive 4 free attendee tickets they can use to promote to or invite their contacts. (Value \$200 or \$50 per full ticket price). Speakers will have all access to the expo.
2. Speaker has the option of also being an exhibitor at no charge (Value \$100 for non-SHE Member). Exhibitor rooms will be open at various times throughout the day and will be different times than the breakout speaker presentations. If the speaker also wants to be an exhibitor, they will need to have their own paid Zoom account to host their virtual exhibit booth. If choosing to be an exhibitor, all of the exhibitor requirements must be agreed to (see below).
3. Speaker will receive a web page on the SheLeadsGroup.com Expo website. This page will promote them well beyond the actual live expo date. SHE Leads Group can provide a demo of what the speaker/exhibitor page will look like if desired.
4. Speaker will receive social media graphics to promote themselves on their own social media platforms.
5. SHE Leads Group will promote the speaker through press releases, email marketing, on Eventbrite, on Meetup, on the SHE Expo website page, and on social media. Promotion will begin 6-8 weeks prior to the expo.

Speaker Requirements

1. Before speaker is confirmed, speaker will show Beth Boen, Founder of SHE Leads group a sampling of their presentation, provide a paragraph of written copy about the content of their presentation, and both parties are in agreement that the submitted topic is a good fit for the audience. If selected as a speaker, the topic description content provided by speaker will be used in press releases, social media marketing, email marketing and other promotion done by SHE Leads Group.
2. Speaker is encouraged to be at the opening and closing ceremony to receive further recognition.
3. Speaker can promote their business, but no hard or pushy selling will be allowed from the virtual platform.
4. Speaker will provide their entire pre-recorded training to be embedded and used on the SHE Leads Group Expo Website by September 30, 2020. SHE Leads Group will provide assistance to speaker if needed. This will continue to promote the speaker post expo.



5. In addition to their pre-recorded video, speaker will provide what content they want on their web page by September 30, 2020.
6. Speaker will also give their presentation live on the expo date (Tentatively 10/29/2020). The speaker does have the option of playing their pre-recorded video and pausing it as they go to check in with the audience for questions, but they are still live for the event time of their presentation.
7. SHE Leads Group will provide the speaker with social media graphics and the speaker is required to promote their presentation at the SHE Expo on their social media accounts for a minimum of 2 times a week, 4 weeks prior to the expo week (Tentatively September 24 – October 22, 2020).
8. Speaker will also promote their engagement through any other means they have available to them, such as an email newsletter. Speakers will also be given 4 free attendee tickets to use in their promotion.
9. Speaker will donate one prize drawing for attendees of their presentation and an additional prize drawing for a Grand Prize Drawing at the end of the SHE Expo. (Minimum \$50 value of each and no purchase necessary. Ex. a free 30-60 minute consultation). Speakers are encouraged, but not required to have an expo only special.

Exhibitors will receive the following:

1. A “virtual” booth at the expo and a dedicated website page that will live on beyond the expo date that will continue to promote their business. Exhibitors may request to see a demo of the exhibitor web page.
2. All-access to speaker breakout sessions.
3. Promotion done by SHE Leads Group. It will be promoted to attendees to visit each exhibitor live or their exhibitor web page to find out their Fun Factoid to be entered into the Grand Prize Drawing (with minimum value of \$500).
4. Exhibitors are also allowed to provide an item for the grand prize drawing “Basket”.
5. For an additional cost, up to 15 exhibitors can participate in the expo swag bag that will be mailed (up to 100 bags to first 100 paid attendees. Any leftover swag will be mailed to exhibitor). Swag bags will consist of lightweight, more flat items. Only one type of swag will be allowed in the bag (Ex. only one pen, only one post-it pad, only one nail file, etc.) A pre-



determined list of swag items that may be ordered will be available for exhibitors wishing to participate. Because Zamar Screen Printing will be packaging the swag bags and mailing them (shipping and packaging cost paid by SHE Leads Group), SHE Leads Group asks that all swag be ordered and fulfilled through SHE Member Zamar Screen Printing. Exhibitors are also welcome to mail their own swag to attendees on their own.

Exhibitor Requirements:

1. Exhibitors are required to be at the opening and closing ceremony, as well as their designated exhibitor hours. Exhibitors not showing up on time for these times will not be invited to exhibit next year (whether in-person or online).
2. There is a cap of two exhibitors per business category. SHE Members will be given first right of refusal. SHE Member exhibitors must be in good standing. If a SHE Member wants to be an exhibitor, they must sign up and commit by September 11, 2020. After September 11, 2020 the business categories will open up to the public and there is no guarantee the business category will remain open. All non-SHE exhibitors will be vetted according to SHE Member standards.
3. Exhibitors must have their own paid Zoom account for the month of the expo to host their own live exhibitor booth (depending on the number of expo attendees this cost to the exhibitor is \$14.99 to \$19.99 a month).
4. The fee to be an exhibitor at the Expo is \$50 (SHE Members) and \$100 (non-SHE Members).
5. Exhibitor will donate one prize drawing for attendees of their virtual booth (Minimum \$50 value and no purchase necessary. Ex. a free 30-60 minute consultation, \$50 gift card, etc.). Exhibitors are also allowed to provide an item for the grand prize drawing "Basket" if they desire. Exhibitors are encouraged, but not required to have an expo only special.
6. Exhibitors must attend a Zoom training on being an exhibitor. This training will cover Zoom etiquette requirements for professionalism, customer experience/customer service training, and other marketing tips to make the most of being an exhibitor. Exhibitors will have three training times from which to choose.
7. Exhibitor must provide a pre-recorded video for their exhibitor web page. This can be short, but will tell people visiting your page a little about you/your company. SHE Leads Group Founder will assist exhibitors in these video is requested.
8. In addition to their pre-recorded video, exhibitor will provide what content they want on their web page by September 30, 2020.