

Celebrate Your Fabulous Life North of Boston

don't miss this signature event
that redefines suburban chic

Come experience an event that showcases everything that's cosmopolitan in your community - the fashion, fitness, food, beauty, home decor and more! Enjoy complimentary cocktails & gourmet appetizers. Take in a fashion show that features the hottest clothing & jewelry from North of Boston boutiques. Indulge in beauty treatments. Or simply relax & **be entertained by host Billy Costa from Kiss 108's "Matty in the Morning Show."**

Go to www.InFullForce.com
or call 617.840.1965
to become part of this high-profile,
elegant soiree for women North of Boston.

Showcase your business-space is limited!
Or purchase tickets today to guarantee
your VIP gift bag!

See you at Fabulous In Full Force!

Thursday, June 12, 2008
6 p.m. - 10 p.m.
Groveland Fairways
Groveland, MA



northshore
MASSACHUSETTS

charbonnade
by the sea

Vincent
Van Gogh
VODKA



Silent Auction To Benefit **the ellie fund**
CARE FOR THE CAREGIVER

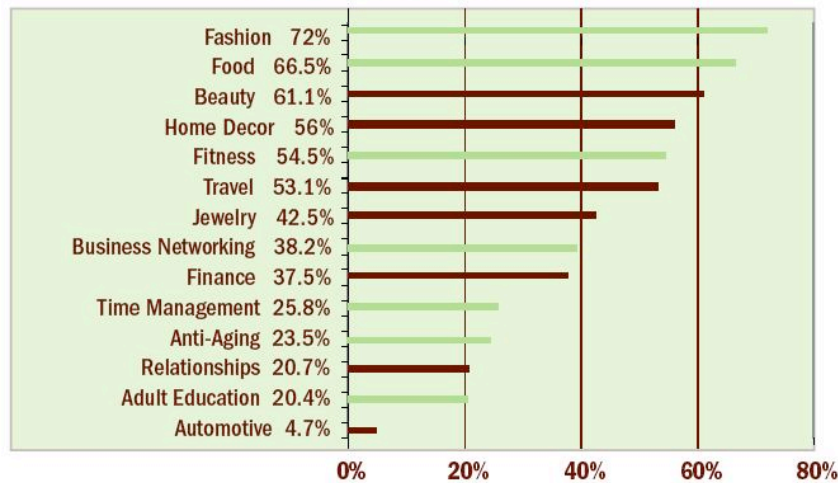
The Survey Says!

When we surveyed more than 500 Boston-area women, here's what we found:

- 40% live in the suburbs north of Boston
- 50% have a household income between \$100,000 and \$150,000+
- 68% are between the ages of 25-and-49

These women told us that they would love to attend a sophisticated event that celebrates the best of their suburb, including: the food, fashion, beauty, home décor, fitness, and more. In response, In Full Force created a showcase event that introduces suburban chic; a high-profile, elegant soiree that provides influential suburban women the opportunity to fully experience all that is cosmopolitan in their community.

I Like to Learn About



A Fabulous Event for Women

Fabulous In Full Force is a multi-faceted event that recognizes the fact that women who live in the suburbs are independent, educated, financially secure, and eager to tap into everything fabulous that life in the suburbs has to offer. The reality is that these women need not travel into Boston to experience luxury living because the most fabulous services and products are available closer to home in their very own communities.

The suburbs north of Boston are an untapped resource for many women-focused products and services, which will be revealed at this event to an enthusiastic audience eager to experience it all. Don't miss this valuable opportunity to position your product or service amidst the Best of the Suburbs North of Boston!



The Fabulous Event:

Fabulous In Full Force

North of Boston ... Because it's Sexy in the Suburbs!

Thursday, June 12, 2008 from 6 to 10 p.m.

Groveland Fairways in Groveland, MA

How the Fabulous in Full Force Event Will Unfold!

