



Delivering on the Dream:

A HOW-TO KIT
for Sponsoring a
Direct Selling Fair

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DEAR WOMEN'S BUSINESS CENTER DIRECTOR:

As a Women's Business Center entrepreneurial training expert, you are familiar with developing, designing, and delivering resources that advance your clients' dreams of becoming self-employed. This kit adds one more toolbox to your repertoire: a complete guide to sponsoring a unique business opportunity—a direct selling fair.

A direct selling fair is like a job fair—they both offer income opportunities. But in a direct selling fair, the exhibitors are companies that sell goods and services directly to consumers—companies that are actively recruiting direct selling representatives. Direct selling, as the Central Indiana Women's Business Center (CIWBC) learned, is a match for clients who want to be self-employed, but who do not have a specific business idea or who lack the capital to launch a business.

In March 2006, the CIWBC sponsored a direct selling fair. It was an unqualified success: more than 35 unique companies exhibited at this trade show event, and more than 250 individuals participated. The event:

- showcased CIWBC clients who earned livelihoods as direct selling representatives and who presented testimonials about increasing income for their families and learning how to become business owners;
- offered educational programs on the merits, opportunities, and success stories of direct selling; and
- introduced CIWBC clients to members of direct selling companies who are members of the Direct Selling Association and who embody ethical direct selling practices.

After the event,

- more than 100 individuals completed reply cards asking for more information about direct selling and its global market opportunities, opportunities that were provided by training engagements at CIWBC;

Did you know?

- In 2005, 14.1 million people in the United States derived self-employment income from direct selling.
- Most of these direct salespeople—82.2%—are women, and 76% are married.
- Most people become direct sales representatives to make additional income, and the majority (87.3%) are in the business part-time.
- Direct selling companies brought in \$30.47 billion in the U.S. in 2005.
- More than 74% percent of the American public has purchased goods or services through direct selling companies.
- One in eleven entrepreneurs is a woman.

Source: Direct Selling Association
(<http://www.dsa.org/pubs/numbers/>).
Accessed April 15, 2007.

- more than 25 existing direct selling associates visited CIWBC for one-on-one business counseling and advanced workshops to learn how to grow their business;
- more than 18 companies identified independent representatives who could work with CIWBC clients and potential business partners to introduce their products to a “new” ethnically diverse customer population; and
- six companies established an Indiana sales presence.

These results could be your results. Sponsoring a direct selling fair for your clients who dream of self-employment but who have not been able to overcome traditional barriers to business ownership could be the first step to their financial success.

Your organization already supports entrepreneurial development among women as a way to achieve economic self-sufficiency, create wealth, and participate in economic opportunity. In your portfolio of entrepreneurial training curricula, consider sponsoring a direct selling fair and give your clients the means to make their self-employment dreams come true.

The AWBC–DSEF partnership is committed to providing economic choice and investing in vibrant communities. This “Business in a Box” is a pragmatic example of how we deliver on the dream.

Yours sincerely,



Ann Marie Almeida
 President & CEO
 Association of Women’s Business Centers
 Camden, ME
www.awbc.biz



Robin Diamond
 Program Director
 Direct Selling Education Foundation
 Washington, DC
www.dsef.org

“Direct selling is now the sales distribution of choice for companies. And for clients, it’s a viable option for self-employment.”

Sharon O’Donoghue,
 Director, Central Indiana Women’s Business Center, Indianapolis

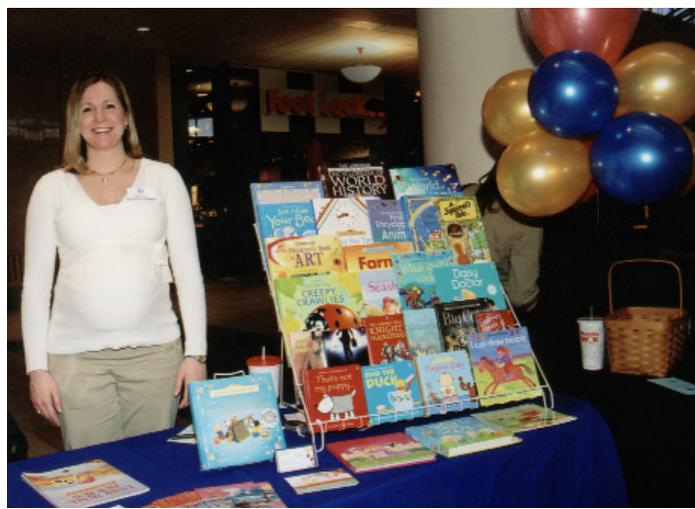
How to Use This Kit

Check out “Why Sponsor a Direct Selling Fair?” to see how this kind of event can benefit your clients and your organization.

Explore!

- A case study of the Central Indiana Women’s Business Center (Appendix A) lets you see, close-up, how one organization successfully launched this unique program idea. Their case statement (Appendix B) can be customized to sell the idea to your stakeholders.
- “Ensuring Your Event’s Success” gives you a heads-up on partnering with other organizations to ensure maximum outreach and leverage for your organization.
- Ready-to-use checklists (see “A Master Plan” and Appendix C) help you get started and stay organized as you plan your event.
- A list of potential exhibitors (Appendix D) makes it easy to begin recruiting the companies who can make a difference to your client’s goals for self-employment.
- Sample program materials (Appendices E and F) can be customized to fit your exhibitor registration and publicity needs.
- A sample evaluation form (Appendix G) provides a customizable template for measuring your success and for collecting testimonials for use in future program publicity and grant proposals.
- Sidebars scattered throughout highlight program benefits and “lessons learned” that you can apply to your own program planning.

Adapt and share. The materials in this kit are templates that can be customized and adapted to your own program planning process. Feel free to share these ideas with other organizations dedicated, as you are, to advancing women’s entrepreneurship—and watch lives change .



Why Sponsor a Direct Selling Fair?

Women are seeking self-employment as a source of household income and economic vitality. But they experience barriers to realizing their dream: they may lack a viable business idea, and they may lack information or education about self-employment opportunities that have proved successful for women and the access to capital to launch a business venture.

Direct selling opportunities could be a match for your clients who don't have viable business ideas, previous business ownership experience and skills, or financial resources. A direct selling fair allows your clients to meet with direct selling companies and to participate in informational programs about self-employment. It opens doors to what some of your clients have dreamed of all their lives: being their own boss, and mastering their financial future.

Sponsoring a direct selling event can benefit your clients by

- helping them learn more about direct selling opportunities "all in one place";
- connecting them to the basic yet essential banking services they need to start a business;
- offering education programs that help clients improve their business ownership skills, such as record keeping, cash flow, marketing, and sales;
- assisting those who wish to take a particular product into a new ethnic market become independent representatives of direct selling companies; and
- providing a "structure for success" by identifying business ideas that are essentially a "business in a box."

Your Women's Business Center can also benefit from sponsoring a direct selling fair:

- The event will create news coverage that can help recruit new clients and raise income for your Center's programs.
- You'll increase public awareness of your organization as an economic resource for women in your community.
- By raising your organization's profile, you position yourself as a worthy partner for future corporate sponsorships.

"I'd like to find out more about direct selling ... it would be helpful if we could have an event that allowed us to learn more about their services and products, the opportunities of direct selling, the myths about the legitimacy of direct selling all under one roof ... just like a job fair."

Erin A., Indianapolis, IN

"Women who have never owned a business lack 'business ownership skills.' Direct selling companies offer first-time business owners experience in a low-risk, structured environment with an already 'branded' product. And the companies provide the marketing materials and a 'sales starter' kit."

Sharon O'Donoghue,
Director, Central Indiana Women's Business Center, Indianapolis

Ensuring Your Event's Success

*P*lan your work and work your plan" is probably one of the surest routes to success for any new venture. Creating a master plan for organizing and hosting your direct selling fair is addressed in the next section of this kit.

Another success factor, however, is to get support from like-minded people, who are committed to serving clients like yours, and showing how their involvement can be a win-win for everyone.

