

# Mujeres, Mujeres, Mujeres™

A Magna-Event For and About  
Mexico's Women



Sponsorship  
Proposal Prepared  
Exclusively For  
**General Motors**

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# Mujeres, Mujeres, Mujeres™

## A Quick Overview

Date: May 30 - June 2, 1996 (4 Days, Thursday-Sunday)

Location: World Trade Center Mexico (145,000 sq. ft)

Expected Attendance: 100,000+

Target Demographics: Women 18-54 (a population of approx. 6.1 million in the Mexico City metropolitan area) plus their husbands and children. Attendance marketing will focus on the upper 30% of the income demographic of this population.

Main Attractions: Products and services of hundreds of companies, conferences and seminars, fashions shows, food, art and entertainment, all with a clear focus on the needs and interests of women.

Publicity: Over \$500,000 US dollars in an intensive media blitz utilizing Billboards, Radio, TV, Newspapers, Magazines, Posters, etc.

Charitable Affiliations: Mujeres, Mujeres, Mujeres™ will establish a college scholarship fund for women in Mexico, and will be supporting several charitable organizations helping women and families in Mexico.

Organizers: Mujeres, Mujeres, Mujeres™ is organized jointly by two of the most experienced companies in the event business. ISOA, of Baltimore, Maryland, has been in the expo and event business for over 40 years, and produces 30+ trade and consumer events each year, including the Baltimore International Women's Expo. Source Mexico Consultants, specializes in event organization in Mexico, where it has produced more than 30 trade and public events in the last 5 years, as well as traveling museum exhibitions for children.

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# Mujeres, Mujeres, Mujeres™

## A Magna-Event For and About Mexico's Women

**Mujeres, Mujeres, Mujeres™**, will be a major 4-day event, in May 1996, at the World Trade Center Mexico, with more than 100,000 visitors expected to attend. It will be entertaining, educational, and informative, with displays of products and services, fashion shows, seminars and conferences, music, art, and as much fun and games as we can pack in. We have conducted extensive interviews and focus groups with Mexican women from many walks of life about their hopes and desires, and what they would like to see and do in a major event such as this. Not surprisingly, the show is taking on the tone of a crusade among all of the women we have interviewed. And not only the women like it, all of the men with whom we have discussed it have agreed it will be a great hit. Who could resist a major entertainment event filled with the latest products, fashion shows, and thousands of women?

A visitor to **Mujeres, Mujeres, Mujeres™**, will be able to view the products and services of hundreds of companies, with a special emphasis on items of interest to women. From computers to cosmetics, food to fashion, and anything in between, companies will not only be displaying their products, but also demonstrating their uses and applications. Our visitor will be able to consult with a cosmetician about the correct make-up for her skin type, attend a seminar on how the latest computer software can help in the home or office, experience the latest fashions and, of course, sample and buy a huge variety of products.

So, why is **Mujeres, Mujeres, Mujeres™**, special for women in Mexico? Many of the women we spoke with questioned how our women's show would distinguish itself from any other display of merchandise and services. What was special about the products or services there that would make them especially of interest to women? Would they be special products designed for women, or by women? Would we feature women-owned businesses?

**Mujeres, Mujeres, Mujeres™**, is not just another general consumer show with a come-on title to get women in the door. Today's crusade-like enthusiasm for the show's concept should be even stronger when women leave the show than it is now. We are focusing on a core theme of recognizing women's achievements in business, politics, culture and the arts, while making every effort to help promote women-owned businesses as well as products and services targeted especially toward women. As a show sponsor we will encourage you to address the job or outside contracting opportunities for women within General Motors.

The women visiting General Motors' display will be especially interested in seeing any and all products you have that are especially targeted for women. At the same time, you will have an excellent opportunity to showcase General Motors' relations with women at all levels. You should not only demonstrate and sell your products and/or services, but should also feature the roles women play in the personnel picture within your company. What are the job opportunities for women with General Motors? What background or training do you require or provide? Does General Motors have any suppliers or subcontractors that are women-owned companies? The women want to know this sort of information in order to learn the scope of opportunities available to them in the job and business markets.

