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### **Fortune 500 Marketing Execs Sign Up Early For 9<sup>th</sup> Annual M2W® – The Marketing to Women Conference Automotive, Packaged Goods and Financial Services Included In Early Categories**

Chicago, IL – Jan. 15, 2013 – Marketing executives from Fortune 500 companies GM, Kimberly-Clark, and TIAA-CREF have already registered to attend the 9<sup>th</sup> Annual M2W® – The Marketing to Women Conference, April 15 - 17, 2013, Chicago Cultural Center. According to Jacinta Devlin, M2W® project manager, "They attend to learn how to increase their sales to women – who control 85% of all consumer purchasing in virtually every product category."

"At M2W® they get the latest marketing to women research, case studies, workshops and peer to peer learning opportunities," Devlin explained. "They learn what works and why. They learn how to use new techniques on every marketing channel from traditional media, PR and point of sale to newer channels like mobile and social media. It's all designed to help them refine and improve their marketing to women efforts, which in turn helps them build better marketing ROI and brand equity."

Devlin added, "Other early registrations include Harley-Davidson, Kimpton Hotels, BlogHer and the American Diabetes Association. It shouldn't really be that surprising that so many different categories attend M2W®. They all recognize that women are the dominant force in consumer purchasing. After all, in the US women spend over \$7 trillion annually plus they spend over \$20 trillion globally. And everyone expects those figures to just keep growing."

#### **About M2W®:**

M2W®, part of Women Meant Business!™ Week, is the world's premier conference on marketing to women. Since its founding in 2005, the event has been attended by thousands of senior-level brand managers and marketing executives from Fortune 500 companies representing major consumer product and service categories, including financial services, healthcare, automotive, housing, pharmaceutical, F&B, electronics, travel, retail, fashion, HBA, etc. The M2W® program features keynotes, general sessions, workshops, receptions and special events. Highlights include case studies and how-to sessions on topics such as media, creative, research, packaging, purchasing habits and point-of-sale interaction. Sponsors for the 2013 conference include Associate Sponsors: GfK, Linkage Research, Willoughby Design, Whitaker International and Anthem!; Workshop Sponsors: TRIS3CT and Insights in Marketing; and Showcase Sponsors: Female Factor, Snippies and Carolina Pad. M2W® is wholly owned, managed and produced by PME® Enterprises, LLC.

#### **About PME® Enterprises, LLC:**

PME® is a sales and marketing agency with a special emphasis on conferences, events and expositions. We offer a background including over 30 years of both trade and consumer event development and production. PME®'s specific skills include: advertising; conference, exhibit and sponsorship sales; content development and consultation for meeting programs; sales consultation; event marketing and promotion; event production and management.

For complete conference information visit: [www.m2w.biz](http://www.m2w.biz) or call 860.724.2649 x14. M2W® is produced by PME® Enterprises LLC, 912 Silas Deane Highway, Suite 101, Wethersfield, CT 06109.

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