You can tap many resources to ensure the success of your direct selling fair. The following groups, for example, assisted the Central Indiana Women's Business Center in hosting its March 2006 event (Appendix A):

- **Corporate sponsor(s)** helped bear the financial costs, supplied staff support services for program planning and publicity, and provided a corporate presence at the event.
- **The local Small Business Administration** assisted with local and regional promotion.
- **State and city economic development agencies**, particularly those serving women, provided speakers and additional publicity.
- **Local women's business professional and civic organizations** provided event volunteers and helped recruit event attendees.
- **The Association of Women Business Centers** (www.awbc.biz) provided technical assistance on program content and event planning, including speakers, and acted as a liaison to like-minded organizations.
- **The Direct Selling Education Foundation** (www.dsef.org) helped facilitate contact with direct selling companies.

You probably have similar resources in your area—businesses and agencies that would welcome the opportunity to contribute to the community and gain visibility in the process. Consider having a brainstorming session to explore what's available.

"Participating in the Direct Selling Fair allowed us, as individual bankers, to create more brand awareness in our market. [But it was also] a great experience to be involved in the hands-on of putting it together. We had really great speakers who were able to encourage, uplift, and empower the women [who attended]. It's something that can definitely grow, and we should have been doing it a long time ago!"

Sharetha Marshall,
Personal Banker, Charter One Bank, Indianapolis, Indiana

Key Strategies for Success

"The benefits [from hosting a direct selling fair] fit our mission...to target and help grow the number of women who own businesses," says CIWBC Director Sharon O'Donoghue. She recommends the following key strategies:

- 1. Cater to your own backyard.** Your area probably has small local direct sell companies interested in exhibiting at your event. There is also a "universe" of DSA-certified direct sell companies (www.dsa.org) that can exhibit as well as offer educational sessions on ethical industry standards and practices.
- 2. Know your population.** The CIWBC developed its direct sell fair after having done surveys on why clients failed to pursue self-employment. The data showed that the Center had a group of clients who were open to being steered toward business ideas.
- 3. Find a sponsor.** The CIWBC event cost about \$5000 to launch, so sponsorship was essential. "If I did it again, I'd couple it with Dress for Success, or with [groups that help] women re-entering [the community after extreme life challenges]," O'Donoghue says. "[Tie results] not just to your population at large, but to someone else's outcome as well."
- 4. Build mandatory follow-up into the event.** This works well when you do individual goal-setting at the beginning, for example, with individuals in welfare-to-work transition. You get solid statistics about your program's effectiveness, which is useful for writing future grant proposals or seeking corporate sponsorships.



A Master Plan for Organizing and Hosting Your Direct Selling Fair

The six steps below can help you successfully organize your direct selling fair. Use them as a template and modify to suit your own planning process. Note: Appendix C offers a detailed checklist and status report for each step in the process.

1. THINK STRATEGICALLY.

■ **Determine your goals and objectives. How will you measure success?**

Growth in the number of women in the community who actually increase household income through self-employment? Attendance? Money raised? Number of exhibitors? Participant satisfaction? Number of individuals who seek follow-up services from your women's business center?

■ **Envision the program and create a preliminary agenda.** This will help determine who should be on the planning and implementation team and what venue will be appropriate.

■ **Identify potential speakers and VIPs** whose presence would draw participants. Get a tentative commitment for their participation.

■ **Identify potential key exhibitors.** These can be local, regional, or national direct selling companies. Note: DSA member companies adhere to the DSA Code of Ethics.

■ **Explore opportunities for collaboration with strategic partners,** such as other women's advocacy organizations, women's business centers, direct selling organizations, community businesses, municipal and state agencies, etc.

■ **Select a sponsor.** How will the sponsor benefit from supporting your event? What roles and responsibilities, including financial, would you like the sponsor to have?

■ **Consider how you will promote the event.** Sketch a preliminary marketing and media plan.

■ **Prepare a case for your stakeholders** (see Appendix B) to get buy-in. Emphasize win-win.

Funding Direct Selling "Starter Kits"

The cost of direct selling starter kits can be a small barrier to entering the direct selling market. Some lenders consider starter kits "inventory" and will not advance loans for purchase.

Though your women's business center may not be a micro-lending institution, there may be other micro-lenders in your community that you can bring to the table for your clients who need this resource. Have a full and frank discussion with these lenders to clarify terms. Perhaps clients can apply for individual development accounts (IDAs)—matched savings accounts that enable low-income families to save, build assets, and enter the financial mainstream—as a way to get funded.

There may be an IDA program near you. You can search for programs by state using the online IDA Directory. For more information, see www.cfed.org and search on "IDA."

2. PUT THE BASICS IN PLACE.

■ **Develop an implementation timeline.** See Appendix C.

■ **Identify possible dates for the meeting,** but before confirming, clear them with important participants. Also ensure that no other major events that could compete for your targeted participants' attendance are planned for that day.

- **Determine your site requirements**, based on your preliminary program agenda. Consider staging, seating, traffic flow, and whatever services you need to ensure smooth sailing.
- **Conduct site visits.**
- **Create a budget.** Include marketing costs, and administrative staff hours. What can your Center afford? What financial and administrative support can sponsors and strategic partners provide?
- **Recruit your event planning team** and clarify each person's role.
- **Confirm buy-in** from your stakeholders: board, key exhibitors, sponsors, etc.

3. SELL THE PROGRAM.

- **Create a marketing plan** to get participation. Consider your event's primary message and themes. What are the benefits of attending, for exhibitors and participants? How will you get the word out? How can you get the most leverage for this event, both before and after the event?
- **Create a media plan** to get publicity. Tap your relationships with local and national media, including online venues.
- **Decide on photography or videography needs.** Can you use photos or videos for future publicity?
- **Schedule regular check-ins and updates with stakeholders.** It's part of your "branding" as a reliable, organized, well-positioned resource for women in your community.

4. ARRANGE LOGISTICS.

- **Develop an event schedule:** day, time, and schedule of events.
- **Confirm site and set-up**, and create your exhibitor floor plan.
- **Confirm exhibitors and program content.** Take the opportunity to educate your participants about direct selling ethics and standards and about the support available to them as new business owners.
- **Arrange for a Master of Ceremonies**, if needed.
- **Confirm speakers** in writing.

Getting Frontline Buy-In

The CIWBC Direct Selling Fair was an unqualified success. Still, says CIWBC Program Director Sharon O'Donoghue, next time she'd spend more time up front getting buy-in at the direct selling frontline sales level.

"We need [someone like] a 'Pampered Chef' to acknowledge that women's business centers offer quality training and one-on-one business counseling services, and to require their direct sales reps to utilize those programs. Our direct sales reps' participation in a local women's business center's programs and services should be part of our performance appraisal or commission systems," she says. "We didn't get to where I articulated the value proposition enough at the national or corporate level of companies utilizing direct sales channels."

If O'Donoghue were to do it again, she'd take a direct selling company's top sales person into her organization's twelve business training classes, then rate her sales effectiveness against other reps who hadn't taken the training.

"This could be a pipeline for our clients," O'Donoghue says. "We'd have quantifiable outcomes that could result in grants to other women's business centers. Then we could get a pilot program going and take it to the next level."



- **Initiate a marketing and media plan.** Double-check all information that goes into promotional materials, from the correct spelling of names to dates, times, locations, and cut-off dates.
- **Determine your registration and confirmation process** for participants and for exhibitors: Paper or online? Advance, on-site? (See Appendix E for sample exhibitor registration package.)
- **Determine the materials you will need on-site,** such as signage, programs, evaluation forms, etc.
- **Create a day-of-event checklist** to ensure everything goes smoothly.
- **Send reminders to speakers and exhibitors** one to two weeks prior to the event thanking them in advance for their participation and including any last-minute details they need.

5. ASSESS AND SHARE YOUR RESULTS.

- **Determine parameters for evaluating the success of your program** (see first bullet under “strategic planning” in Appendix C). Assess results from multiple perspectives (impact on mission, impact on participants, benefits to exhibitors, benefits to sponsors, etc.).
- **Create the evaluation tools** you need. Paper or electronic? Can you pilot-test them?
- **Entice your audiences to complete the evaluation.** Let them know why it’s important, and how the results will be used. Can you offer an incentive to ensure completion?
- **Schedule a debriefing** session with staff and key stakeholders.
- **Follow up with a written report** that can be used when seeking future grants or sponsorships.