- The event is being held at Groveland Fairways in Groveland, MA in a country setting nestled between the affluent Andover and Cape Ann areas, making this truly an event that celebrates all suburbs North of Boston. Set on lush green fairways with a dramatic entrance and magnificent ballroom, Groveland Fairways is the perfect backdrop for our second trip to the Northern suburbs.
- Businesses north of Boston are invited to participate in the event via the numerous sponsorship levels noted in this marketing kit. The key to success when getting involved with our Fabulous In Full Force events is to position your company in an innovative way; a way that engages women consumers and motivates them to seek you out after the event is over. We encourage you to find creative ways to make your company stand out at our event.
- You can get involved in a big way by becoming a headline sponsor or participate on a minimal level by putting a creative gift into the 600 VIP Gift Bags. But whatever role you play, we will work with you to ensure that involvement hits a homerun for your business.
- Northshore Magazine is the print media sponsor and will promote the event via a full-page color ad in their May/June issue, New at Northshore e-blast to Northshore Magazine database, as well as use of their mailing list for 8,000 print invitations to be sent out to Northshore women.
- Billy Costa from Kiss 108's "Matty in the Morning Show" will be the celebrity emcee and other notable women will be on hand to lead an insightful and entertaining spotlight presentation on how to create a fabulous life and the informal fashion show.
- Van Gogh Vodka will be serving complimentary martinis and a cash bar will also be offered to supplement the complimentary cocktails.
- The general admission ticket price will be \$35 and will include event admission, two complimentary drink tickets, gourmet appetizers, and a luxurious VIP Gift Bag.
- A Silent Auction will benefit the Ellie Fund. Learn more about this incredible organization at <http://www.elliefund.org/>



*Our Past Fabulous In Full Force Events
North, South & West of Boston Sold Out
with 700+ women & 75 businesses in attendance.*

Here's what attendees had to say:

"We were totally impressed by the venue, the attendance, and the elegance. It was an enlightening evening full of Fabulous things. I didn't know what to expect, but this far exceeded my expectations." - Elaine Hannula

"It was everything that it was advertised to be and more! It showed me so many vendors and retailers in my area. I work in the city, and the last thing I want to do on a day off is go all the way into Boston! Now I know more about what is in my area. It also was a great excuse to have a night out with some friends and family!" - Megan Cahoon

"I loved the energy of all the 'Fabulous' women. I came with a group of 10; we all had a ball! We enjoyed the food and drink, and boy we shopped! This will be a regular event for all of us." - Bobbi Kadlick

"I didn't go because my Mom said I was too young. But it looked like it was so much fun. I liked the gift bag, especially the bag of gum balls." - Fabulous Wannabe Becky, age 13

"The energy and enthusiasm and feeling of community was fabulous. People kept seeing friends and associates they didn't expect to see." - Missy Padoll

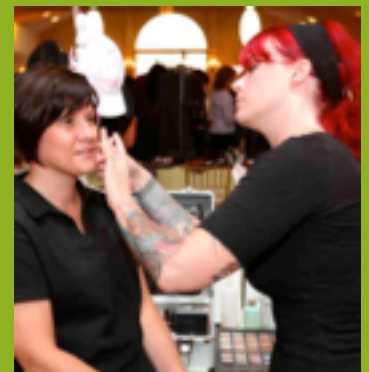
"I just have to tell you I had a ball at Fabulous In Full Force. I felt like it was truly a 'me night'. I got all kinds of treatments - paraffin, make up and a peel and had an absolute ball!" - Judi Cocotas

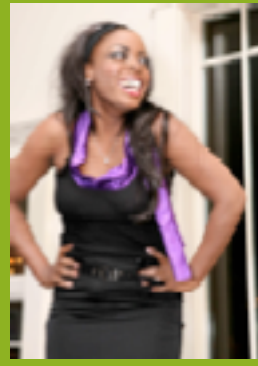
"Your event was a wonderful way to gather with friends, sip martinis and shop for unique gifts." - Lisa Hubbard

"I loved how much fun it was. Everything a woman loves all packed into one night of fun!" - Carolyn Gorman

"How does one improve on perfection!" - Corrine Kirmelewicz

"For only \$40 I was able to sip on a variety of martinis, shop 'till I dropped, learn how to do my make-up, spend time with my girlfriends and eat some really fantastic food! I even had a reflexologist massage my feet at the Croc's Lounge! It was truly a fabulous night!" - Michelle Finks





Here's what sponsors had to say:

"The event was fabulous! We had a great time and met so many potential clients."

- Peter Diozzi, Groove Entertainment

"Congratulations! Great job! Great attendance! Looking forward to the next event."

- Marilyn DaSilva, Ethan Allen

"You Ladies are the BEST, the BEST, the BEST!!!! I cannot adequately express my sincere thanks."

