


# Clear Vision Productions

**C**harlene Chiaro is an expert at knowing “what women want.” No, she can’t listen to our thoughts like Mel Gibson in that advertising movie, but she has produced more than 60 women’s events in the past 4 years. In that time, she had been to enough mega-sized bridal shows to know their biggest problems: vendors were unable to reach out to as many clients as they could, and attendees hated being herded like cattle to an impossible number of generic-looking booths.

So in 2008 she founded Clear Vision Productions and created a new breed of event – boutique shows with no more than 70 booths, and unique amenities like martini bars, salon and spa treatments, wine tastings, free giveaways, and live entertainment. These expos transcended the idea of a “trade show” and became something much more – a destination event for groups of friends to hang out, have a drink, and chat one-on-one with a variety of local vendors that have products or services appropriate for their lifestyle. Each attendee gets a gift bag just for being there, and the feeling that they participated in an event uniquely tailored with their needs in mind.

Charlene may not be able to read our thoughts, but fun, relaxed events that are for-women-by-women are exactly what we were thinking of.



**Charlene Chiaro**  
President

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[www.clearvisionproduction.com](http://www.clearvisionproduction.com)

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