6. CELEBRATE YOUR SUCCESS.

- **Take care of any follow-up details,** like thank-you notes to speakers, VIPs, etc.
- **Send news releases** to media outlets and to stakeholders, including your corporate sponsors and grantmakers.
- **Post photos** (or five-minute excerpts of taped sessions as pod casts) on your Web site.
- **Celebrate!**

Appendices



- A.** Case Study in Sponsoring a Direct Selling Fair:
The Central Indiana Women's Business Center, Indianapolis, IN
- B.** Sample Case Statement for Creating Buy-In from Key Stakeholders
- C.** Master Plan/Implementation Timeline
- D.** Listing of Potential Exhibitors
- E.** CIWBC Sample Exhibitor Package Materials
 - E-1** Announcement and Trade Show Fact Sheet
 - E-2** Direct Selling Trade Show Exhibitor Agreement
 - E-3** Trade Show Event Program Information and Registration Form
- F.** CIWBC Sample Marketing Materials
 - F-1** Direct Mail Postcard
 - F-2** Event Flyer
 - F-3** Press Release
- G.** Sample Evaluation

Appendix A

Case Study in Sponsoring a Direct Selling Fair: The Central Indiana Women's Business Center, Indianapolis, IN

Organizational Profile

The Central Indiana Women's Business Center (CIWBC) is a program of Indianapolis-based Neighborhood Self-Employment Initiative (NSI), an independent 501(c)(3). Founded in 1997, NSI promotes and inspires entrepreneurship by providing individuals with access to the knowledge, skills, and resources that will help them start or grow their own business.

In September 2004, NSI received a five-year grant from the Small Business Administration, designating it an SBA Women's Business Center. NSI then launched the CIWBC program and it became one of the fastest-growing nonprofit organizations in central Indiana. In the last three years NSI, which serves 10 counties in the Indianapolis metropolitan area, increased its client population from 100 to 1600 and its budget from \$30,000 to \$510,000.

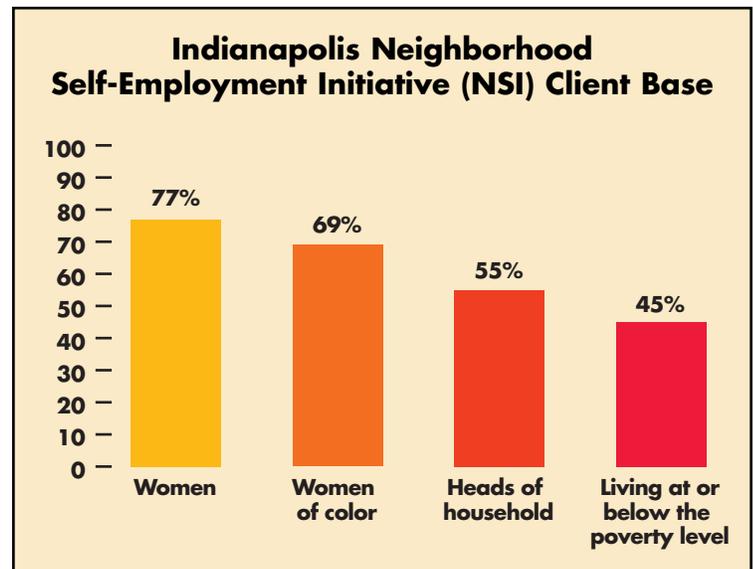
NSI's Primary Programs & Services

NSI and the CIWBC programs and services support three client-centered strategies:

- 1. Building human capital.** The organizations provide free one-on-one business counseling and sponsor 95 workshops annually on specific business topics requested by their clients.
- 2. Building financial capital.** NSI offers micro loans of \$500 to \$10,000 and technical assistance on SBA loan programs.
- 3. Building social capital.** NSI clients can get individual and group life skills coaching, join a business mentoring program, and participate in mainstream networking opportunities (such as the Chambers of Commerce, the Rotary Club, and NAWBO) at reduced rates.

NSI's Target Market

Although NSI serves all who seek its help, it focuses its efforts on motivated individuals who are not in the economic mainstream: the working poor, immigrants, female heads of households, domestic violence victims, ex-offenders, welfare recipients, minorities, the under- and unemployed, and the disabled. Seventy-seven percent of the clients are women, 69 percent are women of color, 55 percent are single heads of household, and 45 percent live at or below the poverty level .



Business Situation

The CIWBC receives more than 90 percent of its funding from public and private grants. Its first program director came on board in January 2005 and began implementing the organization's mission of providing programs and services to individuals with identified business ideas, ideally small personal service businesses originating from the individual's skill set or work life experience.

After working with its client population, the director soon recognized that the majority of CIWBC clients lacked previous work experience or a trade from which a business idea could germinate. In fact, only 25 percent of NSI clients are successful in launching a business within the first nine months of exploring business ownership.

Yet since 2005, NSI grantors have increasingly required client data showing the "economic impact" of Center programs and services—i.e., evidence of clients' ability to launch a business, and facts about the businesses' first year revenues and net profit or loss. For the vast majority of NSI clients, who had no viable business idea or previous trade experience, the "economic impact" was "zero."

Recognizing the import this situation could have on future funding, the organization explored how it could provide resources that would help its clients identify "best fit" self-employment avenues or business ideas that were essentially a "business in a box." Direct selling education, information, and opportunities appeared promising for this client segment.

Technical Situation

Further research revealed three common themes among clients who had not successfully launched or been able to grow their businesses:

1. Frustration at not being able to learn more about direct selling opportunities either directly from the companies or in "one place."
2. A need to learn more about basic business banking services—more than 80% of clients had neither a banking relationship nor an established business bank account.
3. A need to improve basic business ownership skills among clients who already were independent representatives of direct selling companies.

Solution

A training program sponsored by the Direct Selling Education Foundation (DSEF) in November 2005 and held in Kansas City, Mo., proved auspicious. Designed for members of the Association of Women's Business Centers (AWBC), the program discussed the background, merits, industry information, economic impact, and individual opportunities of direct selling. This event created an "aha" moment for the CIWBC program director, Sharon O'Donoghue, when she realized that direct selling opportunities could be a "match" for clients without viable business ideas.

"More than 100 business centers train 145,000 women annually, from nascent entrepreneurs to [those] in second-stage businesses. Any center could replace [Indiana's] story with their data. The bones of this [case study] are spot-on in making a case [for a direct selling fair] to the Board."

Ann Marie Almeida,
President and CEO, Association of Women's Business
Centers, Camden, ME

Direct selling companies seek out highly motivated individuals who want to be self-employed. This in itself matched the CIWBC client profile. And the direct selling business model offers a business structure that increases the likelihood of success for individuals who decide to become independent representatives.

Collaborative Partnership

O'Donoghue set about forming a collaborative partnership to advance the idea of providing information about direct selling to CIWBC clients.

- The AWBC offered support in keeping with its mission of promoting entrepreneurship among women as a way to achieve economic self-sufficiency.
- The DSEF viewed partnership as a way to serve the public interest by providing education, information, and research about direct selling in the global marketplace.
- Members of the Direct Selling Association (DSA) were interested in addressing ethical business practices, technology and e-commerce, sales and selling practices, women's health and well-being, and marketing and entrepreneurship.
- Even out-of-state direct selling companies invited collaboration, to contribute to "creating a vital and healthy business climate [in Indiana]."

"I had no idea these companies conform to an ethical standard of selling, are so diversified in products and services, and are truly dedicated to helping grow new business owners. I never knew people were really supporting their families through direct selling. I always thought it was just a hobby."

Sharetha M.,
Indianapolis, IN

Direct Selling Event — Implementation

CIWBC committed to holding a "job fair"-like event in March 2006 for its clients and DSA members.

Finding an Event Sponsor

CIWBC had no funds to host this event, thus it began discussions with its corporate partners to find an event sponsor. Serendipity struck: a bank new to central Indiana had rented space in a centrally located public shopping mall to celebrate "National Women's Month" but had not yet identified a program. CIWBC clients needed banking relationships. Holding a direct selling fair could benefit both parties, and steer CIWBC clients toward viable business ideas.



Selling the Idea

O'Donoghue recognized the perfect "win-win-win-win": the CIWBC would provide programming, participants, and market; the bank would provide funding and venue; direct selling companies would attend, educate, and recruit participants about direct selling opportunities; the event would provide a "one stop" shop to explore the world of direct selling.

Getting Board Approval

The corporate sponsor earmarked the funds (approximately \$4000), and O'Donoghue proposed the case for a direct selling fair to its Board (see Appendix B).