-Julie Nations, The Ellie Fund

"I just wanted to thank you for another great event!!!! I made some amazing contacts and I may be booking a wedding. You girls are the best thing North, South, West, and East of Boston!!!! I cannot wait for the next event."

- Karla Cassidy, Owner, Karla Cassidy Designs

"What a wonderful success. It was great working with you all!"

- Claire McCarthy, Editor, Northshore Magazine

"Congratulations on a well attended event. A great time was had by all."

-Marie Longo, Festive Occasions

"This event is great exposure for South Shore businesses to show women of the South Shore how cosmopolitan their community really is."

-Ronit Enos, Maxime Salon

"We are a perfect match with In Full Force-we are so happy to be here!"

-Rosee Andrade, Beauty & Main

Avenues of Exposure for the Event:

- Northshore Magazine
- Featured Segment on Dirty Water TV on Comcast
- E-blasts sent out to the 8,500 women on In Full Force database
- Your company logo with a link on the In Full Force website
- Media Relations Campaign surrounding the event
- Signage at Local Sponsors stores
- Print Invitation Sent Out to 8,000 North of Boston women



Showcase How Your Company Makes The Suburbs North of Boston Fabulous!

Sponsorship Levels

Presenting Sponsor

\$8,000

This sponsorship is only given to one business who be promoted as an event partner. In Full Force will work with your company to create a customized headline sponsorship package to showcase the very best of your business on a much larger scale than the customized headline sponsor.

- Prominent Presenting Sponsor positioning on event invitation to be mailed to 8,000 women West of Boston
- Prominent Presenting Sponsor Logo with link on In Full Force Event Website
- Logo on and promotional inclusion in all 600+ Luxurious Gift Bags
- Premier Positioned Skirted Table with Signage/Larger Space
- Premier Positioned Logo in E-Blasts
- Dedicated E-Blast to In Full Force database as it pertains to your company
- Logo on Promotional Materials at all Partner Locations
- Presenting Sponsorship Positioning in All Press Materials Promoting the Event
- Logo on Event Tickets
- Logo on Fabulous In Full Force Event Give-Away
- Logo and 50-word Description on Event Passport
- 15 Complimentary Tickets to Fabulous In Full Force Event

Customized Headline Sponsor

\$2,000

In Full Force will work with your company to create a customized headline sponsorship package to showcase the very best of your business and get the women attendees excited about your involvement. An example of this would be a clothing boutique dressing one of the celebrity emcees, naming a signature event martini after your business, the negotiation of a corner/bigger space, etc. If we can dream it then we can do it! This package will also include:

- Skirted Table with Signage
- Logo Inclusion in E-Blasts
- Logo with link on Fabulous In Full Force Website
- Name On Invitation to be Distributed to 10,000 Women West of Boston
- Inclusion in Luxurious VIP Gift Bags
- Name Mention in All Press Materials Promoting the Event
- Logo and 20-word Description on Event Passport
- 8 Complimentary Tickets to Fabulous In Full Force Event



Fashion Show \$750

- Participation in the Fashion Show
- Skirted Table with Signage
- Logo Inclusion in E-Blasts
- Logo with link on Fabulous In Full Force Website
- Inclusion in Luxurious VIP Gift Bags
- Name Mention in All Press Materials
- Logo and 20-word Description on Event Passport
- 4 Complimentary Tickets to Event



Make Over Sponsors \$850



- Participation Make Over
- Inclusion in Northshore Magazine article
- Skirted Table with Signage
- Logo Inclusion in E-Blasts
- Logo with link on Fabulous In Full Force Website
- Inclusion in Luxurious VIP Gift Bags
- Name Mention in All Press Materials
- Logo and 20-word Description on Event Passport
- 4 Complimentary Tickets to Event

Fabulous Vendors

- Skirted Table with Signage
- Event Passport Listing
- Logo with Link on Fabulous In Full Force Website
- Inclusion in Gift Bags (only products & gifts accepted, no paper products please)

\$500

Can't make it to the event?

Gift Bag Opportunities are Available for Companies who are Interested in Placing Persuasive Products or Gifts that will Intrigue our Women Attendees



To put your company in the Fabulous In Full Force spotlight, contact:

Shannon Emerson
Director of the Force
In Full Force

E-Mail Shannon@InFullForce.com or Call 978.375.3844

Hurry!

Just Like the Event Tickets, Space Will Sell Out Quickly!