For our part, we will make a concerted effort to get as many women-owned businesses to exhibit in the show as possible. These companies will be recognized in a special manner in the show directory, and be distinguished on the show floor by a flag or banner with a special designation for women-owned businesses.

This will be a unique opportunity for General Motors to demonstrate its support of the women of Mexico, who, according to Sears, make 82% of the buying decisions in Mexico. With an advertising budget of \$500,000+, and attendance projected at more than 100,000, *Mujeres, Mujeres, Mujeres™*, will be the most important marketing and public relations event of the year in Mexico. Not only will you have direct, live access to this huge number of the buying-decision makers, but General Motors will be perceived as the only automobile company addressing the concerns and supporting the issues most important to Mexican women.

Never before have Mexican women had a platform to express their concerns, desires, and interests, nor have companies ever had a platform to showcase what they are doing to satisfy these concerns, desires and interests. The women of Mexico have a tremendous thirst for information and recognition of their importance and accomplishments. Those companies that are seen to take them seriously, and make the effort to teach them about new products and services and new opportunities, will be creating a loyal following of immeasurable commercial value.

*Mujeres, Mujeres, Mujeres™*, will be a great forum for rolling out new products for women, familiarizing the public with existing product lines, educating women through the seminar program, and highlighting women's achievements and/or opportunities within General Motors. One of the potentially most attractive benefits of participation for General Motors will be the invaluable market research you can conduct at the show. You can survey women at the seminars, in your display areas, and, if you like, we can make available one of the small meeting rooms on the mezzanine level for private focus groups, surveys or interviews.

#### Exhibit Area

The exhibit floor will be predominantly filled with the displays of large sponsors/exhibitors. As a sponsor, you will have a large display area of approximately 4,000 square feet. The overall appearance will be lively and colorful. Banners will hang from the rafters with sponsors' names, and perhaps sailcloth can be draped to give it all a tented look. We will lay out the show in the manner of a department store, with strategically meandering aisles. At scattered intersections throughout the show we will set up kiosks featuring art by Mexican women artists.

We can accommodate General Motors in any way regarding the lay out and design of your display. You might want to have one large display area, like a showroom, or you may want to have one main office/display area for service and negotiations, and the newest models of the cars women prefer on display at different locations throughout the show, with directions back to your exhibit area for information and sales action.

To give examples of some of the other sponsors' exhibits, picture a large central lounge area, like a food court in a mall, with Coca Cola serving soft drinks on one side, Domecq serving wine and brandies on another, Cervecería Cuauhtémoc serving beer on another, and Bimbo or Sabritas serving snacks on still another, all with an attractive lounge in the center with tables and chairs, some sofa/coffee table set ups, and plants and artwork to break it up and give it eye appeal.

The cosmetics and fashion areas will be anchored by a department store, such as Dillards or Saks. In their display area they will set up a cosmetics counter and fashion departments like they have in their stores. They will have experts on hand to demonstrate makeovers and can give seminars on proper makeup and attire for women just entering the workplace, etc.

IBM, Apple, or Compaq will present their hardware, and Lotus, Microsoft or WordPerfect, their software. They can showcase their products, and also offer seminars/classes on their equipment and software applications. They will give daily lessons on their software applications for office and home use. These

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lessons will be the equivalent of beginner classes you would have to pay for outside the show, and will be a major attraction of the show.

A children's area, with a childcare facility, will be close to the front of the show, so that those women who wish drop off their children can do so before setting off to explore the show. If space and circumstances allow, we will have a childcare area adjacent to the seminar room on the upper floor. Prospective sponsors for this would be McDonald's, Discovery Zone, Gymboree, Toys 'R Us, Jungle Jim's, etc.

Healthcare is another area of great interest to all of the women interviewed. One of the major drug companies will anchor the area, with hospitals and other healthcare entities filling in the surrounding space. Seminars and workshops on family and women's healthcare issues will be very important. Nutrition and basic sanitation are going to be important seminar topics. In addition to seminars, the healthcare exhibitors will be encouraged to offer quick, simple, free services at the show, such as: blood pressure and cholesterol screening, mammograms, etc.

Housewares and appliances will be a strong area as well, with Sears as a strong anchor prospect. The women want to see everything from cabinets and stoves and dishwashers to vacuum cleaners and carpeting.