Planning the Event

CIWBC began planning the event. O'Donoghue and a librarian researched and put together a list of potential participating direct selling companies (see Appendix D). Full-time personnel carried out the steps to program implementation; no labor was outsourced or contracted. Approximately 300 personnel hours (which included 100 staff hours committed by the corporate sponsor) were expended to launch and implement the event.

Benefits

The event reached or exceeded its hoped-for outcomes:

- It attracted more than 35 DSA member exhibitors that extolled direct selling opportunities for individual economic success and raised the perception of the direct selling industry among program participants.
- Twenty-five percent of exhibitors that had had little market penetration in Indiana increased their presence in the state and acquired local sales representatives.
- Exhibitors increased public awareness about direct selling information, products, and services among ethnic populations not previously reached. (Eighty percent of Hispanic and African American attendees had not heard of 75% of the DSA member exhibitors, or of direct selling opportunities as a form of household income. The Longaberger Company and The Pampered Chef located several Asian, Hispanic, and African American women interested in becoming independent sales representatives.)
- Exhibitor fees covered all speaker travel related expenses. CIWBC incurred no out-of-budget expenses.
- More than 65 new clients attended CIWBC workshops and/or business counseling sessions (within 30 days after the fair) as a direct result of this event.

“[The fair] helped more people launch onto a business idea who [otherwise] would have walked away empty-handed.”

Sharon O'Donoghue,
Director, Central Indiana
Women's Business Center,
Indianapolis, IN

Products and Services Used

The CIWBC used the following products and services to promote the event:

- Mailings
 - to client contacts using CIWBC's existing client Microsoft Access database of 1,055 names
 - to 450 NSI friends and funders using Outlook-based email lists merged to an Excel spreadsheet to create mailing labels
 - to various faith-based and social service organizations, neighborhood centers, workforce development groups, and state agencies
- Marketing communiqués designed using Microsoft Word
- Print materials (posters and postcards) produced by local printers

Services Provided by Other Groups or Companies

The corporate sponsor provided

- \$4,000 for room rental, mall space, exhibit booths, stage and sound system; and printing and postage;
- staff time to coordinate event needs with the shopping mall facility director;
- in-house mail room resources to send out more than 1,000 postcards;
- corporate presence at the event; and
- paid corporate media broadcast slots to advertise the event.

The local Small Business Administration office provided

- local and state-wide announcement of the event, and
- direct presence (Gail Gessell, SBA Indiana District Director provided a keynote speech)

State and city economic development and minority or women certification agencies provided

- local officials as evening speakers and
- local and statewide announcements encouraging attendance across the 10 counties of central Indiana.

Local women's professional business organizations (e.g. the Central Indiana chapter of NAWBO)

- recruited attendees and
- encouraged engagement with the women's business center for existing business owners.

The Association of Women Business Centers (AWBC) provided

- technical assistance on program content, resources, event planning;
- a co-keynote speaker (AWBC's President addressed the program);
- connections with the chair of the National Business Women's Council, DSEF, and DSA company executives to encourage strong participation.



Appendix B

Case Statement for Getting Buy-In from Key Stakeholders

The Central Indiana Women's Business Center prepared the following case statement to attain buy-in for its proposed Direct Selling Fair. Consider using it as a template that you can customize with information relevant to your Center to get buy-in from your key stakeholders.

EMPOWERING WOMEN — SELF-EMPLOYMENT OPPORTUNITIES THROUGH DIRECT SELLING Glendale Mall, Thursday, March 23, 2006 (4:00 - 8:00 P.M.)

The Context

There are 14.1 million people in the United States who derive self-employment income from direct selling. Of these, 23.1 percent, or 3.14 million direct sellers, reside in the Midwest.

We have had a number of our clients, who are direct sellers, seek assistance in honing their business ownership skills. We've had many clients express frustration over the lack of a profitable business idea who wanted to explore direct selling opportunities. We've had clients complain of the lack of knowledge about basic business banking services. More than 80 percent of our clients don't yet have a banking relationship or an established business bank account.

There is currently no venue or group offering a "job fair" for individuals interested in meeting and evaluating direct selling companies' opportunities. No other bank is sponsoring a similar event. Charter One will be the sole resource at the event describing and offering their small business banking products and services.

The Plan

The Central Indiana Women's Business Center (CIWBC), a program of the Neighborhood Self-Employment Initiative, has recognized direct selling as an avenue for our clients to launch their dream of self-employment. For many clients, direct selling offers the structure and parameters of business ownership, which increases clients' likelihood of success. After gathering further information from the Direct Selling Educational Foundation, the CIWBC set a goal of offering a venue for clients and direct selling companies in 2006. The plan has yet to be developed.

Charter One Bank is a leading Central Indiana bank focused on assisting business owners with all their banking needs. Charter One has specifically targeted women business owners, recognizing the unique challenges and barriers they often confront. Charter One is very committed to empowering women economically and is focused specifically on self-employed women in Central Indiana.

The Opportunity

In recognition of March as "National Women's Month," Charter One Bank had rented the Indianapolis area Glendale Mall for Thursday evening, March 23. CIWBC had committed to a women's economic empowerment event in 2006. Relationships connected both organizations. Through collaborative efforts this event "seed" was planted. Through collaborative efforts the event will launch as planned.

As such, the event, **"EMPOWERING WOMEN—SELF-EMPLOYMENT OPPORTUNITIES THROUGH DIRECT SELLING"** will be co-presented by the CIWBC and exclusively sponsored by Charter One bank. It will be held Thursday, March 23, 2006, from 4:00–8:00 P.M. at the Glendale Mall, Indianapolis, Indiana. The Event Manager is Sharon O'Donoghue, CIWBC, 317-917-3266, sodonoghue@nsibiz.org; www.nsibiz.org.

Why the Event?

In 2005, the CIWBC worked with more than 900 women who wanted to start their own business. For many the number one barrier to realizing their dream was the lack of a viable business idea. In business counseling sessions, these women consistently stated that they didn't have a skill (for example, hair braiding) or an idea that translated to a profitable business.

By talking with other national women business centers (WBCs) and gathering information, CIWBC came to recognize the opportunity a direct selling product or service can offer clients without a business idea. These companies, members of the Direct Selling Association, utilize direct selling as the sales distribution channel for their products. This "business in a box" offers a lot of pluses to women seeking self-employment options. Many CIWBC clients expressed an interest in learning more about direct sales companies as an avenue of business ownership and self-employment.

To date there hasn't been a direct sell trade fair (modeled after "job fairs") in the Midwest.

We anticipate 300–350 individuals (more than 80 percent of them women) who will attend this event.

Charter One is covering the cost of direct mail invitations, rental fees for the site, and exhibitor space rental charges. Invitations will be sent to more than 1,300 individuals, as well as to public libraries, churches, and social service organizations.

There will be print and broadcast coverage. The media "angle" will be to profile successful direct selling stories (some of them our clients) and how this opportunity has launched an individual into self-employment and increased household income.

News of this is being broadcast throughout the ten-county area. The message will highlight Charter One as the leader in business banking and as a strong supporter of women business owners.

The Win-Win-Win-Win-Win

WIN # 1: EXCLUSIVE CORPORATE SPONSOR. This event provides Charter One Bank access to 300–350 potential customers. The CIWBC, through its volunteers, will register every event attendee. We will also have a list of the exhibitors who currently work, and manage, independent direct sales consultants in the Indianapolis area. Charter One will be able to market its business banking services as well as brand itself as the “leading” bank for women business owners. Charter One benefits from a strong public image as being supportive of the recognized #1 Central Indiana “go to” organization for self-employment programs and the resource for self-employed women!

WIN # 2: OUR CLIENTS. We help a number of our clients (who are stuck on a business idea) to actually launch their goal of self-employment by becoming a “free agent” for a direct selling company

WIN # 3: PROSPECTIVE CLIENTS (TWO GROUPS).

- 1.** The co-sponsors create public awareness for CIWBC among existing Central Indiana direct sale “free agents.” These direct selling “free agents” learn of our programs and services and get excited about how we can help them improve their business ownership skills and provide business banking services. This helps drive “new” clients to our organizations.
- 2.** The co-sponsors also create public awareness regarding our organization outside Marion County (city of Indianapolis). Even if those who hear about the show don't attend, they'll hear about our programs and services and avail themselves of our offerings and/or help us get entrenched in their county or town.

