

Dear Friends:

The Twenty-First Annual Women's Day will be held at the Decatur Civic Center on Saturday, September 17th, 2011 from 9:00am-2:00pm. We are very excited to provide this great opportunity for our vendors to "strut their stuff" for the women of Central Illinois. Enclosed is a copy of the 2011 Women's Day Contract.

Women's Day offers our patrons time to pamper themselves; learn together and share fun and fellowship. The women who attend this annual event come to learn about and shop for new and exciting products and services. The ladies find bargains at our trade show, along with the day long entertainment and demonstrations we have arranged. Women from all over Central Illinois attend Women's Day.

The Twenty-First Annual Women's Day is an ideal marketing opportunity for exhibitors to:

- Reduce Inventory
- Introduce a new product or service
- Build a data base
- Get out of your routine and have some fun!

And more important, in this challenging economy, customer contact becomes even more important.

This is your time to create your new "storefront" for a day and meet more potential customers than you may come in contact with in months! Where else are you able to reach hundreds of women in just five hours?

We sincerely hope that you will join us for our 21st Annual Women's Day. I have enclosed a copy of the 2011 contract. If you choose to participate, please complete the contract and return to us with your payment. To assure the best placement, please respond as soon as possible. This show is sold on a first come first serve basis. **If you are a returning vendor you have until June 3rd, 2011 to reserve the same spot you had in 2010.**

As in the past, exhibitors agree to provide a door prize (minimum of \$25.00) to be given away during show hours. This will exclude discount gift certificates. **You will be responsible for collecting door prize registration at your own booth and delivering the door prize to the winner(s) of your drawing.**

The Civic Center Staff is committed to constant improvement of Women's Day and will be glad to answer any questions you may have. Please feel free to call me at (217) 422-7300. I hope to see you at Women's Day 2011.

Cordially,

Kimmy Werren
Show Manager