Viewing the physical layout of the show along the lines of a department store, the departments will be: Automotive, Fashion, Cosmetics & Beauty, Children & Family, Healthcare, Physical Fitness & Sports, Food & Drink, Housewares & Appliances, Electronics, Career & Business, Finances & Banking, Education, and Travel & Leisure.

### Seminars

Seminars will be a major focus of the overall event. This is where we combine the entertainment with real substance. Our interviews with prominent women in Mexico uncovered many areas of universal concern and interest. Some specific seminar topics the women requested were: Balancing Family and Career (potentially an umbrella theme with several different seminars on different approaches to the issue), Family Nutrition, almost any healthcare topic, Exercise and Fitness, Computer Software Training, Preparation For Entering the Workplace (protocols of behavior, dress, appropriate use of cosmetics, etc.), Finances (home / business).

As special attractions, we will have at least two seminars given by famous women in business, entertainment, the arts, literature, and/or politics. Some good examples would be Laura Esquivel, author of "Like Water For Chocolate," Marta Chapa, a famous painter and member of the International Women's Forum, and Rebecca de Alba, a morning TV interview hostess. These women would draw a lot of attention and bring out a level of public we might otherwise miss.

### Fashion Show

The *Mujeres, Mujeres, Mujeres*™, fashion show program will be the biggest entertainment draw of the entire event. We will schedule 3-4 fashion shows per day, for each of the 4 days. There will be fashion shows featuring everything from evening wear to swimsuits; something for everyone. We will work with the leading fashion magazines for help and sponsorship in organizing this activity, and to ensure that we present a world-class show, as fine as anything in Milan, Paris, or New York. We will also work with a broadcast sponsor for live television coverage of the fashion shows.

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# Mujeres, Mujeres, Mujeres™

## Benefits of Sponsorship

1. **Women make 82% of the retail buying decisions in Mexico.** (Source: Exec. VP - Sears, Mexico)
2. General Motors will be recognized as leading the automobile industry in supporting women, and addressing their concerns and needs.
3. General Motors will have dominant exhibit space (up to 4,000 sq. ft.) in the show, where you can demonstrate new cars and accessories, introduce new products, and enhance existing brand image and loyalty to a highly motivated audience.
4. General Motors will have face to face contact with over 100,000 women during the event.
5. General Motors will have a key opportunity to make a lasting impression on the visitors to the show by hosting a one-hour seminar during the conference. You will be free to choose both the speaker and subject matter of your seminar.
6. Intensive exposure before and during the show - Billboards, TV, Radio, Fashion & Women's Magazines, Newspapers, and Posters.
7. We will provide General Motors with a post-show analysis of the media reach, cost per thousand, etc., along with market research survey information acquired during the show.
8. Sponsorship is offered on an industry-exclusive basis, once an automobile industry leader has committed to the sponsorship, their competitors are excluded from participation.
9. General Motors will receive one full-page ad in the show directory, to be published as a tabloid supplement in the daily newspaper, Reforma.
10. Mujeres, Mujeres, Mujeres™ presents General Motors with a unique opportunity to conduct live interviews and targeted market research during the show. General Motors will have the use of a private conference room for hospitality and/or focus group sessions.
11. General Motors will get three 6 x 20 ft (vertical) banners with your logo and corporate name, hung from the ceiling over your exhibit area.
12. General Motors name and logo will appear on all materials used to promote the show.
13. In order to maximize the effectiveness of General Motors participation in the show, you will have the opportunity to meet with our advisory board of leading women in Mexico. You will be able to consult with them regarding the content and focus of your show display and seminar program.

# Mujeres, Mujeres, Mujeres™

## Sponsorship Proposal to General Motors

While the concept of a women's show has proven to be a great success in many varied markets, perhaps no market holds greater potential than Mexico City. For the very first time we're addressing an incredibly important market segment whose decision making role is on the increase, and will take on ever greater influence in Mexico in coming years.

Mujeres, Mujeres, Mujeres™ is your opportunity to put the General Motors brand on this segment of the market, nurture it, and grow it. Leading Mexican women have told us in interviews and focus groups that they feel taken for granted by advertisers and retailers. By demonstrating your concern and on-going commitment, General Motors can capture a substantial portion of this exclusive franchise and keep it long into the future. Women need to experience your understanding and commitment to their needs, their goals, and their future. Mujeres, Mujeres, Mujeres™ provides the perfect vehicle to accomplish this.