WIN # 4: DIRECT SELLING COMPANIES. The co-sponsors create name recognition with direct selling companies (headquartered out of state) who will see us as the “go to” shop for helping their Central Indiana independent sales consultants enhance their business banking relationships and business ownership skills through our programs and services. In turn, they might mandate or recommend that their folks utilize our programs and services.

WIN # 5: FUND RAISING. As a not-for-profit, CIWBC depends on continual annual fundraising. This event allows us to grow public awareness of our organization—our “innovative” community events. Thus, we continue creating opportunities for future corporate and individual giving, and “good feelings” for current funders.

The Event Program

- 1.** Exhibitors: More than 35 booths of direct selling companies and local business owner resources (other not-for-profit exhibitors will include Black Chamber, NAWBO, etc).
- 2.** Opening Program: The state of women's entrepreneurship, addressed by COB executive; Gail Gesell, Director, Indiana District, U.S. Small Business Administration; Ann Marie Almeida, CEO of Association of Women Business Centers. In addition, Merrill Stout, Director, the Longaberger Company, will discuss its company history and founding by entrepreneurial brothers and its more than 10,000 female, economically empowered sales reps.
- 3.** Break-Out Sessions: Ten of these sessions will be held in adjacent storefronts (set up classroom style) on banking for the business owner; loans for the small business owner; how to check your credit; motivation; Direct Selling Association code of ethics—what to look for when assessing a direct selling opportunity; CIWBC resources; exploring business ownership: is it for me?, etc.

Appendix C

Master Plan: Implementation Timeline

Strategic Planning

START	ACTIVITY	WHO'S RESPONSIBLE?	DUE	STATUS
	Goals and objectives			
	Visioning, preliminary agenda			
	Potential speakers/VIPs			
	Strategic partners			
	Sponsor			
	Key potential exhibitors			
	Preliminary promotion ideas			
	Case for stakeholders			

Basics

START	ACTIVITY	WHO'S RESPONSIBLE?	DUE	STATUS
	Date selected			
	Site requirements			
	<ul style="list-style-type: none"> ■ staging ■ seating ■ A/V: projectors, microphones, speaker system, walkie-talkies, etc. ■ booths: number, floor plan ■ utilities (phone, lighting, computer) ■ set-up: tables, chairs, restrooms, registration, parking ■ catering or decorations ■ access for people with disabilities ■ security/public services 			
	Site visits			
	Budget			
	Planning team			
	Buy-in from			
	<ul style="list-style-type: none"> ■ board ■ key stakeholders ■ sponsor ■ potential key exhibitors ■ potential speakers, VIPs ■ partners ■ planning team 			

Marketing and Publicity

START	ACTIVITY	WHO'S RESPONSIBLE?	DUE	STATUS
	Plan marketing and media outreach			
	Assemble resources (mailing lists, promotional copy, etc.)			
	Vehicles:			
	<ul style="list-style-type: none"> ■ invitations 			
	<ul style="list-style-type: none"> ■ "hold the date" postcards or emails 			
	<ul style="list-style-type: none"> ■ Web site 			
	<ul style="list-style-type: none"> ■ program announcements/brochures to in-house and partner publications; postcards, emails, to in-house and partner audiences 			
	<ul style="list-style-type: none"> ■ flyers 			
	<ul style="list-style-type: none"> ■ newspaper ad 			
	<ul style="list-style-type: none"> ■ radio public service announcement 			
	<ul style="list-style-type: none"> ■ T.V./cable access channels 			
	Photography/videography for future publicity			
	Regular check-in with stakeholders			

Logistics

START	ACTIVITY	WHO'S RESPONSIBLE?	DUE	STATUS
	Event schedule			
	Confirm			
	<ul style="list-style-type: none"> ■ site 			
	<ul style="list-style-type: none"> ■ setup 			
	<ul style="list-style-type: none"> ■ exhibitors 			
	<ul style="list-style-type: none"> ■ program 			
	<ul style="list-style-type: none"> ■ photography/videography 			
	<ul style="list-style-type: none"> ■ speakers: bio, contact info, topic, time, length, A/V 			
	<ul style="list-style-type: none"> ■ M.C.: schedule of events 			
	Registration/confirmation process:			
	<ul style="list-style-type: none"> ■ exhibitors 			
	<ul style="list-style-type: none"> ■ participants 			
	<ul style="list-style-type: none"> ■ VIPs/sponsors/partners 			
	Implement marketing plan: double-check info			
	On-site materials:			
	<ul style="list-style-type: none"> ■ signs 			
	<ul style="list-style-type: none"> ■ printed programs 			
	<ul style="list-style-type: none"> ■ exhibitor directory 			
	<ul style="list-style-type: none"> ■ nametags 			
	<ul style="list-style-type: none"> ■ gifts—speakers, sponsors, other 			
	<ul style="list-style-type: none"> ■ refreshments 			
	<ul style="list-style-type: none"> ■ registration lists 			

Logistics (continued)

START	ACTIVITY	WHO'S RESPONSIBLE?	DUE	STATUS
	<ul style="list-style-type: none"> ■ indemnity/photo-release forms 			
	<ul style="list-style-type: none"> ■ sponsor-supplied premiums 			
	<ul style="list-style-type: none"> ■ evaluations, and incentive for completing 			
	Day of event checklist			
	Reminders to speakers/exhibitors			

Assessment

START	ACTIVITY	WHO'S RESPONSIBLE?	DUE	STATUS
	Parameters determined			
	Evaluations			
	<ul style="list-style-type: none"> ■ tools: paper, electronic 			
	<ul style="list-style-type: none"> ■ questions: brief, clear, easy to answer 			
	<ul style="list-style-type: none"> ■ ensuring completions: why and what of results, time to complete, incentive drawing or premium 			
	Debriefing			
	Follow-up report			

Celebration and Follow-Up

START	ACTIVITY	WHO'S RESPONSIBLE?	DUE	STATUS
	Thank you's: sponsors, speakers, VIPs, etc.			
	News releases			
	Post photos, session pod casts on Web site			
	Celebrate!			

Appendix D

Potential Exhibitors

The Central Indiana Women's Business Center began by researching and inviting more than 50 direct selling companies to exhibit at its March 2006 Direct Selling Fair. These agencies included national direct selling organizations as well as city government partners, technology partners, and business development consultants.

Below is the current list of companies that are members of the Direct Selling Association. You can use the far-right column to add information about local contacts who may be interested in exhibiting. Information about direct selling, the Direct Selling Association, and a member directory can be found at www.dsa.org.

DSA Member Companies

August 13, 2007

Company	Web site	Local Contact (email, phone)
4Life Research, LC	www.4life.com	
5LINX Enterprises, Inc.	www.5linx.com	
Accentz	www.accentzonline.com	
Access Ventures (dba Swiss Colony Occasions)	www.swisscolonyoccasions.com	
ACN, Inc.	www.acninc.com	
AdvoCare International, LP	www.advocare.com	
Aerus LLC (formerly Electrolux LLC)	www.aerusonline.com	
Aihu, Inc.	www.aihu.net	
Alticor Inc.	www.alticor.com	
Amazon Herb Company	www.rainforestbio.com	
AmeriPlan USA	www.ameriplanusa.com	
Amkey, Inc.	www.amkey.net	
AMS Health Sciences Inc	www.amsonline.com , www.sabaforlife.com	
Amway Corporation	www.amway.com	
Angela Moore, Inc.	www.angelamoore.com http://www.angelamooredirect.com	
Arbonne International	www.arbonne.com , www.awakeninginnerhealth.myarbonne.com	
AtHome America, Inc.	www.athome.com	
Avalla	www.nutrimetics.ca , www.myavalla.com	
Avon Products, Inc.	www.avon.com	
Baby Splendor	www.babysplendor.com	
BabyCrazy	www.babycrazy.com	
Barefoot Books	www.barefootbooks.com	

