



On behalf of the Zonta Club of the Black Hills, we want to thank you for hosting a booth at our 2019 Expo on Thursday, October 10, 2019 from 4-8 p.m. at the Rushmore Plaza Civic Center!

Besides a date change (it's the second Thursday of October), the booth fee this year includes a table, two chairs and pipe and drape...saving you a lot! We are also encouraging vendors to offer something interactive at your booth...the more fun, the better! This is a great venue to offer samples, hand out coupons and business cards. Anything you can do to get people to interact with you builds good will toward your business. We are promoting this as a fun ladies night and asking ladies to plan on shopping, signing up for door prizes, and interacting with your booth!

Attached is the booth paperwork. Please complete this and send it in. There is an early bird deadline for payment and you will want to take advantage of that because it is a significant discount.

As you may know, all funds raised from the Zonta Expo, get re-distributed to local non-profits in the form of grant money that advances the status of women and girls in the Rapid City area. Each year, we give out 8-11 grants to help our non-profits stay strong. Your booth sponsorship is doing good right from the start and is critical to the success of this program. Thank you!

The Zonta Expo is set up to give you exposure to 800-1,000 women in our community. As you know, women are the key consumer decision makers for their families. According to Bloomberg (1/11/18):

1. Women drive 70-80% of all consumer purchasing, through a combination of their buying power and influence.
2. Women have a multiplier effect. Because women serve as primary caregivers for children and the elderly, women buy on behalf of their households and for extended family.

Reaching this group of consumers in your community is an excellent public relations activity. And, you can do good for women who need it by supporting the Expo.

If you have any questions or concerns about hosting a booth, do not hesitate to contact me at 605-858-2949. Your continued support creates one wonderful evening...and helps effect change in our community for women and girls. Thank you!

Best regards,

Nancy Anderson-Smith, Chairperson

Zonta Expo 2019