Mujeres, Mujeres, Mujeres™ will be structured around a core of major sponsors, each exclusive in their industries. As an anchor sponsor, you will receive an extensive package of benefits, spelled out in detail on the preceding page.

The cost for this sponsorship is \$200,000 US dollars. For General Motors we propose that \$100,000 be paid in cash, \$85,000 be provided through in-kind media advertising, and \$15,000 be provided in the form of one Chevrolet Cavalier, to be awarded as the grand door prize. The Cavalier will be both an outstanding attraction to the show, and an extremely strong promotional vehicle for General Motors. It will be mentioned as the grand prize, donated by General Motors, in all advertising and interviews prior to and during the show.

Our media coordinator will work closely with General Motors marketing staff to maximize the effectiveness of the in-kind media portion of the sponsorship. We want to achieve 1500 gross rating points over the market in the 6 weeks leading up to the show.

As you plan your display and seminar program, you will have the opportunity to consult with our advisory board of leading women in Mexico. In order for General Motors to establish a relationship of support and influence, and to capitalize on it over the long term, the women who attend Mujeres, Mujeres, Mujeres™ need to come away from this show with a total sense of fulfillment. Our goal is to enhance General Motors' participation in Mujeres, Mujeres, Mujeres™ so that you achieve the maximum long-term benefit from your participation in the event.

The goal of Mujeres, Mujeres, Mujeres™ is to provide you with the ideal marketing venue: a unique entertaining, educational and informative setting where you can meet face-to-face with a huge number of women, all the while creating a bond of loyalty and support unattainable under any other circumstance. There is no other medium in Mexico today that can provide you with this opportunity.

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# Mujeres, Mujeres, Mujeres™

## Profiles of the Organizers

As stated earlier, *Mujeres, Mujeres, Mujeres™* is being organized jointly by two of the most experienced event organizers in the business.

ISOA, based in Baltimore, Maryland, is the largest independently owned organizer of industrial trade shows in North America. With over 40 years in the business, ISOA produces more than 30 regional industrial trade expos each year. This Fall, they are launching the North American Warehousing and Distribution Exposition and Conference, projected to have over 500 exhibitors. They also operate a number of consumer events, including the Baltimore Auto Show, and were the founders of the Chesapeake Bay Boat Show (which has since been sold).

In May of 1995, ISOA organized the first Baltimore International Women's Expo. This first-year event had more than 450 exhibitors, and drew nearly 25,000 visitors during its three-day venue. This outstanding attendance was achieved in a city of less than 2 million population. We are understandably excited about the prospects for *Mujeres, Mujeres, Mujeres™* in Mexico City. Building off of the successes of the Baltimore show, and combining with Source Mexico in the largest city in the world offers unlimited potential.

Source Mexico Consultants, is based in San Antonio, Texas. Formed 5 years ago to answer the needs of local companies wanting to do business in Mexico, Source Mexico has grown quickly into event productions. Made up of three partners, a former banker, a former food broker, and Sam Barshop, recently retired founder of the 230 unit La Quinta Inn hotel chain, Source Mexico currently operates several joint ventures.

They produce 3 franchising expos each year in Mexico and one in Miami under a joint venture with Blenheim Expositions, of London, the world's largest trade show organizers. Source Mexico is the managing partner of BBH Exhibits of Mexico, which develops traveling museum exhibitions for children. Currently touring Mexico on a generous five-year sponsorship from Coca Cola of Mexico, is "Amos de la Noche," an exhibit about bats. Opening in 1996 will be "Earth Quest," an environmental exhibit, also sponsored by Coke.

Last, but far from least, Source Mexico and ISOA jointly produce the USA/Mexico Industrial Expo each year in Monterrey, Mexico. Now in its fourth year, the USA/Mexico Industrial Expo has won the "Best Trade Show Of The Year" award from Cintermex for each of the last two years. This show has grown to 300 exhibitors, and averages over 12,000 attendees.

Between them, Source Mexico and ISOA have produced more successful events and expos in Mexico than any other North American companies.

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