Company	Web site	Local Contact (email, phone)
Bead Retreat Ltd.	www.beadretreat.com	
BeautiControl, Inc.	www.beauticontrol.com	
Big Planet (Division of Nu Skin Enterprises)	www.bigplanet.com	
Big Yellow Box by Crayola	www.bigyellowbox.com	
The Body Shop At Home	www.thebodyshopathome.com	
Body Wise International, LLC	www.bodywise.com	
Bright Minds-The Critical Thinking Company At Home	www.brightminds.us	
Butterfly Worldwide, LLC	www.butterflyboutique.com	
Carico International	www.carico.com	
Chamonix	www.betterskintoday.com	
Chic Pursenality, Inc.	www.chicpursenality.com	
Chu's Pearls, LLC	www.chuspearls.com	
Cleure	www.fibrosmile.com www.graceadvantage.com www.cleure.com	
CocoaLife, LP	www.cocoalife.com	
Conklin Company, Inc.	www.conklin.com	
Cookie Lee, Inc.	www.cookielee.com	
Cooksey Keepsakes	www.cookseykeepsakes.com	
Creative Memories	www.creativememories.com	
Cupere	www.cuperedesigns.com	
CUTCO/Vector Marketing Corporation	www.cutco.com	
Daisy Blue Naturals	www.daisybluenaturals.com	
DEAXIS, LLC	http://www.deaxis.com/dreambig	
Dechant Sheer Minerals & Skin Essentials	www.healthymineralmakeup.com , www.dechantsheerminerals.com	
Demarle At Home, Inc.	www.demarleathome.com	
Destinations Fashions	www.destinationsfashions.com	
DeTech, Inc.	www.dotech.com	
Discovery Toys, Inc.	www.discoverytoysinc.com	
Dudley Products, Inc.	www.dudleyq.com	
Earth's Elements	www.earthselements.biz	
EcoQuest International	www.ecoquestintl.com	
Elite Jewelry		
Enagic USA Inc.	www.enagic.com	
ENERGETIX GmbH & Co. KG	www.energetix.tv	
Enliven International	www.enliveninternational.com	
Essential Bodywear	www.essentialbodywear.com	
Essentially Yours Industries Inc.	www.eyicom.com	
Ethnic Expressions	www.ethnicexpressions.com	
F.A.I.T.H. Company	www.faithco.net	
Fifth Avenue Collection, Inc.	www.fifthavenuecollection.com	
FirstFitness International	www.firstfitness.com	
ForeverGreen International	www.forevergreen.org	

Company	Web site	Local Contact (email, phone)
FreeLife International	www.freelife.com	
Frutaiga	www.frutaiga.com	
The Fuller Brush Company	www.fullerbrush.com	
Gano Excel USA, Inc.	www.ganoexcel.biz http://www.ganoexcel.us	
Gems To Jewels	www.gemstojewels.com	
Global Domains International, Inc.	http://freedom.ws/ http://website.ws/	
Global Health Trax	www.globalhealthtrax.com	
GNLD International	www.gnld.com	
Gold Canyon	www.goldcanyoncandle.com	
Goldshield Elite	www.goldshieldelite.com	
The Happy Gardener	www.thehappygardener.info	
The Happy Soul	http://www.thehappysoul.com	
Herbalife International of America, Inc.	www.herbalife.com	
Heritage Makers	www.heritagemakers.com	
Home & Garden Party, Inc.	www.homeandgardenparty.com	
Home Interiors & Gifts, Inc.	www.homeinteriors.com	
Homemade Gourmet, Inc.	www.homemadegourmet.com	
Hsin Ten Enterprise USA, Inc.	www.hteamerica.com	
Hy Cite Corporation	www.royalprestige.com	
International Global Opportunity Network, LLC Db. Igonet	www.igonet.com	
Immunotec Research Ltd.	www.immunotec.com , www.immunotec.com	
Innovage LLC	www.innovage.net	
Inspired Aroma, Inc.	www.inspiredaroma.com	
Integris Global, LP	www.integris.us	
Jafra Cosmetics International, Inc.	www.jafra.com	
Jockey Person To Person	www.jockeypersontoperson.com	
Jordan Essentials	www.jordanessentials.com	
Just Add Guests	http://www.justaddguests.com/catalog/	
Juvio Corporation	www.juvio.com	
Kara Vita, LLC	www.karavita.com	
The Kirby Company	www.kirby.com	
Kirks Folly Design	www.kirksfolly.com	
Kitchen Fair (Regal Ware, Inc.)		
Latasia & Company	www.latasia.com	
L'Bri Pure N' Natural	www.lbri.net , www.nutrialoe.com	
Lia Sophia	www.liasophia.com	
Life Force International	www.lifeforce.net	
LifeMist Home Products, LLC	www.lifemist.com	
Lifestyles USA	www.lifestyles.net	
The Limu Company, LLC	www.thelimucompany.com	
The Longaberger Company	www.longaberger.com	

Company	Web site	Local Contact (email, phone)
Luxe Jewels	www.luxejewels.com	
M Studio, Inc.	www.mstudiojewelry.com	
Mannatech, Inc.	www.mannatech.com	
Market America, Inc.	www.marketamerica.com	
Market Day Gourmet	www.marketdaygourmet.com	
Mary Kay Inc.	www.marykay.com	
Melaleuca, Inc.	www.melaleuca.com	
Michele Baratta atHome	www.mbatlhome.com	
National Companies, Inc.	www.bign.com	
Natural Health Trends Corp.	http://www.naturalhealthtrends.com	
Nature's of Scandinavia	www.naturesofscandinavia.com	
Nature's Sunshine Products, Inc.	www.naturessunshine.com	
Nefful U.S.A., Inc.	www.neffulusa.com	
NestFamily	www.nestfamily.com	
New Vision USA, Inc.	www.newvision.com	
Neways International	www.neways.com	
NHT Global, Inc.	www.naturalhealthtrends.com www.nhtglobal.com	
Nikken, Inc.	www.nikken.com	
Noevir USA, Inc.	www.noevirusa.com	
Northern Lights At Home	www.northernlightsathome.com	
NSA	www.juiceplus.com	
Nu Skin Enterprises	www.nuskin.com	
Occasionally Handbags	www.occasionallyhandbags.com	
Oreck Corporation	www.oreck.com	
Orenda International, LLC	www.orendainternational.com	
OurHouse, a Division of EnvirOx, LLC	www.ourhouseworks.com	
Oxyfresh Worldwide, Inc.	www.oxyfresh.com	
The Pampered Chef	www.pamperedchef.com	
PartyLite Gifts, Inc.	www.partylite.com	
Pharmanex (Division of Nu Skin Enterprises)	www.pharmanex.com	
Pink Papaya, LLC	www.pinkpapayaparties.com	
PM-International Nutrition and Cosmetics	www.pm-international.com	
Pola, Inc.	www.pola.com	
Premier Designs, Inc.	www.premierdesigns.com	
Pre-Paid Legal Services, Inc.	www.prepaidlegal.com	
Primerica Financial Services	www.primerica.com	
Princess House, Inc.	www.princesshouse.com	
Private Quarters	www.myprivatequarters.com	
Purse Party Inc.	www.purseparty.com	
Quixtar Inc.	www.quixtar-inc.com http://www.alticor.com http://www.amway.com	
RBC Life Sciences	www.royalbodycare.com	

Company	Web site	Local Contact (email, phone)
Regal Ware, Inc.	www.regalware.com	
Reliv International, Inc.	www.reliv.com	
Rena Ware International, Inc.	www.renaware.com	
Rexair LLC	www.rainbowsystem.com	
Richmont Direct	www.richmontdirect.com www.inkbrary.com	
Saladmaster, Inc. (Regal Ware, Inc.)	www.saladmaster.com	
Sarah Coventry	www.sarahcoventry.com	
The Scott Fetzer Company		
Seaborne, LLC	www.seaborne.com www.seaborne.com	
SeneGence International	www.senegence.com	
Sensaria Natural Bodycare, Inc.	www.sensaria.com	
Setting Traditions	www.settingtraditions.com	
Shaklee Corporation	www.shaklee.com	
Share the Wealth	www.johnamico.com	
Shure Pets, Inc.	www.shurepets.com	
Signature HomeStyles	www.signaturehomestyles.com	
Silpada Designs	www.silpada.com	
SimplyFun, LLC	www.simplyfun.com	
Smart Circle International	http://www.thesmartcircle.com/	
SMC Specialty Merchandise Corp.	smcorp.com	
South Main Designs	www.southmaindesigns.com	
Southern Living At HOME	www.southernlivingathome.com	
The Southwestern Company	www.southwestern.com	
Sportron International, Inc.	www.sportron.com	
Stampin' Up!	www.stampinup.com	
Stanley Home Products	www.shponline.com	
StemTech HealthSciences, Inc.	www.stemtechhealth.com	
Succendo	www.succendo.net	
Sunrider International	www.sunrider.com	
SwissJust	www.swissjustusa.com	
Symmetry Corporation	www.symmcorp.com	
Synergy Worldwide	www.synergyworldwide.com	
T.F.A. In-Home, Inc.	www.franceluxe.com	
Tahitian Noni International	www.TahitianNoni.com	
Take Shape for Life, Inc.-Medifast	www.takeshapeforlife.com	
Tanner Companies, LLC	www.doncaster.com	
TARRAH Cosmetics, Inc.	www.tarra.com	
Taste of Gourmet	www.tasteofgourmet.com	
Taste of Home Entertaining	www.entertainingathome.com	
Tastefully Simple, Inc.	www.tastefullysimple.com	
Tealightful Treasures	www.tealightfultreasures.com	
Thirty-One Gifts	www.thirtyonegifts.com	
Tianshi Health Products, Inc.	www.tiens.com	
Tomboy Tools, Inc.	www.tomboytools.com	

