

sista SENSE

POWER CIRCLE
2013 CONFERENCE

"Strength in Numbers"
JANUARY 18 - 20, 2013



BLOGGING · SALES · PUBLISHING · PR · INDIE BUSINESS · SOCIAL MEDIA MARKETING · MILLIONAIRE MINDSET · MOBILE MARKETING · WEALTH & WELLNESS



LASHANDA H.

RICHELLE S.

PAM P.

DAWN F.

CAROL S.

JENNENE B.

YALANDA L.

ALOFT HOTEL | CHAPEL HILL NC

VENDOR OPPORTUNITIES

SistaSense Power Circle 2013 Conference + Expo

January 18 – 20, 2013 | Aloft Hotel, Chapel Hill NC

Hosted by LaShanda Henry | lhenry@sistasense.com

<http://powercircle.sistasense.com>

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POWER CIRCLE

2013 CONFERENCE + EXPO

EVENT VENDOR OPPORTUNITIES

I cordially invite you to join us as a vendor for the SistaSense Power Circle 2013 Conference + Expo. This three day conference is designed to create a space for women entrepreneurs and minority business owners to network, improve their small business ventures, maximize their use of technology and connect with brands who are committed to supporting their entrepreneurial endeavors.

Over the last 10 years I have worked diligently online to create a community filled with thousands of women entrepreneurs. My goal is to partner with you, so that together we can educate and empower even more women through this event. It is also my goal to create meaningful offline connections within this network; as well as shed light on the resources you have developed for women and/or minority business owners.

I am excited about this event and having you there. Please review the vendor details in this guide and let me know if you have any questions.

Sincerely,

LaShanda Henry
SistaSense Power Circle Conference
powercircle.sistasense.com
lhenry@sistasense.com
252.558.1908



Photo Caption: LaShanda Henry and Lisa Price, Founder of Carol's Daughter at BE 20/20 Vision Forum

SISTASENSE SOCIAL REACH DEMOGRAPHIC

82 % US Residents
91 % Female Audience
35-49 Core Audience Age Range
Primarily African American Women

SISTASENSE ON...

Twitter 5000+
Youtube 1700+

BBWO ON...

Members 9100+
Facebook 43000+
Twitter 7100+

INSIDE THE SISTASENSE POWER CIRCLE

For the past two years I have hosted the SistaSense Power Circle as a teleconference ([replays here](#)), designed to connect women entrepreneurs with professionals committed to teaching them about small business development, finances, personal empowerment and technology.

This upcoming live conference to be held at the Aloft Hotel in Chapel Hill NC, January 18-20th 2013, is intended to enhance the Power Circle vision on a deeper level through in person speaker sessions, networking activities, a small business expo and more.

My primary goal is to create a space in which both attendees, speakers and brands can interact on a one-on-one level, which is why this event is catered towards 30-45 participants with a diverse mix of bloggers, business owners and brands from across the USA.



How can participating in this event benefit you?

According to the Center for Women's Business Research, black women are starting businesses at three to five times the rate of all businesses. It is also worth noting that the economic buying power of Women of Color is \$1 trillion. Black Women alone make up \$524 Billion of that trillion.

By vending at this event you will be able to:

- Share your products and services with the fasted growing startup group in America today
- Build brand recognition and loyalty as a "minority business supporter"
- Engage bloggers and entrepreneurs interested in sharing your business with their networks

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POWER CIRCLE

2013 CONFERENCE + EXPO

VENDOR DETAILS

Event Date Location: January 18 - 20, 2013

Aloft Hotel, Chapel Hill NC | Approx. 20 minutes from RDU Airport

Vendor opportunities: inclusion in the goodie bags with a complimentary feature in the event program guide. If you are interested in a table, [click here](#); this option is available to sponsors starting at \$300 for small business owners and entrepreneurs.

Goodie Bag Inclusion Rate: \$75

Inclusion of promotional items, samples, postcards or catalogs inside goodie bags. 30 items minimum requirement and 45 bags maximum requirement. Approved vendors will receive an invoice via Paypal and mailing information.

Email vendor interest to LaShanda Henry | lhenry@sistasense.com:

- Your business name and website link
- The item you would like to include in goodie bags

Note: Vendors will be featured in the event program as well. For additional promotional opportunities [click here](#) for sponsorship details.

Vendor Registration Deadline: 12/18/12

Registration link will be sent to confirmed / approved vendors.

If you have questions or would like to schedule a call, please contact the event coordinator:

LaShanda Henry

SistaSense Power Circle Conference
powercircle.sistasense.com | lhenry@sistasense.com
252.558.1908



REGISTER TODAY
EVERYONE IS WELCOME TO JOIN US