Company	Web site	Local Contact (email, phone)
Travel Reaction	www.travelreaction.com	
The Traveling Vineyard	www.thetravelingvineyard.com	
Tristar Enterprises, LLC	www.tristarclean.com	
Tupperware Brands	www.tupperware.com	
Two Sisters Gourmet	www.twosistersgourmet.com	
U Design Jewelry	www.udesignjewelry.com	
Unicity International, Inc.	www.unicitynetwork.com	
Univera LifeSciences	www.univera.com , http://www.universalifesciences.com	
U.S. Safety & Engineering Corporation		
USANA Health Sciences, Inc.	www.usana.com	
Usborne Books at Home	www.ubah.com , www.usbornebooksathome.co.uk	
Vantel Pearls in the Oyster	www.vantelpearls.com	
Vision For Life International	www.V4L.com	
VIVA Life Science, Inc.	www.vivalife.com	
Viviane Woodard	www.goviv.com	
Vorwerk USA Co., L.P.	www.thermomix.com	
Warm Spirit, Inc.	www.warmspirit.com	
Weekenders USA, Inc.	www.weekenders.com	
Wildtree Herbs, Inc.	www.wildtreeherbs.com www.wildtree.com	
WineShop At Home	www.wineshopathome.com , http://www.1800wineshop.com/	
World Book, Inc.	www.worldbook.com	
XanGo LLC	www.xango.net	
XELR8	www.xelr8.com	
YourNetPlus.Com, Inc.	www.yournetplus.com	
Zermat International, LLC	www.zermatusa.com	

Appendix E

CIWBC Sample Exhibitor Materials E-1 Announcement and Trade Show Fact Sheet

Charter One Bank and the Central Indiana Women's Business Center

Present the

EXHIBITOR PACKAGE

for

EMPOWERING WOMEN –
SELF-EMPLOYMENT OPPORTUNITIES
THROUGH DIRECT SELLING

THURSDAY, MARCH 23, 2006

4:00 - 8:00 P.M.

Main Level

Glendale Mall

6101 N. Keystone Ave.

Indianapolis, Indiana

Trade Show Fact Sheet

- Location
Glendale Mall (Main Level)
6101 N. Keystone Ave.
Indianapolis, IN

- Date & Time
Thursday, March 23, 2006 - 4:00 to 8:00 p.m.

- Attendance
450+ Target; 425+ at Jan 2005 Opening Event

- Event Details:

This event is being held in recognition of "National Women's Month." This event is being produced by the Central Indiana Women's Business Center (CIWBC) and exclusively sponsored by Charter One Bank.

In 2005 CIWBC worked with more than 900 women who wanted to start their own business. For many different lifestyle reasons, women are seeking self-employment as a source of household income—at varying levels, from income patching to sole source of income. The number one barrier to realizing their dream is the lack of a viable business idea.

For women without previous self-employment skills or experience, we recognize the opportunity a direct selling product or service can offer. Women have expressed an interest in learning more about direct sales companies as an avenue of business ownership and self-employment.

Direct sales companies (DSA members) are being selected by invitation only. We're permitting one booth per company (regardless of number of area sales associates). Many "national" direct sales companies will be represented.

The opportunity is for direct sales companies to increase their sales consultant presence in Central Indiana. This fair WILL NOT ALLOW companies to sell their products or services, though materials may be present in the booth to increase product or service awareness.

- Audience
Highly motivated women looking for self-employment opportunities

- Marketing Opportunities:
Community Awareness
Branding / Imaging
Banner / On-site signage

- Trade Show Contact
Sharon O'Donoghue
Director, Central Indiana Women's Business Center
615 N. Alabama St., Suite 219
Indianapolis, IN 46204
317-917-3266 (phone)
317-916-8921 (fax)
sodonoghue@nsibiz.org
www.nsibiz.org

E-2 Direct Selling Trade Show Exhibitor Agreement

DIRECT SELLING TRADE SHOW – EXHIBITOR AGREEMENT

ELIGIBLE EXHIBITORS Only Direct Selling Association members invited to exhibit are eligible to attend the trade show.

BOOTH PACKAGE INCLUDES:

- One (6' x 6') exhibition booth space with one table and two chairs
- Skirting, draping, and a sign with your company name
- Company contact information listed in trade show program

BOOTH FEE \$50.00

BOOTH REGISTRATION & PAYMENT

- **Trade show confirmation is due no later than March 7th. Booth payment is due no later than March 10th.** Payment must be made in full by company check or money order.
- Booth assignments are at the sole discretion of CIWBC. All booths have equal access to attendees. Booth space will be limited to a total of 50 booths.
- Completed registration package contains: (1) Signed Exhibitor Agreement; (2) Completed Trade Show Event Program Information and (3) \$50 payment.
- Payment is made payable to **“Neighborhood Self-Employment Initiative, Inc.”** and should be mailed to: **Sharon O’Donoghue, Director, Central Indiana Women’s Business Center, 615 N. Alabama St., Suite 219, Indianapolis, IN 46204.**

EXHIBIT RULES:

- Set-up time is between noon and 3:45 P.M. Thursday, March 23. All booths must be set up no later than 3:45 P.M.
- All booths must be dismantled and removed from the hosting venue by 8:45 P.M. March 23, 2006.
- All materials and recruiting must be done from within your assigned booth space.
- Exhibitor may not mark, damage, or deface any part of the building or other common areas belonging to the hosting venue. Any such damages shall be paid for in full by the exhibitor.
- All signs, displays, and product information must be related to the exhibitor’s company. Displays and exhibits must have a professional appearance and be arranged in a manner subject to approval of show management and must be finished so as to present no unsightliness to any adjoining exhibitor. Tape, stickers, nails, tacks, staples, hooks, and screws shall not be inserted or placed on or into facility walls, doors, floors ceilings, trees, or post. Packing of exhibits **PRIOR TO** the close of the exhibition is prohibited.
- Show management reserves the right to determine the eligibility of any company, product, or service and the right to prohibit any exhibition or product, which in the opinion of show management detracts from the character of the exhibition or for any violation of the terms and conditions of exhibition.
- Exhibitor may not use any audio device that emits sound that can be heard outside the parameter of its exhibit space. This includes music, or spoken word, emitting from a streaming video, DVD, video, CD, or any other medium played by any device.

- The hosting venue will provide reasonable, customary, and general security but does not accept liability for damage or loss to exhibitor's property.
- The hosting venue is a public venue and show management encourages all exhibitors to be responsible for securing their property and assets (commercial and personal).
- **It is understood the no products, discounts, coupons, or services can be sold at this event.** This event is for the sole purpose of recruiting independent sales consultants. Failure to abide by this will result in immediate eviction from the event, forfeiture of booth rental fee, and a general report filed with the Direct Selling Association and appropriate business referral organizations (e.g., BBB).
- **No food or drink is to be served or sold at the event.** A food court of food and beverage retailers is available in the hosting venue.
- Exhibitor must conform to exhibition rules.

LIMITATION OF LIABILITY:

Exhibitor agrees to indemnify and hold harmless show management, Charter One Bank, and the Neighborhood Self-Employment Initiative, their parent companies, and subsidiaries and affiliates and their respective officers, directors, employees, and agents from and against all demands, claims, actions, losses, damages, liabilities, costs, and expenses, including reasonable attorneys' fees that may be assessed against them for indemnities regarding any injury to person or damage to property resulting directly or indirectly to any and all Exhibitor's activities during the event. Exhibitor must operate and maintain its exhibit so that no injury will result to any individual or property. Exhibitor must make its own arrangements for insurance against theft, loss, or damage during the exposition.

Uninvited trade show exhibitors will be reported to Glendale Mall security as trespassers on a leased Mall space, reserved for the invited guests of the show management only.

By your signature below, you are agreeing that you have read and accept the terms and conditions of exhibiting at the Direct Selling Trade Show. Please complete the information as you'd like it listed in the program directory.

I hereby represent and warrant that I am duly authorized to execute and deliver this Agreement on behalf of _____ and that
Name of Company or Organization

_____ is duly authorized to enter into this Agreement,
Print Name of Party Signing
 and that it shall be enforceable against said entity in accordance with the terms set forth herein.

 SIGNATURE

 NAME (PRINT)

 TITLE

 DATE

E-3 Trade Show Event Program Information and Registration Form

TRADE SHOW EVENT PROGRAM INFORMATION

Please complete the following as you would like information to appear in the trade show program.

COMPANY NAME

COMPANY WEB SITE

COMPANY LOCATION (HEADQUARTERS):

CONTACT INFORMATION

PHONE

EMAIL

STREET

CITY

STATE

ZIP CODE

LOCAL COMPANY CONTACT:

NAME

WEBSITE

PHONE

EMAIL

STREET

CITY

STATE

ZIP CODE

BRIEF DESCRIPTION OF COMPANY PRODUCTS OR SERVICES:

COMPANY HISTORY:

Appendix F

CIWBC Sample Marketing Materials

F-1 Direct Mail Postcard

**The Central Indiana Women's Business Center
and Charter One Bank present**

EMPOWERING WOMEN – SELF EMPLOYMENT OPPORTUNITIES THROUGH DIRECT SELLING

*Have you ever dreamed about owning your own business?
Need help getting started? Need business banking resources?*

Explore the world of direct selling! Meet 35+ companies* with
Immediate opportunities! Get help from business organizations!

THURSDAY, MARCH 23, 2006

4:00-8:00 P.M.

Glendale Mall, 6200 N. Keystone Ave., Indianapolis, Indiana

For event info contact 317-917-3266

www.nsibiz.org

* Members of the Direct Selling Association who support
their "Code of Ethics," a promise to uphold the highest
standards of business practices.

Insert Sponsor
Logos Here

EARN MONEY THROUGH DIRECT SELLING

Come meet 35+ companies* with
immediate self-employment opportunities!
"Helping you be in business for yourself but not by yourself!"

*Have you ever dreamed about owning your own business?
Need help getting started? Need business banking resources?*

**The Central Indiana Women's Business Center
and Charter One Bank present**

A Direct Selling "Opportunity Fair"

THURSDAY, MARCH 23, 2006

4:00-8:00P.M.

Glendale Mall

6200 N. Keystone Ave. • Indianapolis, Indiana

Door Prizes! • FREE

FOR EVENT INFORMATION CONTACT 317-917-3266

www.nsibiz.org

Central Indiana Women's Business Center is a program of the Neighborhood Self-Employment Initiative, a not-for-profit (501(c)(3)) organization. Charter One, "Not your typical bank®," is a Member FDIC. Direct selling companies are invited members of the Direct Selling Association and support the Association's "Code of Ethics," a promise to uphold the highest standards of business practices.

F-3 Press Release

FOR IMMEDIATE RELEASE:
March 7, 2006

FOR MORE INFORMATION, CONTACT
Sharon O'Donoghue, *Director*
Central Indiana Women's Business Center
Phone: (317) 917-3266

EARN MONEY THROUGH DIRECT SELLING

Come meet 35 companies* with immediate self-employment opportunities!
"Helping you be in business for yourself but not by yourself!"

In recognition of National Women's Month, The Central Indiana Women's Business Center will present **Exploring Self-Employment Opportunities through Direct Selling** on Thursday, March 23, from 4 – 8 P.M., at Glendale Mall, 6200 N. Keystone Ave. The event will showcase selected direct-selling companies seeking independent consultants to represent their products and services in Central Indiana.

The CIWBC, a program of the Neighborhood Self-Employment Initiative, serves Indianapolis-area women who are highly motivated and inspired to seek self-employment as a primary or additional source of household income. The event, exclusively sponsored by Charter One Bank, provides an opportunity for women — and men — to learn more about representing legitimate direct-sales companies as an avenue to business ownership and self-employment. It also provides the opportunity for small business owners to learn how to manage their business finances more efficiently.

The fair includes a 30-minute program featuring speakers Merrill Stout, the Longaberger Company (Dresden, Ohio); Gail Gesell, Indiana District Director, U.S. Small Business Administration; Ann Marie Almeida, CEO, Association of Women Business Centers (Camden, Maine); and Linda Rendleman, CEO & Founder, Business Women Connect (www.businesswomenconnect.com). The event also features breakout sessions on establishing business banking relationships, understanding your credit, loans for the small business owner, how entrepreneurs stay motivated, and programs and services from local women professional business organizations and business chambers.

Participation in the event by direct selling companies will be limited to those companies that meet high standards: they must have proven, nationally known products and services, and they must be members of the Direct Selling Association. More than 35 exhibitors are expected, including Pampered Chef®, the Longaberger Company®, Market Day Gourmet®, Tomboy Tools®, Big Yellow Box® by Crayola, Our Own Image®, Arbonne International®, and Home and Garden Party®.

The Neighborhood Self-Employment Initiative (NSI) is a not-for-profit organization. NSI's Central Indiana Women's Business Center (CIWBC) helps women and men create and develop their own small businesses by providing training, one-on-one business counseling, business life skills coaching and mentoring, networking opportunities, and micro loan funds. The CIWBC is partially funded by the SBA. SBA's funding is not an endorsement of any products, opinions, or services. All SBA-funded programs are extended to the public on a nondiscriminatory basis. Charter One, Not your typical bank®, is a member FDIC.

Appendix G

Sample Evaluation

How will you measure success? Use this sample as a template and insert questions that gather the kind of data you want to collect.

CONFERENCE EVALUATION AND NEEDS ASSESSMENT

Please help us improve the quality and value of our future programs by completing this form.

- 1.** How would you rate the value of the program to helping you achieve your goals of self-employment?
- | | | | |
|----------------------------|----------------------------|----------------------------|----------------------------|
| High | Good | Average | Poor |
| <input type="checkbox"/> 4 | <input type="checkbox"/> 3 | <input type="checkbox"/> 2 | <input type="checkbox"/> 1 |

- 2.** How satisfied were you with the exhibitors who attended?
- | | | | |
|----------------------------|----------------------------|----------------------------|----------------------------|
| Very satisfied | Satisfied | Not satisfied | |
| <input type="checkbox"/> 4 | <input type="checkbox"/> 3 | <input type="checkbox"/> 2 | <input type="checkbox"/> 1 |

- 3.** How well did the sessions meet your expectations?
- | | | | |
|----------------------------|----------------------------|----------------------------|----------------------------|
| Very well | Well | Somewhat well | Not what I expected |
| <input type="checkbox"/> 4 | <input type="checkbox"/> 3 | <input type="checkbox"/> 2 | <input type="checkbox"/> 1 |

- 4.** Did you learn anything new about direct selling as a way to own your own business?
Please comment.

5. What will you do next as a result of attending this program?

6. Is there any other information you would like to know about this form of self-employment?

7. Do you have any other comments about the program you'd like to share?

8. May we use your comments (as appropriate) on future program materials, such as a Web site or in brochures? Yes No

If yes, please let us know if we may use your name *(and please sign below, giving permission)*.

YOUR SIGNATURE

TODAY'S DATE

Please complete this before you return home

But if you forget, you can fax it to (XXX) XXX-XXXX

or mail it to

Your Women's Business Center

Street Address

City, State ZIP

Thank you!

Lined writing area consisting of 30 horizontal lines.

Lined writing area consisting of 30 horizontal lines.

